R09

Time: 3hours **Max.Marks:60**

Answer any five questions
All questions carry equal marks
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1(a) Write a note on Product inspection Vs Process control.
 (b) Discuss the concept of TQM and its significance in business performance.
  [12]

2(a) Write a note on the communication, culture, and management systems.
 (b) What do you understand by customer satisfaction? How does it affect the marketing and sales? [12]

3(a) Discuss the pitfalls of bench marking.
 (b) What are the internal customer conflicts usually encountered in industry? [12]

4(a) Write a note on buyer – supplier relationships.
 (b) What do you understand by "Quality focus"? Explain. [12]

5(a) Discuss the various methods of measuring productivity.
 (b) Explain method of organizing for TQM by the systems approach. [12]

6(a) Write a note on Management systems *vs.* Technology.
 (b) What are quality circles? Explain. [12]

7(a) What are quality costs? How are they measured?
 (b) What is the use of quality cost information in improving the business performance of the organization? [12]

8(a) What are the benefits of ISO 9000 certification? Explain.
 (b) What is third party audit? How is it done? [12]

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