

Roll No.

Total No. of Questions : 07]

[Total No. of Pages : 02

Paper ID [C0222]

(Please fill this Paper ID in OMR Sheet)

BBA (Sem. 4th)**QUALITY MANAGEMENT (BB - 405)****Time : 03 Hours****Maximum Marks : 60****Instruction to Candidates:**

- 1) Section - A is **Compulsory**.
- 2) Attempt any **Four** questions from Section - B.

Section - A**Q1)****(10 × 2 = 20)**

- a) Define Quality.
- b) What is the importance of customer?
- c) What is relationship Marketing?
- d) What are Kaizens?
- e) What are the benefits of bench marking?
- f) What are internal failure costs?
- g) Define 'Team'.
- h) What are ISO 9000 series standards?
- i) What are the advantages of brain storming?
- j) What is the role of consultant in ISO 9000 implementation?

Section - B**(4 × 10 = 40)****Q2)** Discuss the significance of quality in a competitive and global environment.**Q3)** Discuss various activities under kaizen as a quality improvement programme.**E-274 [1208]****P.T.O.**

- Q4)** Explain Juran's quality trilogy and compare it with Demings approach to total quality.
- Q5)** Explain various tools of quality management.
- Q6)** What are ISO 9000 series standards? Explain the steps required to implement them.
- Q7)** Discuss the need for unbiased data collection. What steps would you take in this regard?

