

SRM VALLIAMMAI ENGINEERING COLLEGE

(An Autonomous Institution)

SRM Nagar, Kattankulathur – 603 203

DEPARTMENT OF MANAGEMENT STUDIES

QUESTION BANK

VI SEMESTER

MAN 102 – TOTAL QUALITY MANAGEMENT

Regulation – 2023

Academic Year 2025 - 2026



Prepared by

Mr. Thanga Baalaji Amuthan, Asst. Professor(Sr. Gr.)/MBA

Mrs. R.V. Preetha, Asst. Professor(Sr. Gr.)/EEE

Dr. K. Srimathi, Asst. Professor(OG)/MBA

Course Coordinator: Sri. Thanga Baalaji Amuthan



SRM VALLIAMMAI ENGINEERING COLLEGE

SRM Nagar, Kattankulathur – 603 203
DEPARTMENT OF MANAGEMENT STUDIES



QUESTION BANK

COURSE CODE: MAN 102 – TOTAL QUALITY MANAGEMENT

YEAR/SEM: III/VI

UNIT-I: INTRODUCTION				
Introduction - Need for quality - Evolution of quality - Definition of quality, Benefits and Obstacles, Quality – vision, mission and policy statements - Attitude and involvement of top management, Customer Focus – customer perception - Customer retention. Introduction to SERVQUAL.				
PART- A				
S. NO.	QUESTIONS	CO Level	BT Level	COMPETENCE
1.	What is meant by quality in the context of TQM?	CO1	Level 1	Remembering
2.	Infer the need for quality in modern organizations.	CO1	Level 2	Understanding
3.	Define Total Quality Management.	CO1	Level 1	Remembering
4.	Classify any two definitions of quality given by quality gurus.	CO1	Level 2	Understanding
5.	What is meant by evolution of quality?	CO1	Level 1	Remembering
6.	Classify the stages in the evolution of quality management.	CO1	Level 2	Understanding
7.	List any two benefits of quality management.	CO1	Level 1	Remembering
8.	Infer any two obstacles in implementing TQM.	CO1	Level 2	Understanding
9.	What is meant by quality vision?	CO1	Level 1	Remembering
10.	Interpret quality mission statement.	CO1	Level 2	Understanding
11.	What is a quality policy?	CO1	Level 1	Remembering
12.	Differentiate between quality vision and quality policy.	CO1	Level 2	Understanding
13.	What is the role of top management in TQM?	CO1	Level 1	Remembering
14.	Give reasons why is top management commitment essential for quality?	CO1	Level 2	Understanding
15.	What is meant by customer focus in TQM?	CO1	Level 1	Remembering
16.	Interpret customer perception.	CO1	Level 2	Understanding
17.	What factors influence customer perception of quality?	CO1	Level 1	Remembering
18.	Infer the meaning of customer retention.	CO1	Level 2	Understanding
19.	Write any two advantages of customer retention.	CO1	Level 1	Remembering
20.	Interpret that the “Quality” contribute to customer satisfaction.	CO1	Level 2	Understanding
21.	Define SERVQUAL.	CO1	Level 1	Remembering
22.	Classify any two dimensions of SERVQUAL.	CO1	Level 2	Understanding
23.	What is meant by service quality?	CO1	Level 1	Remembering
24.	Give reasons that “Quality related to organizational performance”.	CO1	Level 2	Understanding

25.	State any two differences between product quality and service quality.	CO1	Level 1	Remembering
-----	------------------------------------------------------------------------	-----	---------	-------------

PART- B				
S. NO	QUESTIONS	CO LEVEL	BT LEVEL	COMPETENCE
1.	Explain the need for quality in today's competitive business environment.	CO1	Level 3	Applying
2.	Categorize the evolution of quality from inspection to Total Quality Management.	CO1	Level 4	Analyzing
3.	Define quality and explain its meaning from different perspectives.	CO1	Level 3	Applying
4.	Examine the benefits of TQM to an organization.	CO1	Level 4	Analyzing
5.	Explain the major obstacles in implementing TQM and suggest remedies.	CO1	Level 3	Applying
6.	Contrast the terms quality vision, mission and policy statements and its importance.	CO1	Level 4	Analyzing
7.	Illustrate how quality vision and mission support organizational excellence.	CO1	Level 3	Applying
8.	Evaluate the role of top management in successful implementation of TQM.	CO1	Level 4	Analyzing
9.	Explain the attitude and involvement of top management towards quality improvement.	CO1	Level 3	Applying
10.	Analyze the concept of customer focus in Total Quality Management.	CO1	Level 4	Analyzing
11.	Explain customer perception and its importance in quality management.	CO1	Level 3	Applying
12.	Categorize the factors affecting customer perception of service quality.	CO1	Level 4	Analyzing
13.	Explain the concept of customer retention and its significance.	CO1	Level 3	Applying
14.	Analyze the relationship between quality, customer satisfaction and customer retention.	CO1	Level 4	Analyzing
15.	What is SERVQUAL? Explain its concept and purpose.	CO1	Level 3	Applying
16.	Outline the model of SERVQUAL and its dimensions.	CO1	Level 4	Analyzing
17.	Discuss the importance of service quality measurement in organizations.	CO1	Level 3	Applying
18.	Infer how SERVQUAL helps in improving service quality and customer satisfaction.	CO1	Level 4	Analyzing

UNIT – II – OVERVIEW OF THE CONTRIBUTIONS

Philosophies of Deming, Juran Crosby, Masaaki Imai, Feigenbaum, Ishikawa - Concept of Quality circle.

PART- A

S. No.	QUESTIONS	CO Level	BT Level	COMPETENCE
1.	Who is W. Edwards Deming?	CO2	Level 1	Remembering
2.	Classify any two principles of Deming’s philosophy.	CO2	Level 2	Understanding
3.	What is meant by Deming’s 14 Points?	CO2	Level 1	Remembering
4.	Infer the term Deming’s PDCA cycle.	CO2	Level 2	Understanding
5.	Who is Joseph M. Juran?	CO2	Level 1	Remembering
6.	Interpret the meaning of Juran’s Trilogy.	CO2	Level 2	Understanding
7.	Define quality planning as per Juran.	CO2	Level 1	Remembering
8.	Give reasons for the “Quality control” according to Juran.	CO2	Level 2	Understanding
9.	Who is Philip B. Crosby?	CO2	Level 1	Remembering
10.	Infer the term “Quality improvement”.	CO2	Level 2	Understanding
11.	What is meant by Zero Defects concept?	CO2	Level 1	Remembering
12.	Give any two absolutes of quality proposed by Crosby.	CO2	Level 2	Understanding
13.	Who is Masaaki Imai?	CO2	Level 1	Remembering
14.	Interpret the meaning of cost of quality.	CO2	Level 2	Understanding
15.	Define the concept of Kaizen.	CO2	Level 1	Remembering
16.	Infer the term “Continuous improvement”.	CO2	Level 2	Understanding
17.	Who is Armand V. Feigenbaum?	CO2	Level 1	Remembering
18.	Interpret what is Total Quality Control?	CO2	Level 2	Understanding
19.	Who is Kaoru Ishikawa?	CO2	Level 1	Remembering
20.	Infer the term “Company-wide quality control”.	CO2	Level 2	Understanding
21.	What is an Ishikawa (Fishbone) diagram?	CO2	Level 1	Remembering
22.	Classify any two benefits of Ishikawa diagram.	CO2	Level 2	Understanding
23.	What is meant by a Quality Circle?	CO2	Level 1	Remembering
24.	Infer the objectives of Quality Circles.	CO2	Level 2	Understanding
25.	Mention any two advantages of Quality Circles.	CO2	Level 1	Remembering

PART- B				
S. No.	QUESTIONS	CO LEVEL	BT LEVEL	COMPETENCE
1.	Demonstrate Deming's philosophy of quality management.	CO2	Level 3	Applying
2.	Categorize Deming's 14 Points and their relevance to TQM.	CO2	Level 4	Analyzing
3.	Explain Juran's Quality Trilogy in detail.	CO2	Level 3	Applying
4.	Outline the Juran's contribution to quality planning, control and improvement.	CO2	Level 4	Analyzing
5.	Explain Crosby's philosophy of quality.	CO2	Level 3	Applying
6.	Evaluate the four absolutes of quality proposed by Crosby.	CO2	Level 4	Analyzing
7.	Explain the concept of Zero Defects and its significance.	CO2	Level 3	Applying
8.	Analyze the Masaaki Imai's Kaizen philosophy.	CO2	Level 4	Analyzing
9.	Explain the role of continuous improvement in TQM.	CO2	Level 3	Applying
10.	Outline the Feigenbaum's Total Quality Control concept.	CO2	Level 4	Analyzing
11.	Explain Feigenbaum's contribution to company-wide quality management.	CO2	Level 3	Applying
12.	Examine the Ishikawa's philosophy of quality.	CO2	Level 4	Analyzing
13.	Explain the cause-and-effect diagram and its applications.	CO2	Level 3	Applying
14.	Compare the quality philosophies of Deming and Juran.	CO2	Level 4	Analyzing
15.	Illustrate the benefits and limitations of Quality Circles.	CO2	Level 3	Applying
16.	Examine the concept, structure and functioning of Quality Circles.	CO2	Level 4	Analyzing
17.	Explain the role of Quality Circles in improving employee involvement and quality.	CO2	Level 3	Applying
18.	Compare Crosby and Feigenbaum's approaches to quality.	CO2	Level 4	Analyzing

UNIT – III – TQM FRAMEWORK**Culture, Leadership – Quality Council, Employee Involvement, Motivation, Empowerment, Recognition and Rewards, International/National Quality Awards****PART- A**

S. NO	QUESTIONS	CO Level	BT Level	COMPETENCE
1.	What is meant by quality culture?	CO3	Level 1	Remembering
2.	Inter the organizational culture in the context of TQM.	CO3	Level 2	Understanding
3.	What is the role of culture in quality improvement?	CO3	Level 1	Remembering
4.	Interpret leadership in Total Quality Management.	CO3	Level 2	Understanding
5.	What is meant by quality leadership?	CO3	Level 1	Remembering
6.	Classify any two qualities of an effective quality leader.	CO3	Level 2	Understanding
7.	What is a Quality Council?	CO3	Level 1	Remembering
8.	Classify the objectives of a Quality Council.	CO3	Level 2	Understanding
9.	Who are the members of a Quality Council?	CO3	Level 1	Remembering
10.	Infer the meaning of Employee involvement.	CO3	Level 2	Understanding
11.	List any two benefits of employee involvement.	CO3	Level 1	Remembering
12.	Interpret the term is Employee motivation.	CO3	Level 2	Understanding
13.	Mention any two motivational techniques used in TQM.	CO3	Level 1	Remembering
14.	Infer the concept of employee empowerment.	CO3	Level 2	Understanding
15.	List any two advantages of empowerment.	CO3	Level 1	Remembering
16.	Interpret the recognition in TQM?	CO3	Level 2	Understanding
17.	What is meant by reward systems?	CO3	Level 1	Remembering
18.	Compare any three concepts of recognition and rewards.	CO3	Level 2	Understanding
19.	What is meant by intrinsic motivation?	CO3	Level 1	Remembering
20.	Infer the term “Extrinsic motivation”.	CO3	Level 2	Understanding
21.	Name any two International Quality Awards.	CO3	Level 1	Remembering
22.	Classify is the objective of quality awards.	CO3	Level 2	Understanding
23.	Name any two National Quality Awards.	CO3	Level 1	Remembering
24.	Identify the quality awards promoting excellence?	CO3	Level 2	Understanding
25.	Classify any two benefits of adopting a TQM framework.	CO3	Level 1	Remembering

PART- B				
S. NO	QUESTIONS	CO LEVEL	BT LEVEL	COMPETENCE
1.	Explain the concept of quality culture and its importance in TQM.	CO3	Level 3	Applying
2.	Categorize the role of organizational culture in achieving total quality.	CO3	Level 4	Analyzing
3.	Explain leadership and its significance in Total Quality Management.	CO3	Level 3	Applying
4.	Examine the role of top management leadership in the TQM framework.	CO3	Level 4	Analyzing
5.	Explain the structure and functions of a Quality Council.	CO3	Level 3	Applying
6.	Analyze how a Quality Council supports continuous improvement.	CO3	Level 4	Analyzing
7.	Explain the concept of employee involvement and its role in TQM.	CO3	Level 3	Applying
8.	Critically examine the various methods of employee involvement in quality improvement.	CO3	Level 4	Analyzing
9.	Explain the importance of motivation in implementing TQM.	CO3	Level 3	Applying
10.	Categorize different motivational theories and techniques relevant to TQM.	CO3	Level 4	Analyzing
11.	Explain the concept of employee empowerment with suitable examples.	CO3	Level 3	Applying
12.	Analyze the role of empowerment in improving quality and productivity.	CO3	Level 4	Analyzing
13.	Explain the importance of recognition and rewards in TQM.	CO3	Level 3	Applying
14.	Examine an effective recognition and reward system for quality improvement.	CO3	Level 4	Analyzing
15.	Explain the concept and objectives of international quality awards.	CO3	Level 3	Applying
16.	Categorize the features and significance of national quality awards.	CO3	Level 4	Analyzing
17.	Compare international and national quality awards.	CO3	Level 3	Applying
18.	Analyze how quality awards act as benchmarks for business excellence.	CO3	Level 4	Analyzing

UNIT – IV – TOOLS AND TECHNIQUES

Six Sigma, Kaizen, 5S, 7QC Tools, Quality function deployment (QFD) – Benefits, Voice of customer, Information Organization, Building a House of Quality (HOQ), Bench marking and Poka-Yoke.

PART - A

S. No.	QUESTIONS	CO LEVEL	BT LEVEL	COMPETENCE
1.	What is meant by Six Sigma?	CO4	Level 1	Remembering
2.	Classify the objectives of Six Sigma.	CO4	Level 2	Understanding
3.	What is DMAIC methodology?	CO4	Level 1	Remembering
4.	Infer the concept “Kaizen”.	CO4	Level 2	Understanding
5.	What is meant by continuous improvement?	CO4	Level 1	Remembering
6.	Interpret “5S methodology”.	CO4	Level 2	Understanding
7.	List the five elements of 5S.	CO4	Level 1	Remembering
8.	Classify any two benefits of 5S implementation.	CO4	Level 2	Understanding
9.	What are Seven Quality Control (7QC) Tools?	CO4	Level 1	Remembering
10.	Infer any four 7QC tools.	CO4	Level 2	Understanding
11.	What is a check sheet?	CO4	Level 1	Remembering
12.	Interpret the concept “Pareto diagram”.	CO4	Level 2	Understanding
13.	Define cause and effect diagram.	CO4	Level 1	Remembering
14.	Infer the term Control chart.	CO4	Level 2	Understanding
15.	What is Quality Function Deployment (QFD)?	CO4	Level 1	Remembering
16.	Classify the benefits of QFD.	CO4	Level 2	Understanding
17.	What is meant by Voice of Customer (VOC)?		Level 1	Remembering
18.	Interpret the information organization in QFD	CO4	Level 2	Understanding
19.	What is a House of Quality (HOQ)?	CO4	Level 1	Remembering
20.	Infer the term “Benchmarking”.	CO4	Level 2	Understanding
21.	What is Poka-Yoke?	CO4	Level 1	Remembering
22.	Classify any two types of benchmarking.	CO4	Level 2	Understanding
23.	State any two examples of Poka-Yoke.	CO4	Level 1	Remembering
24.	Interpret the concept that the Poka-Yoke helping in defect prevention.	CO4	Level 2	Understanding
25.	State any two advantages of using quality tools and techniques.	CO4	Level 1	Remembering

PART- B				
S. No.	QUESTIONS	CO LEVEL	BT LEVEL	COMPETENCE
1.	Explain the concept and objectives of Six Sigma.	CO4	Level 3	Applying
2.	Analyze how the DMAIC methodology used in Six Sigma.	CO4	Level 4	Analyzing
3.	Illustrate the benefits and limitations of Six Sigma.	CO4	Level 3	Applying
4.	Outline Kaizen philosophy and its role in continuous improvement.	CO4	Level 4	Analyzing
5.	Explain the principles and benefits of 5S.	CO4	Level 3	Applying
6.	Examine each element of 5S with suitable examples.	CO4	Level 4	Analyzing
7.	Describe the Seven Quality Control tools and their applications.	CO4	Level 3	Applying
8.	Examine how 7QC tools help in problem solving.	CO4	Level 4	Analyzing
9.	Explain the concept of Quality Function Deployment (QFD).	CO4	Level 3	Applying
10.	Categorize the benefits of QFD in product and service design.	CO4	Level 4	Analyzing
11.	Explain the concept of Voice of Customer (VOC) in QFD.	CO4	Level 3	Applying
12.	Examine the process of information organization in QFD.	CO4	Level 4	Analyzing
13.	Explain the steps involved in building a House of Quality (HOQ).	CO4	Level 3	Applying
14.	Categorize the structure of House of Quality with a neat diagram.	CO4	Level 4	Analyzing
15.	Explain the concept and types of benchmarking.	CO4	Level 3	Applying
16.	Evaluate the steps involved in benchmarking process.	CO4	Level 4	Analyzing
17.	Explain the concept of Poka-Yoke with suitable examples.	CO4	Level 3	Applying
18.	Outline the role of Poka-Yoke in achieving zero defects.	CO4	Level 4	Analyzing

UNIT – V – QUALITY MANAGEMENT

Quality Audits – Quality Council. ISO 9001:2015 (Quality Management) AS9100 (Aerospace), ISO 14001(Environment), ISO/TS 16949 (Automotive), ISO 17025 (Testing/FDA), TL 9000 (Telecommunication), ISO 13485 (Medical Devices), ISO 27001 (Information Security), ISO 29001 (Oil / Gas).

PART- A

S. No.	QUESTIONS	CO Level	BT Level	COMPETENCE
1.	What is meant by a quality audit?	CO5	Level 1	Remembering
2.	Classify the objectives of quality audits.	CO5	Level 2	Understanding
3.	What are the types of quality audits?	CO5	Level 1	Remembering
4.	Infer the meaning of Internal quality audit.	CO5	Level 2	Understanding
5.	Define external quality audit.	CO5	Level 1	Remembering
6.	Classify the role of a Quality Council in quality management.	CO5	Level 2	Understanding
7.	What do you mean by ISO 9001:2015?	CO5	Level 1	Remembering
8.	Classify the objectives of ISO 9001:2015.	CO5	Level 2	Understanding
9.	What is meant by a Quality Management System (QMS)?	CO5	Level 1	Remembering
10.	Give any two benefits of ISO 9001 certification.	CO5	Level 2	Understanding
11.	What is AS9100?	CO5	Level 1	Remembering
12.	Infer the purpose of AS9100 standard.	CO5	Level 2	Understanding
13.	What is ISO 14001?	CO5	Level 1	Remembering
14.	Infer the meaning of Environmental Management System (EMS).	CO5	Level 2	Understanding
15.	What is ISO/TS 16949?	CO5	Level 1	Remembering
16.	Interpret which industry does ISO/TS 16949 applied.	CO5	Level 2	Understanding
17.	What is ISO 17025?	CO5	Level 1	Remembering
18.	Classify the purpose of ISO 17025 certification.	CO5	Level 2	Understanding
19.	What is TL 9000?	CO5	Level 1	Remembering
20.	Infer the concept of “ISO 13485”.	CO5	Level 2	Understanding
21.	Which sector uses ISO 13485?	CO5	Level 1	Remembering
22.	Infer the term ISO 27001.	CO5	Level 2	Understanding
23.	What is meant by Information Security Management System (ISMS)?	CO5	Level 1	Remembering
24.	Infer the term ISO 29001.	CO5	Level 2	Understanding
25.	Classify any two advantages of implementing international quality standards.		Level 1	Remembering

PART- B				
S. No.	QUESTIONS	CO LEVEL	BT LEVEL	COMPETENCE
1.	Explain the concept and objectives of quality audits.	CO5	Level 3	Applying
2.	Categorize the types of quality audits with suitable examples.	CO5	Level 4	Analyzing
3.	Explain the audit process and audit cycle in quality management.	CO5	Level 3	Applying
4.	Examine the role of Quality Council in implementing and maintaining QMS.	CO5	Level 4	Analyzing
5.	Explain the structure and requirements of ISO 9001:2015.	CO5	Level 3	Applying
6.	Distinguish the various principles of quality management as per ISO 9001:2015.	CO5	Level 4	Analyzing
7.	Explain the benefits and limitations of ISO 9001:2015 certification.	CO5	Level 3	Applying
8.	Categorize the requirements and applications of AS9100 (Aerospace standard).	CO5	Level 4	Analyzing
9.	Illustrate ISO 14001 and its role in environmental sustainability.	CO5	Level 3	Applying
10.	Outline the objectives and requirements of ISO/TS 16949 (Automotive standard).	CO5	Level 4	Analyzing
11.	Identify the importance of ISO 17025 for testing and calibration laboratories.	CO5	Level 3	Applying
12.	Categorize the features and applications of TL 9000 (Telecommunication standard).	CO5	Level 4	Analyzing
13.	Identify and explain the requirements and significance of ISO 13485 for medical devices.	CO5	Level 3	Applying
14.	Analyze the concept and requirements of ISO 27001 (Information Security Management).	CO5	Level 4	Analyzing
15.	Illustrate the importance of information security in modern organizations.	CO5	Level 3	Applying
16.	Compare ISO 9001 and ISO 14001.	CO5	Level 4	Analyzing
17.	Explain the requirements and applications of ISO 29001 (Oil and Gas standard).	CO5	Level 3	Applying
18.	Compare ISO 27001 and ISO 13485 with respect to their scope and application.	CO5	Level 4	Analyzing