

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA– SEMESTER - IV-EXAMINATION- SUMMER-2023**

**Subject Code: 4549272****Date: 27/06/2023****Subject Name: Quality Management****Time: 10:30 AM TO 01:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make Suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

- Q.1** Explain the following terms; **14**
- a) Continuous Improvement
  - b) Quality Control
  - c) Six Sigma
  - d) ISO 9001
  - e) Defect Prevention
  - f) Quality Management System (QMS)
  - g) Process Improvement
- Q.2** (a) Discuss the Six Big Losses in Lean Manufacturing. **07**
- (b) Write a note on 'Risk Priority Number (RPN)' **07**
- OR**
- (b) What is Failure Mode and Effects Analysis (FMEA), and why is it an important tool for quality management? **07**
- Q.3** (a) Discuss statistical quality control? How control charts are differed for attributes and variables? Explain with examples. **07**
- (b) What is 5S? How it will be useful in continuous improvement? **07**
- OR**
- Q.3** (a) What are the factors that Kizen focuses for continuous improvement? **07**
- (b) What are the different stages involved in conducting a Failure Mode and Effects Analysis (FMEA)? **07**
- Q.4** (a) What are some common obstacles or challenges organizations face when implementing a Quality Management System (QMS)? **07**
- (b) What are Quality Circles, and how do they contribute to continuous improvement and quality management? **07**
- OR**
- Q.4** (a) Discuss the Eight Principles of TQM. **07**
- (b) Write a note on Business Process Reengineering (BPR) **07**

### **Q.5 Case Study: Customer Driven Quality at Asha Automotive Ltd.**

Customer-driven quality is a crucial aspect of business success, ensuring that products and services meet or exceed customer expectations. This case study focuses on Asha Automotive Ltd., an automobile manufacturing company that prioritizes customer satisfaction through a customer-driven quality approach.

Asha Automotive Ltd. is a renowned automobile manufacturer that has built a strong reputation for delivering high-quality vehicles. The company's success can be attributed to its commitment to understanding and meeting the evolving needs and expectations of its customers.

Asha Automotive Ltd. conducted extensive market research and customer surveys to gain insights into customer expectations regarding vehicle performance, safety, features, and overall satisfaction. They recognized that by aligning their product offerings with customer expectations, they could enhance customer loyalty and market share.

The company established a structured system to collect and analyze customer feedback. They actively encouraged customers to provide feedback through various channels such as online platforms, customer care centers, and post-purchase surveys. This feedback was used to identify areas for improvement and drive product development initiatives.

Asha Automotive Ltd. embraced a culture of continuous improvement to address customer feedback and enhance product quality. The company established cross-functional teams dedicated to quality improvement and regularly conducted quality audits to identify and rectify any product or process issues.

Recognizing the impact of suppliers on product quality, Asha Automotive Ltd. forged strong partnerships with suppliers and implemented stringent quality control measures. They collaborated with suppliers to ensure the delivery of high-quality components and held regular meetings to discuss quality performance and improvement initiatives.

- Q.5** (a) How did Asha Automotive Ltd. gather customer expectations and feedback to drive their customer-driven quality approach? **07**
- (b) What strategies did Asha Automotive Ltd. employ to incorporate customer feedback into their product development and improvement processes? **07**

**OR**

- Q.5** (a) How did Asha Automotive Ltd. foster a culture of continuous improvement to enhance product quality and meet customer expectations? **07**
- (b) Can you explain the role of supplier collaboration in Asha Automotive Ltd.'s customer-driven quality approach? **07**

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