

**M.B.A. (GM-OP) Sem.-4 Examination****OM-404****T. Q. M.****April-2025****Time : 2-30 Hours]****[Max. Marks : 70**

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| Q-1 | A) Explain the PDSA (Plan-Do-Study-Act) cycle and its application in improving service quality within organizations. Additionally, discuss the advantages of adopting continuous improvement practices such as Kaizen.  | 14 |
| Q-2 | A) Explain the quality planning process within the Total Quality Management (TQM) framework. Highlight the role of gap analysis and the importance of establishing quality control procedures in ensuring effective quality planning.<br><u>OR</u><br>B) Explain how Total Quality Management (TQM) aligns customer satisfaction with internal organizational processes. Support your explanation with examples that highlight the significance of a customer-centric approach in TQM.      | 14 |
| Q-3 | A) Outline the fundamental concepts involved in the development of performance measures. Discuss why these measures are essential for evaluating the effectiveness of an organization's quality management strategies.<br><u>OR</u><br>B) Examine the typical challenges organizations encounter during the implementation of Total Quality Management (TQM) practices. Suggest effective strategies that management can use to address these barriers and achieve successful TQM adoption. | 14 |
| Q-4 | A) Describe the DMAIC methodology used in the Six Sigma framework. Outline the key phases—Define, Measure, Analyze, Improve, and Control—along with the main activities involved in each. How does this structured approach contribute to enhancing process quality?<br><u>OR</u><br>B) Distinguish between benchmarking and best practices analysis. How do these approaches differ, and in what ways can each contribute to organizational improvement?                                   | 14 |

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| Q-5 | A) Compare and contrast Scatter Diagrams and Control Charts as quality management tools. When is each tool most appropriately used, and what type of insights do they offer about process variability? | 14 |
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