



Name:

Enrolment No:

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, May 2022

Course: Total Quality Management

Program: BBA LM / AM

Course Code: LSCM3004

Instructions: Each Question will carry equal Marks section wise

Semester: VI

Time : 03 hrs.

Max. Marks: 100

Q.No	Section A	10Qx2M=20Marks	COs
1	Responsibility for implementation of TQM lies alone on the Managers? True/False	2	CO1
2	5S is defined as a housekeeping technique used to establish and maintain a productive and quality environment in an organization. True/False	2	CO2
3	While setting Quality objective, (what) is to be considered.	2	CO1
4	Mention different cost of quality	2	CO1
5	What is full form of SIPOC	2	CO1
6	What does DMAVD stand for	2	CO1
7	The process mapping is a _____ diagram	2	CO1
8	Key elements of TQM are	2	CO2
9	Six Sigma implies max number of defects is limited to	2	CO1
10	List different types of process mapping techniques	2	CO1
	Section B	4Qx5M= 20 Marks	
11	Leadership qualities that are desired from a manager of a new digital marketing startup firm.	5	CO2
12	Evaluate a project (startup firm) on impact, effort and risk involved.	5	CO3
13	How would you improve the service quality of an ecommerce like amazon?	5	CO2
14	What is the difference between TQM and Six Sigma?	5	CO3
	Section C	3Qx10M=30 Marks	
15	Analyze the gaps in the Service Quality Model, to find the bottleneck to be addressed for improving customer satisfaction.	10	CO4
16	Identify different cost of quality associated with FMCG product.	10	CO3
17	Under the define phase of DMAIC, construct a well-defined problem statement and objective statement for low production rate in FMCG manufacturing unit.	10	CO4
		2Qx15M= 30	

	Section D	Marks	
18	Apply DMAIC to improve class attendance above 90% in SOB, UPES.	15	CO4
19	Draw a Value Stream Map for Procurement and storage of goods or raw materials. (Starting from inbound logistics to the storage of goods at designated place in the store department).	15	CO4