**REG.NO:**

**SEMBODAI RUKMANI VARATHARAJAN ENGINEERING COLLEGE**

**ACADEMIC YEAR 2013-2014/ODD SEMESTER**

**CYCLE TEST – I AUG-2013**

**DEPARTMENT OF MECHANICAL ENGINEERING**

**SUBJECT CODE/TITLE:** MG1301 TOTAL QUALITY MANAGEMENT

**YEAR/SEM:** IV/VII **DATE:**

**DURATION:** 1 ½ HOURS **MAX.MARKS:** 50

**Answer ALL the Questions**

**PART A (5X2=10)**

1. Define Quality cost.
2. What are the activities of quality planning?
3. What are the steps involved in strategic planning?
4. Name any two popular awards for quality.
5. Define Kaizen.

**PART B (40 MARKS)**

1. Define quality. Explain the fourteen steps of Deming’s philosophy for improving quality, productivity and competitiveness. (16)
2. i)What are the customer perceptions of quality? Explain the service quality with its characteristics and expectations. (8)

ii) Explain about PDSA cycle with their advantages and limitations. (8)

1. Explain Juran’s Quality Trilogy in detail. (8)