



**MAN-010-007706**

Seat No. \_\_\_\_\_

**Bachelor of Hotel & Tourism Management**

**(Sem. VII) Examination**

**October / November – 2016**

**Quality Management - 7.6.E.1**

*(Old Course)*

**Faculty Code : 010**

**Subject Code : 007706**

Time : 3 Hours]

[Total Marks : 70

- Instructions :** (1) Attempt any five questions.  
(3) All questions carry equal marks.

- 1 What is Customer Relationship Management? List the advantages of Customer Relationship Management. Enumerate on some of the major tools for determining customer needs.
- 2 Explain in detail the various aspects related to Quality.
- 3 Elaborate on Edward Deming's contribution to Quality Management.
- 4 What are the different styles of leadership? Enumerate the role of a leader, leadership styles and management in developing quality in organizations.
- 5 What is Quality Management System? List the principles and benefits of Quality Management System.
- 6 What is Customer Satisfaction? What are the essential factors related to internal and external customer satisfactions? List ways to measure customer satisfaction.

- 7 Discuss in detail with relevant examples on Total Quality Management.
- 8 Define Quality List the Steps for Quality method of a system for ongoing improvements in organizations.
- 9 Explain in detail Juran's Quality theories. List ten steps with relevant examples for Quality Improvement.
- 10 List HACCP as a Quality Management System for hotel kitchens.

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