



HCK-010-004706 Seat No. _____

Fourth Year B. H. T. M. (Sem. VII) Examination

September - 2017

7.6.E.1 : Quality Management

(New Course)

Faculty Code : 010

Subject Code : 004706

Time : Hours]

[Total Marks : **70**

- Instructions :** (1) Attempt any five questions.
(2) All questions carry equal marks i.e. 14 Marks each.

- 1 Elucidate on Edward Deming's philosophy of Quality Management with relevant examples of each philosophy.
- 2 What is Quality Management System? List the principles and benefits of Quality Management System.
- 3 What is Customer Satisfaction? What are the essential factors related to internal and external customer satisfactions? List ways to measure customer satisfaction.
- 4 Explain in detail the various aspects related to Quality.
- 5 Discuss in detail with relevant examples on Total Quality Management.
- 6 Define Quality. List the steps for Quality method of a system for ongoing improvements in organizations.
- 7 What is Customer Relationship Management? List the advantages of Customer Relationship Management. Enumerate on some of the major tools for determining customer needs.

- 8 Explain in detail Juran's or Philip Crosby's theories on Quality Management with relevant examples from organizations.
 - 9 List HACCP as a Quality Management System for hotel kitchens.
 - 10 What are the different styles of leadership? Enumerate the role of a leader, leadership styles and management in developing quality in organizations.
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