



PAT-010-004706 Seat No. _____

Fourth Year BHTM (Sem. VII) Examination

October / November - 2018

7.6. E.1 Quality Management

(New Course)

Faculty Code : 010

Subject Code : 004706

Time : 3 Hours]

[Total Marks : 70

Instruction : Attempt any five questions. All questions carry equal marks
i.e. 14 marks each.

- 1 Elaborate on any 2 from below : **2×7=14**
 - (a) Process flow perspective of quality
 - (b) Quality assurance and quality control
 - (c) Cost of quality

- 2 "Quality is a consistent effort to satisfy guest needs". In reference to the statement what are the steps for continuous improvement in an ongoing system within an organization ?

- 3 Explain the concept of quality indicating the 8 dimensions with relevant examples wherever required.

- 4 Explain in detail with relevant examples Edward Deming's philosophy of quality management.

- 5 Elucidate on Juran's Trilogy and indicate the steps for quality improvement as proposed by him with relevant examples from the hospitality industry.

- 6 Elaborate on any 2 from below : **2×7=14**
 - (a) Pareto principle
 - (b) Contribution of Philip Crosby to quality management
 - (c) Concept of total quality by Armand Feignbaum

- 7 How can leadership in any organization instill quality within and outside an organization ?
- 8 Explain the concept of quality management system indicating the role of strategic planning as an integral element.
- 9 What is customer satisfaction ? Mention the steps with relevant examples for determination of customer satisfaction in an organization.
- 10 Elaborate on any 2 from below : **2×7=14**
- (a) Ten essential elements to put quality into information
 - (b) The concept of total quality management
 - (c) Quality management and decision making.
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