



JAA-010-1047006

Seat No. _____

**Fourth Year Bachelor of Hotel & Tourism
Management (Sem. VII) Examination**

October - 2019

**6.6.E.1 : Quality Management
(New Course)**

Faculty Code : 010

Subject Code : 1047006

Time : 3 Hours]

[Total Marks : 70

- Instructions :** (1) The maximum marks is 70
(2) Each question carries 14 marks each
(3) Attempt any three questions from 3 to 6

- 1 Do as directed : **8+6=14**
- (A) Define the following terms : **8**
- (i) Leadership
 - (ii) Quality
 - (iii) Quality control
 - (iv) Quality planning
 - (v) Process
 - (vi) Durability
 - (vii) Perceived quality
 - (viii) Benchmarking
- (B) Write about any of the **three** Quality Gurus in 100 **6**
words each :
- (i) Walter Shewhart
 - (ii) Edward Deming
 - (iii) Philip Crosby
 - (iv) Joseph Juran
 - (v) Kaoro Ishikawa

- 2** Write short notes on any two in around 225 words each : **2×7=14**
- (a) Types of customers and handling customer complaints
 - (b) Juran's Quality theory
 - (c) Advantages of statistical quality control ?
- 3** What is quality ? Write about the importance of Quality Management. Describe the dimensions of Quality.
- 4** What is QMS ? Explain benefits of QMS and QMS principles.
- 5** Explain customer relationship management and its advantages.
- 6** What is benchmarking ? Explain its types, advantages and disadvantages ?
-