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MMPC-019

**MASTER OF BUSINESS
ADMINISTRATION/MASTER OF
BUSINESS ADMINISTRATION
(BANKING AND FINANCE)
(MBA/MBF)**

Term-End Examination

June, 2025

MMPC-019 : TOTAL QUALITY MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : Attempt any ***five*** questions. All questions
carry equal marks.

1. Which fundamental ideas underpin Total Quality Management (TQM) ? Explain how TQM is different from conventional methods of quality management.
2. How does leadership fit into the TQM implementation process ? Explain with the help of examples.
3. Explain with the help of examples, how an organization will guarantee continuous TQM improvement.
4. Describe the standard tools and methods which are employed in TQM.
5. Does TQM implementation affect the organizational culture ? Justify with the help of examples.

6. What is the role of workers in the TQM implementation process ? Illustrate with the help of examples.
7. What impact does TQM have on customer satisfaction ? Elucidate with the help of suitable examples.
8. Write short notes on the following :
 - (a) Quality audit
 - (b) Certification

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