



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2013/2014

FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR THE
DEGREE OF MASTER OF SCIENCE IN PROCUREMENT
(CITY CAMPUS - EVENING)

MSM 846: TOTAL QUALITY MANAGEMENT

Date: 11th April, 2014

Time: 5.30 - 8.30 p.m.

INSTRUCTIONS:

- Answer ANY FOUR questions.



QUESTION ONE (15 MARKS)

Discuss the following statements:

- i. "Employee satisfaction must be at the top priority which leads to customer satisfaction". (5 marks)
- ii. "Price alone is not the only aim of a product. Product and service count for its success". (5 marks)
- iii. "Recognition and award systems lead to motivation". (5 marks)

QUESTION TWO (15 MARKS)

- a) Briefly describe QS 9000 and ISO 14000. (7 marks)
- b) Describe the four phases of quality documentation. (8 marks)

QUESTION THREE (15 MARKS)

- a) Explain Taguchi's quality loss function. (5 marks)
- b) Outline the process of building the house of quality. (10 marks)

QUESTION FOUR (15 MARKS)

- a) Define noise and highlight its types. (6 marks)
- b) Classify quality costs. Explain how quality of cost can be reduced.(9 marks)

QUESTION FIVE (15 MARKS)

Write short notes on the following:

- i. Vision statement. (3 marks)
- ii. Mission statement. (3 marks)
- iii. Objectives. (3 marks)
- iv. Strategic Planning. (3 marks)
- v. Quality policy. (3 marks)

QUESTION SIX (15 MARKS)

Discuss the steps involved in designing customer satisfaction surveys. (15 marks)