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MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS**

**2016/2017 ACADEMIC YEAR**

**FOURTH YEAR SECOND SEMESTER**

**SCHOOL OF BUSINESS AND ECONOMICS**

**BACHELOR OF BUSINESS MANAGEMENT**

**COURSE CODE: BBM 465**

**COURSE TITLE: TOTAL QUALITY MANAGEMENT**

**DATE: 27TH APRIL 2017 TIME: 2.00PM-4.00PM**

**INSTRUCTIONS TO CANDIDATES**

* ***Answer question ONE (compulsory) and any other THREE***
* ***Question one carries 25 marks***
* ***All other questions carry 15 marks***

*This paper consists of 3 printed pages. Please turn over*

**QUESTION 1**

1. Discuss the contributions of the following theorists and practitioners to quality management:-
2. Deming **(2marks)**
3. Crosby **(2marks)**
4. Juran **(2marks)**
5. Shigeo Shingo **(2marks)**
6. Define and explain business process reengineering and its relevance to total quality management **(7marks)**
7. Explain the philosophy behind continuous improvement **(10marks)**

**QUESTION 2**

How does quality contribute to the attainment of organizations competitive advantage **(15marks)**

**QUESTION 3**

1. What are the costs associated with product liability **(7marks)**
2. Define and explain the concept of product benchmarking **(8marks)**

**QUESTION 4**

1. Briefly explain the principles in culture that are key to quality management system implementation and maintenance. **(7marks)**
2. Teamwork is one of the principles of TQM. Outline situations appropriate for team building. **(8marks)**

**QUESTION 5**

1. Explain the barriers to quality management in an organization **(8marks)**
2. Define product liability **(2marks)**
3. Describe the concept of customer service in an organization **(5marks)**