



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**FOURTH YEAR SECOND SEMESTER EXAMINATION FOR
DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION
WITH INFORMATION TECHNOLOGY**

CITY CAMPUS –EVENING

ABA 418: TOTAL QUALITY MANAGEMENT

ate: 22nd November, 2016

Time: 5.30 - 8.30pm

INSTRUCTIONS:

- Answer Question ONE (Compulsory) and any other THREE.



QUESTION ONE.

- a. "Quality is not a new concept. Since an immemorial time, the quality of goods and services has always been monitored, either directly or indirectly." From this context describe the key requirements of a firm's quality programme of which QS-9000 Quality Standards focus on. **(15marks)**
- b. "Dabo dabo dooo is a contract manufacturer of precision sheet metal and machined components for telecommunications semi-conductor, and medical equipment industries." Discuss some of the ways it exemplifies the principles of TQM **(10marks)**

QUESTION TWO

- a) "The upper management is the driving force behind TQM and it bears the responsibility of creating an environment to rollout TQM concepts and practices." Discuss **(7marks)**
- b) Define performance appraisal and explain the various methods of performance appraisal. **(8marks)**

QUESTION THREE

With reference to Zaire's Building Blocks of TQM, explain the roles played by each of the five pillars of TQM Block. **(15marks)**

QUESTION FOUR

Describe dimensions of Customer satisfaction that can be addressed, by a business in products manufactured **(15 marks)**

QUESTION FIVE

Discuss the role that management, as an employer and leader should play in ensuring that QMS implementation in their respective organization is effective.

(15 marks)