



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2016/2017**

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

**MAIN CAMPUS**

**ABA 418: TOTAL QUALITY MANAGEMENT**

Date: 31<sup>st</sup> July, 2017

Time: 3.30 - 6.30 pm

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**INSTRUCTIONS:**

- Answer question ONE and any other THREE questions.



### QUESTION ONE

- a) ABC is a contract manufacturer of precision sheet metal and machined components for telecommunications semi-conductor, and medical equipment industries. Describe some of the ways it exemplifies QMS principles
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(8 marks)

- b) The objective of Total Quality Cost is to achieve measurable improvement in material quality and quality cost reduction on a systematic basis. With reference to the above explain the quality cost model
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(7 marks)

- c) Discuss the documentation process in ISO 9000:2000 system. (5 marks)

- d) Explain the customer perception of quality (5 marks)

### QUESTION TWO

- a) Diagrammatically, explain the bench marking concept and the salient reasons why Comrades Bookshop as an organization should practice bench marking. (8 marks)

- b) Explain the Deming's philosophy (7 marks)

### QUESTION THREE

- a) Explain the different approaches to Six Sigma, and the steps involved in DMAIC and DMADV (8 marks)

- b) With reference to Zaire's Building Blocks of TQM, explain the roles played by each of the five pillars of TQM Block. (7 marks)

### QUESTION FOUR

- a) Examine the roles and responsibilities of top management of an organization in achieving centered focus on strategic planning (8 marks)

- b) Explain the steps involved in implementing the continuous process improvement (7 marks)
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**QUESTION FIVE**

- a) Discuss in details the dimensions of quality and its relevance in productivity efficiency **(8 marks)**
- b) Discuss the structure and implementation of quality circle in an organization of your own **(7 marks)**