



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

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

CITY CAMPUS - EVENING

ABA 418: TOTAL QUALITY MANAGEMENT

Date: 19th July, 2017

Time: 5.30 - 8.30pm

INSTRUCTIONS:

- Answer Question ONE and any other THREE
- Question one carries 25 marks the rest carry 15 marks each.



Question One

a) Briefly discuss the evolution of Total Quality Management(TQM) in the early 20th C to 1970s.

10 marks)

b) "A firm that produces defective products is likely to incur a number of costs". Briefly explain these costs giving an example in each case.

(10 marks)

c) "Quality is often used to signify "excellence" of a product or a service." Explain other five definitions of quality

(5marks)

Question Two

a) Differentiate between manufacturing and service organization in terms of quality.

(5 marks)

b) Explain reasons why sometimes TQM implementation fails in an organization.

(10 marks)

Question Three

Briefly describe the Deming's 14 points for Management and its implication on Quality Management.

(15 marks)

Question Four

a) i) Explain Cross-functional Management

(3 marks)

ii) What are the rewards of re-engineering?

(6 marks)

b) Discuss the benefits of **ISO-9000**

(6 marks)

Question Five

a) Explain the purposes of Benchmarking.

(10 marks)

b) Give the demerits of benchmarking

(5 marks)