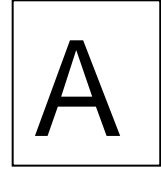


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SNS College of Technology, Coimbatore-35
(Autonomous)
B.E/B.Tech- Internal Assessment -I
Academic Year 2024-2025(Odd Semester)
Fifth Semester
Mechanical Engineering
19MEE304 – Total Quality Management

Time: 1^{1/2} Hours

Maximum Marks: 50

Answer All Questions

PART - A (5 x 2 = 10 Marks)							
					CO	Blooms	
1.	Define need for quality				CO 1	Und	
2.	Recall the TQM framework with examples				CO 1	Rem	
3.	Compare QC & QA				CO 1	Ana	
4.	Explain the 5'S Concept				CO 2	Und	
5.	Who is leader & how can you justify				CO 2	Ana	
PART – B (2 x 13 = 26 Marks)							
					CO	Blooms	
6.	(a)	Describe evaluation of quality with suitable examples			13	CO1	Rem
		(or)					
	(b)	Classify the customer focus on your own product & explain their satisfaction			13	CO1	Und
7.	(a)	Write short notes on i) recognition ii) rewards iii) performances			13	CO2	Und
		(or)					
	(b)	Illustrate your own product of basic concepts to TQM & Barriers to TQM.			13	CO2	Rem
8.	(a)	Assume gems chocolate as your own product and Identify the causes through fishbone diagram			14	CO1	Ana
		(or)					
	(b)	Apply the quality tools of your own product & explain the achieved quality			14	CO2	App

CO – Course Outcome, U- Understanding, R- Remembering, App-Apply, Ana-Analyze, E-Evaluate

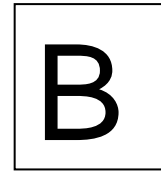
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SNS College of Technology, Coimbatore-35
(Autonomous)

B.E/B.Tech- Internal Assessment -I
Academic Year 2024-2025(Odd Semester)
Fifth Semester



Mechanical Engineering

19MEE304 – Total Quality Management

Time: 1^{1/2} Hours

Maximum Marks: 50

Answer All Questions

PART - A (5 x 2 = 10 Marks)						
					CO	Blooms
1.	Define TQM with examples				CO 1	Und
2.	List out the Dimensions of Quality				CO 1	Rem
3.	Why customer retention is more powerful than customer satisfaction				CO 1	Und
4.	What you mean by Leadership?				CO 2	Und
5.	Compare Team and Team work				CO 2	Ana
PART – B (2 x 13 = 26 Marks)						
					CO	Blooms
6.	(a)	Discuss the Deming's view on leadership through his fourteen points with suitable examples.	13	CO1	Ana	
		(or)				
	(b)	Write short notes on i) Customer satisfaction ii) Customer complaints iii) Customer retention	13	CO1	Und	
7.	(a)	Illustrate with your own product of basic concept to TQM & Barriers to TQM.	13	CO2	Ana	
		(or)				
	(b)	Describe the strategic quality planning stages with suitable examples	13	CO2	Rem	
8.	(a)	Assume gems chocolate as your own product and Identify the causes through fishbone diagram	14	CO1	Ana	
		(or)				
	(b)	Case study on quality tools related with 5's concept	14	CO2	App	

CO – Course Outcome, U- Understanding, R- Remembering, App-Apply, Ana-Analyze, E-Evaluate