

Seat No:

[0607]/PGMM243/2026/MSCHS_SEM4

SYMSCHS (Fourth Semester) Examination, 2026
PGMM243 - QUALITY ASSURANCE AND MANAGEMENT
(2023 Pattern)

Time: 2 Hrs. 30 Mins.

Maximum Marks: 50

Instructions: -

- (i) Solve any five questions.
- (ii) All questions carry equal marks.
- (iii) Draw diagrams wherever necessary.

Q1. Explain the terms :

- A) Total Quality Management (TQM) [2]
 - B) Customer Perception of Quality [2]
 - C) Juran Trilogy [2]
 - D) Cause & Effect Analysis [2]
 - E) Statistical Process Control (SPC) [2]
- Q2. A) Define Quality and explain its significance in an organization [5]**
B) Discuss the various types of Quality Costs and their impact on an organization [5]
- Q3. A) How does customer perception of quality influence brand loyalty? Provide examples [5]**
B) Explain the role of customer feedback in improving service quality [5]
- Q4. A) Describe the concept of employee empowerment and its benefits in an organization [5]**
B) How do recognition and rewards impact employee motivation? Discuss with examples [5]
- Q5. A) Explain the PDSA cycle and its role in continuous improvement [5]**
B) Compare and contrast Kaizen and Business Process Re-engineering [5]
- Q6. A) Describe the purpose and application of a Pareto chart in quality management [5]**
B) Explain how Statistical Process Control (SPC) helps in identifying and reducing quality problems. [5]
- Q7. A) What are the key benefits of implementing an ISO 9001:2008 system in an organization? [5]**
B) Discuss the importance of ISO 14001 in environmental management and its impact on Businesses. [5]
