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PRESIDENCY UNIVERSITY

BENGALURU

Mid - Term Examinations – October 2025

Date 10-10-2025

Time: 09.30am to 11.00am

School: SOC/SOM-UG	Program: BBA-Digital Marketing	
Course Code: BBE3015	Course Name: Quality Management	
Semester: V	Max Marks: 50	Weightage: 25%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	24	26	-	-	-

Instructions:

- (i) *Read all questions carefully and answer accordingly.*
- (ii) *Do not write anything on the question paper other than roll number.*

Part A

Answer ALL the Questions. Each question carries 2 marks.

5Q x 2M=10M

1	Define the concept of quality.	2 Marks	L1	CO1
2	List two best practices in quality management.	2 Marks	L1	CO1
3	What are the factors leading to the cost of quality?	2 Marks	L1	CO2
4	Explain the difference between prevention and appraisal costs.	2 Marks	L1	CO2
5	What is the meaning of the Cost of Poor Quality (COPQ)?	2 Marks	L1	CO2

Part B

Answer ALL the Questions. Each question carries 10 marks.

4Q x 10M=40M

6.	Explain the importance of quality in business management with examples.	10 Marks	L2	CO1
Or				
7.	Describe the evolution of total quality management principles.	10 Marks	L2	CO1

8.	Describe the Just-in-Time (JIT) production system and its impact on quality and efficiency.	10 Marks	L2	CO1
Or				
9.	Explain the concept of KAIZEN and how it promotes continuous improvement in organizations.	10 Marks	L2	CO1

10.	Describe quality standards such as ISO and Indian standards and their role in quality management.	10 Marks	L2	CO2
Or				
11.	Explain the quality audit process and its benefits in maintaining quality standards.	10 Marks	L3	CO2

12.	Discuss the cost of quality components: prevention, appraisal, internal failure, and external failure.	10 Marks	L2	CO2
Or				
13.	Explain Quality differentiation strategies and their importance in business planning.	10 Marks	L2	CO2