



# PRESIDENCY UNIVERSITY

BENGALURU

Roll No.																			
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## End - Term Examinations - December 2025

Date: 17 - 12- 2025

Time: 01:00pm - 04:00pm

<b>School:</b> SOC / SOM (UG)	<b>Program:</b> BBA		
<b>Course Code:</b> BBE3015	<b>Course Name:</b> Quality Management		
<b>Semester:</b> V	<b>Max Marks:</b> 100	<b>Weightage:</b> 50%	

CO - Levels	C01	C02	C03	C04
<b>Marks</b>	<b>26</b>	<b>26</b>	<b>28</b>	<b>20</b>

### 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 2marks.

10Q x 2M=20M

1.	Define quality.	2 Marks	L1	C01
2.	State two dimensions of product quality.	2 Marks	L1	C01
3.	Explain Cost of Poor Quality (COPQ).	2 Marks	L2	C02
4.	What is prevention cost in COPQ?	2 Marks	L1	C02
5.	Illustrate the purpose of Quality Audits.	2 Marks	L2	C03
6.	List the seven basic Quality Control tools.	2 Marks	L1	C03
7.	What is a Pareto chart?	2 Marks	L1	C03
8.	Define Six Sigma.	2 Marks	L1	C04
9.	What is Lean Manufacturing System.?	2 Marks	L1	C04
10.	What is e-QMS?	2 Marks	L1	C04

## Part B

Answer ALL the Questions. Each question carries 7 marks.

5Q x 7M = 35M

11.	Explain the evolution of quality management from inspection to Total Quality Management (TQM).	07 Marks	L2	CO1
<b>Or</b>				
12.	Discuss the key principles of Total Quality Management.	07 Marks	L2	CO1
<b>Or</b>				
13.	Explain the four major components of Cost of Poor Quality with suitable examples.	07 Marks	L2	CO2
<b>Or</b>				
14.	Describe the types and benefits of Quality Audits.	07 Marks	L2	CO2
<b>Or</b>				
15.	Explain the seven basic quality control tools with examples.	07 Marks	L2	CO3
<b>Or</b>				
16.	Describe the use of Pareto analysis in prioritizing quality improvement.	07 Marks	L2	CO3
<b>Or</b>				
17.	Explain the DMAIC process of Six Sigma with a real-life example.	07 Marks	L2	CO4
<b>Or</b>				
18.	Explain the role of Lean manufacturing in quality management	07 Marks	L2	CO4
<b>Or</b>				
19.	Write the principles of empowerment in TQM	07 Marks	L2	CO4
<b>Or</b>				
20.	What is e-QMS? Explain the steps in implementation	07 Marks	L2	CO4

## Part C

Answer any three Questions. Each question carries 15marks

3Q x 15M=45M

21.	List the evolution of quality philosophies from Deming's PDCA to modern TQM and discuss their impact on today's business competitiveness.	15 Marks	L1	CO1
<b>Or</b>				
22.	Demonstrate the importance of Cost of Quality (COQ) in strategic decision-making for organizations. Provide suitable examples.	15 Marks	L2	CO2
<b>Or</b>				
23.	How is TQM helping industry compete strongly in business	15 Marks	L2	CO3
<b>Or</b>				
24.	What are Roles of Quality Leader and which ethical values followed in TQM implementation	15 Marks	L2	CO4
<b>Or</b>				
25.	Construct different types of software are used in Quality Management. What are their features, benefits and Challenges?	15 Marks	L3	CO4