

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

SET B

**SCHOOL OF MANAGEMENT
END TERM EXAMINATION - JAN 2024**

Semester : Semester III - 2022

Course Code : BBA3045

Course Name : Quality Management

Program : BBA E Commerce and Supply Chain Management

Date : 05-JAN-2024

Time : 1:00 PM - 4:00 PM

Max Marks : 100

Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS

5 X 2M = 10M

1. Describe the practice of process approach in Quality Management
(CO1) [Knowledge]
2. List any three ISO certifications with its focus area
(CO2) [Knowledge]
3. Identify the symbols and its usage in flow chart
(CO3) [Knowledge]
4. Describe the practice of QFD
(CO4) [Knowledge]
5. Describe the practice of supplier management with reference to EQMS
(CO5) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

5 X 10M = 50M

6. Explain the significance of practising quality management for an organization.
(CO1) [Comprehension]
7. Explain the practice of Just in Time and advantages of implementing it with reference to a Hypermarket based in metropolitan city.
(CO2) [Comprehension]
8. Explain two methodologies of Six sigma.
(CO3) [Comprehension]

9. Explain the practice of quality circle and its characteristics.

(CO4) [Comprehension]

10. Explain the steps in implementation of EQMS.

(CO5) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

2 X 20M = 40M

11. Quality management as a practice has evolved over the years as a result of detailed experiments and research of experts from the area. Illustrate 14 principles of a quality management expert with reference to an automobile manufacturing company and explain the implementation of these principles with examples.

(CO1,CO2) [Application]

12. Illustrate the features of EQMS with an example for Retail store based in a metropolitan city

(CO5,CO3) [Application]