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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Make-Up Examinations, July 2024**

**Semester**: III

**Course Code**: BBA3045

**Course Name**: Quality Management

**Program** : BBA (E-Commerce & SCM)

**Date**: 01 / July / 2024

**Time**: 9:30AM to 12:30 am

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Question paper consists of three parts.*
3. *Scientific and Non Programable Calculators are Permitted.*
4. *Do not write any information on the question paper other than roll number.*

**Part A**

**Answer any FIVE Questions. (5 Q x 2 M = 10 M)**

1. Describe the concept of internal cost of quality (C.O.No.1) [Knowledge]

2. List the benefits of lean six sigma (C.O.No.1) [Knowledge]

3. Define Quality Function Deployment (C.O.No.2) [Knowledge]

4. Explain the concept of quality triangle (C.O.No.3) [Knowledge]

5. List any five types of ISO certification (C.O.No.4) [Knowledge]

6. Identify any five belts in six sigma (C.O.No.5) [Knowledge]

7. Define KANBAN (C.O.No.5) [Knowledge]

**Part B**

**Answer any FIVE Questions. (5 Q x 10 M = 50 M)**

8. ABC Company is planning to start a food delivery app business. Normally it is advisable to understand the competitor’s business before venturing into this innovation. The Company adopted a method that was similar to their competitors. They observed that its competitor’s food delivery app was not able to capture real time data of the customers and at the same time, the registered restaurants were not able to display the food items that were available for the day that was leading to a lot of confusion between the customer and restaurant. ABC Company decided to work on this gap. Identify and explain which quality management practice would be of help to the company to overcome this problem. (C.O.No.1) [Comprehension]

9. Xmate is a shoes manufacturing company which sells shoes through its exclusive outlets but do not manufacture them. They source it from a third party. The Company routes the sales through outlets and takes bulk order for limited number of units. Recently they have been facing a delay in delivery of few consignments to their customers who had placed bulk orders, as the company did not receive the shipment from their third party-manufacturers on time. On inquiry with the manufacturers for the delay, they got to know that the third-party manufacturers were having inventory management issues. The manufacturers were not aware that the raw material required for producing the highly demanded shoes were low in stock. Xmate would like to suggest a quality management practice to their manufacturer to help them overcome this issue of stock alert. Mention the suitable quality management practice from the case perspective and benefits of implementing it. (C.O.No.1) [Comprehension]

10. X factor is a cloth manufacturing company that manufactures and sells its products through online platform and has received positive feedback and reviews for the products sold under its brand name. However, the company has observed that their competitors were losing their market share due to lack of concentration on quality check, audit of their product. The Company did not want to take similar risk on same grounds. As a quality inspector, discuss two areas of quality management from a cost perspective, which can help the company, avoid similar problems in future. (C.O.No.2) [Comprehension]

11. M Auto is a car manufacturing company that manufactures and markets petrol and diesel driven vehicles. The company has been doing well as the majority of customers prefers their cars. However, the company has observed that new potential customers are switching towards CNG and electric cars. This is a matter of concern, as the company does not manufacture such cars. that supports this type of diesel. Assess what strategic quality management process that could be followed from the case perspective and its applicability. (C.O.No.3) [Comprehension]

12. BAC corporation is a restaurant which has 45 branches all over India, the company has been performing well in terms of its expansion, quality of food offered and has also registered with various food delivery applications. Though the restaurant’s performance was good, the company management observed that the company’s competitors have been proactive in terms of forecasting and adapting to changes compared to them. After a detailed study, the company realized that they did not have a special team of employees who can work on the same. Discuss how the company can form such a special team that could help them to respond to the competitive environment and explain the benefits of having such a team. (C.O.No.3) [Comprehension]

13. XYZ is a food delivery app which has been facing problem due to customer complaints, as when the customer checks for a food item from many of the listed restaurants the item is reflected in stock. Customers usually wait for 20 to 30 minutes after placing order for the food and but many a times customer gets a call after the waiting period stating that the food is out of stock which was reflecting as available few minutes ago. Initially the company tried to handle the problem by providing discount coupons to the customer for next order. But as this problem was occurring on frequent basis, customers have started switching to other food delivery apps. if you were the operations department head in the company which quality management technique would you suggest to the registered restaurants for having a track of stock alert in the company. (C.O.No.4) [Comprehension]

14. Hospital named ABC is based in prime location of Bangalore city due to which more number of patients visit the hospital on daily basis. But the number of patients have reduced in the last three months and the hospital authorities were not able to understand the reason for the same. When the hospital management looked into the reviews given by customers, problems like longer waiting period, less number of staff to attend the patients, non-availability of doctors, lack of provision for booking an appointment in advance were few issues which came into the picture. If you were given a task to solve this problem as a quality manager in the hospital what would be your approach for solving the problem. Also highlight the various areas that needs to be improvised in the hospital and methods for doing the same. (C.O.No.5) [Comprehension]

**Part C**

**Answer any TWO Questions. (2 Q x 20 M = 40 M)**

15. Zolo company has a chain of hotels all over India and provides lodging and dining facility to the customers. They accept booking through online platform and through walk-in. The company has been taking care of infrastructure facility, quality of food, ambience to the best of their knowledge. Customers have been giving poor review in relation to their experience with their staff stating that they lack clarity on what they are expected to do at work. The company has planned to conduct a training program for their staff to explain them the various stages involved from the time of customer booking until customers exit from the hotel. Discuss and sketch a flow chart from the case context which can help the company in conducting training program. (C.O.No. 3) [Application]

16. Nayo corporation is an apparel manufacturing company, which mainly works on B2B business platform. The company has been conducting audit on a regular basis for various department from last three years but to its surprise most of the audit reports are either misplaced or lack uniformity in reporting. Identify and explain a quality management practice that can help the company to create a repository, where all the reports can be maintained and retrieved for future reference.

(C.O.No.2) [Application]

17. V mart is a super market which has been there since many years and have a good number of customer visiting the store on daily basis. But the number of customers for the store has come down after the opening of a new super market in the same locality. The store has been working towards providing better experience to the customer by ensuring minimal waiting period at the billing counter, fresh stock of grocery items, enough number of staff to attend the customers. List out the various reasons that has affected the sales of V mart and also the sub factors impacting the same through fish bone analysis (C.O.No.4) [Application]