



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS
UNIVERSITY EXAMINATION FOR THE BACHELOR OF BUSINESS ADMINISTRATION AND
BACHELOR OF EDUCATION ARTS
4TH YEAR 2ND SEMESTER 2023/2024 ACADEMIC YEAR
MAIN CAMPUS

COURSE CODE: BAB 1408

COURSE TITLE: TOTAL QUALITY MANAGEMENT

EXAM VENUE: LAB 3

STREAM: (BBA/BED)

DATE: 19/04/2024

EXAM SESSION: 9.00 – 11.00 AM

DURATION: 2 HOURS

Instructions:

- 1. Answer Question ONE (COMPULSORY) and ANY other 2 questions**
- 2. Candidates are advised not to write on the question paper.**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination room.**

QUESTION ONE (30mks)

- a). Define Total Quality Management and explain some three various quality statements. (6 marks)
- b). Identify and explain four ways used by successful firms in Kenya to measure customer satisfaction and ensure quality standards are achieved when manufacturing products. (8 marks)
- c). Explain the essence and scope of product quality in an organisation (6 marks)
- d). Explain how process re-engineering can be used to ensure production of quality goods in Kenya (10 marks)

QUESTION TWO

- a) Discuss how Crosby's quality maturity grid is critical for processing firms in Kenya? (10 marks)
- b). Explain five major philosophical and conceptual approaches to TQM by Joseph Moses Juran (10 marks)

QUESTION THREE

3. Discuss Deming's thinking principles to quality management which can be applied by manufacturers in Kenya today. (20 marks)

QUESTION FOUR

4. Discuss the historical evolution of quality thinking by Fegenbaum and total quality control focussing on improving productivity and competitiveness in manufacturing companies in Kenya (20 marks)

QUESTION

5. Supposing you are the supervisor of Airtel Kenya limited, discuss five benefits of benchmarking and business process improvement which can help your organization improve its productivity and competitiveness in the market. (20 marks)