



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**SCHOOL OF BUSINESS & ECONOMICS**  
**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF LOGISTICS**  
**AND SUPPLY CHAIN MANAGEMENT**  
**4<sup>TH</sup> YEAR 1<sup>ST</sup> SEMESTER 2016/2017 ACADEMIC YEAR**  
**KISUMU CAMPUS**

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**COURSE CODE: BLM 3413**

**COURSE TITLE: TOTAL QUALITY MANAGEMENT**

**EXAM VENUE:**

**STREAM: (BLSM)**

**DATE:**

**EXAM SESSION:**

**TIME: 2 HOURS**

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**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

### Noodles Ltd

Noodles Ltd is fast food whose outlets are franchised to able businessmen. The service offered has been uniformly designed irrespective of location, culture of customers and the licensed operators. It is the desire of Noodles that their customers receive quality services and come to associate the company as a leading quality restaurant in this part of the globe. Towards its mission, Noodles conducts quality audits and one of the ways of gathering such information is by asking customers to fill questionnaires indicating whether the service was sufficient. Especially the customer is made to specify when he opted for a second choice of product because his first choice was missing or order could not be ready on time. In response to this, the management has seen some of the following comments, out of chicken burger, stale fish fingers, cashier helpful, discoloured vegetable for salad etc.

- a) Propose any five principals of leadership that this organization may need to uphold on for effective services (10 marks).
- b) Explain the challenges that may be encountered as you implement Total quality management in this organization. (10 marks).
- c) Explain aspects of cost that this organization may incur if they are to face external failure cost. (10 marks).

## QUESTION TWO

- (a) Using suitable examples from organization of your choice explain any three ways of measuring customer satisfaction. (12 marks)
- b) TQM is absolute in the organizations of the 21<sup>st</sup> century however a lot of criticism has been associated with the same discuss (8 marks).

## QUESTION THREE

- (a) Quality is a major asset in an organization that want to excel in achieving a competitive advantage. Discuss. (10 marks).
- (b) Benchmarking is a reference or measurement standard against which to measure present performance. However, it has its drawbacks, discuss the drawbacks of benchmarking. (10 marks)

## QUESTION FOUR

- (a) Commitment of employees is clearly important to establish a good reputation for quality services in any organization. How would you go about helping top management of a public university to gain the commitment of the lectures and administrative staff to deliver quality services to students. (10 marks).

- (b) Define the term cost of quality, then discuss preventive cost and its effect on an organization of the 21<sup>st</sup> century. (10 marks)

### **QUESTION FIVE**

- (a) Deming believed that quality problems are traceable to management decisions. Basing your answer on the facts of the case, discuss critically the philosophical views of this Guru . (10 marks).
- (b) A major airline company plans to outsource its-non core activities.Discuss the determinants of service that would be put in place to make a choice between several different organizations offering this services. (10 marks).