

**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**SCHOOL OF BUSINESS**

**BACHELOR OF BUSINESS ADMINISTRATION (WITH IT)**

**4<sup>TH</sup> YEAR 2<sup>ND</sup> SEMESTER – 2014**

**ABA 418 (TOTAL QUALITY MANAGEMENT)**

**Instructions: Answer question 1 (compulsory) and any other 2 questions**

**Q1)**

- a) Define TQM (3mks)
- b) Explain the objectives of total quality management in organization (15mks)
- c) Distinguish between total quality management and quality control (3mks)
- d) Explain the reasons why business organizations undertake benchmarking (10mks)

**Q2)** Using relevant examples discuss how a business enterprise can judge its total quality management level based on the 7 criteria by advocated for by Juran and Baldrige. (20mks)

**Q3)** Discuss the historical development of the total quality management under the following subheadings;-

- a) Inspection phase (5mks)
- b) Quality control phase (5mks)
- c) Quality assurance phase (5mks)
- d) Total quality management phase (5mks)

**Q4)**

- a) XYZ co. seeks to measure its customer satisfaction standards and has consulted you as a finalist BBA student. Explain how you would help measure customer satisfaction in this company. (10mks)
- b) Explain any 5 Demmings principles of total quality management (10mks)

**Q5)** Omega is a global company that seeks to gain competitive advantage in business. Based on the benefits of Feigenbaum's total quality management, illustrate how it can achieve this end. (20mks)

