



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS AND ECONOMICS
UNIVERSITY EXAMINATION FOR DEGREE OF BACHELOR OF BUSINESS
ADMINISTRATION WITH IT
2ND YEAR 1ST SEMESTER 2016/2017 ACADEMIC YEAR
KENDU BAY LEARNING CENTRE

COURSE CODE: ABA 418

COURSE TITLE: TOTAL QUALITY MANAGEMENT

EXAM VENUE:---

STREAM: (BBA – FINANCE)

DATE: 22/12/16

EXAM SESSION: 2.00 – 4.00PM

TIME : 2.00 HOURS

Instructions:

- 1. Answer any three Questions (Question One is Compulsary)**
- 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

- a) Explain what you understand by the concepts *Quality*, *Total quality* and *Total quality Management* (6 marks)
- b) In an attempt to define Quality, Juran postulated the fact that quality is '*fitness for use*'. Discuss this statement. (9 marks)
- c) Discuss the principles of Quality management identified in the ISO 9000-2000 that can be used by project manager to ensure quality (15 marks)

QUESTION TWO

- a) State at least *five* (5) Objectives of TQM (5 marks)
- b) Discuss the obstacles associated with TQM Implementation (15 marks)

QUESTION THREE

- a) Explain *six* (6) basic ways in which an organization can demonstrate its ability in Quality planning Processes (12 marks)
- b) Identify and discuss the *four* (4) broad categories of quality costs (8 marks)

QUESTION FOUR

In the market of the 1990s and beyond, one of the most pre-requisite concept in the operation and production management is product and service quality. On the basis of this statement, discuss the *five* (5) ways in which quality can be defined. (20 marks)

QUESTION FIVE

- a) As a production manager in your organization what functions would you engage in to ensure quality products. (8 marks)
- b) In a business world where customer acquisition costs are sky-rocketing, business organizations must focus on building a customer experience to increase customer satisfaction. On the basis of this statement, discuss the tips that can be used to increase the customer satisfaction. (12 marks)