



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS AND ECONOMICS
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF EDUCATION
4TH YEAR 2ND SEMESTER 2016/2017 ACADEMIC YEAR
MAIN CAMPUS

COURSE CODE: ABA 418

COURSE TITLE: TOTAL QUALITY MANAGEMENT

EXAM VENUE: LAB 13

STREAM: BEd

DATE: 22/12/16

EXAM SESSION: 2.00 – 4.00 PM

TIME: 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

Avenue hospital has built a new outpatient surgical facility using the principal of total quality management. The centre engages employees in writing a quality policy and procedure manual. It continues to ask their opinions on the quality of their work as individuals and the organizations as a whole, to encourage and support professional development to empower employees, to develop and manage innovative programmes, to listen to customers opinions and to act on their suggestions, to demonstrate a strong internal customer focus and to hold monthly quality meetings. A difficult challenge the hospital faces is getting physical involvement in the quality process. The physicians feel that they uphold their professional ethics which are part of quality requirements.

- (a) Explain using five factors why the hospital is keen on getting the opinions of its employees and customers (10mks).
- (b) Discuss five habits that the total quality leadership of this project should enhance (10mks).
- (c) To satisfy their customer Mt. Kenya Hospital must address the determinants of customer satisfaction. Explain four of those determinants elaboratively (10mks).

QUESTION TWO

- (a) External failure costs are costs incurred when the product fail to perform satisfactorily after being transferred to the customers. Discuss any four types of cost in this category. (10mks)
- (b) Briefly explain any five principals of TQM that an organizations or institutions can apply while implementing TQM. (10mks).

QUESTION THREE

- (a) Dr. Juran is known for being one of the outstanding theorist whose views we are living with in this century, justify this statement using an organization of your interest. (10mks).
- (b) Quality is a strategic factor that works through the virtuous cycle and its importance cannot be underrated, discuss. (10mks).

QUESTION FOUR

- (a) Explain the major obstacles to successful TQM implementation (10mks).
- (b) Discuss the leadership characteristics necessary to drive an effective TQM implementation (10mks)

QUESTION FIVE

- (a) Rationalize the fact that Benchmarking should be upheld for any organization that wants to enhance profitability. (10mks)
- (b) For an organization to survive in the current competitive market, quality management must be the responsibility of all employees in the organization. Discuss. (10mks).