



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

COURSE CODE: ABA 418

COURSE TITLE: TOTAL QUALITY MANAGEMENT

EXAM VENUE: LAB 1

STREAM: (BBA-FINANCE/BLSCM)

DATE: 05/05/16

EXAM SESSION: 11.30 – 1.30 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

Suppliers need to be convinced a customer is serious about continuous improvement. This requires that the customer behavior and attitudes to be consistent with what they are saying to suppliers. Customers should avoid frequent switches from one supplier to another last minute changes to order schedules, unpredictable production schedules, over-stringent specification significance hence decisions regarding supplier quality assurance, pricing policy of forcing down prices, and use of loss of business as a bargain ploy in negotiating a reduction in price. Similarly the customers should be seen to practice and embrace quality and values in its own organization, rather than presenting an excellent quality image with supplies which is not reflected in practice when the supplier staff visit the customer organization.

- (a) Discuss any five indicators of lack of customer credibility (10 mks)
- (b) Explain the importance of supplier development (10mks)
- (c) Explain measures of customer satisfaction (10mks).

QUESTION TWO

- (a) Garvin (1984) identified eight dimensions of quality which he maintains cover various meaning of quality held by the management and customers appropriate in the product area. Explain the dimensions of quality that an organization should pursue in order to improve their products. (10mks)
- (b) Briefly explain any five principals of TQM that an organizations or institutions can apply while implementing TQM. (10mks).

QUESTION THREE

- (a) Juran defines quality as fitness for use. Discuss Juran's triology that he developed. (10mks).
- (b) Explain the following aspects of external failure.
 - i. Quality planning,
 - ii. The cost of determining product and service requirement,
 - iii. The cost of product design and review,
 - iv. Training cost,
 - v. Cost of quality improvement efforts (10mks).

QUESTION FOUR

- (a) Explain the major obstacles to successful TQM implementation (10mks).
- (b) Benchmarking process involves five main steps discuss the process an organization would follow to ensure they enhance quality management. (10mks).

QUESTION FIVE

- (a) The main issue in building customer satisfaction is to acquire satisfied customers. Discuss the strategies to enhance customer satisfaction in an organization enhancing quality. (10mks)
- (b) Discuss the leadership characteristics necessary to drive an effective TQM implementation (10mks)