the tolerance of 0.020 on either side, the product will require a repair of $150. Develop the appropriate Taguchi loss function. Discuss the importance of Taguchi's Engineering in business. 14

3. How does assignable cause differ from non-assignable cause? What are the benefits of statistical quality control. 10+4=14

Or

4. What is Acceptance Sampling? How does single sampling plan differ from double sampling plan? 7+7=14

5. "Quality Function Deployment— QFD is an essential tool for improving Quality"— Examine a detail QFD process for a sample Hotel business. 14

Or

6. What do you mean by failure modes? Discuss the process of failure mode and effect analysis— FMEA. 4+10=14

7. Discuss the implementation process of TQM in organisation. 14

Or

8. Write short notes on : 7x2=14

   (a) Recent Development in TQM

   (b) Total Quality of Services

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PG (Even) Semester Examination, 2023

BUSINESS ADMINISTRATION

(4th Semester)

Course No.: OM-3404

(Total Quality Management)

Full Marks: 70

Pass Marks: 28

Time: 3 hours

The figures in the right margin indicate full marks for the question.

1. The service sector in India is growing at a very fast rate. In the present competitive business scenario, companies are offering wide range of services to the customer and seekng to develop a reputation by superior performance in service delivery and customer satisfaction. Product and service quality, customer satisfaction and company's profitability are well connected. In order to increase the customer satisfaction, companies are moving towards adopting total quality management principle. Discuss the different principles and practices of TQM. 14

2. (a) Suppose that the specification for a part (in inches) are 6.00 ± 0.02, and the Taguchi loss function for some part is estimated to be $L(x)= 6800 (x–T)^2$. Determine the economic loss if x=6.05 inches.

   (b) A quality characteristic has a specificartion (in inches) of 0.200 ± 0.020. If the values of the quality characteristics exceeds 0.200 by