Semester: Oct 24 to Dec. 24

Maximum Marks: 25	**Examination: ESE Exam Date: 12-01-2025 Duration:1.5 Hours**

Programme code: 10 **Programme: MBA(PT) HRM**	**Class:** TY	**Trimester: VIII**
College: K. J. Somaiya Institute of Management	**Name of the department/Section/Center: Operations**	
Course Code: 217P10C805	**Name of the Course: Total Quality Management**	

Instructions: 1. Question no. 1 is compulsory

        2. Out of the remaining, attempt any two questions.

        3. Assume any missing data by providing logic for the same.

Question No.1	Outline the process for the use of Quality Function Deployment for developing a new product. Prepare the table indicating the various features of House of Quality. (Hint: - if required you can use real life examples for building the House of Quality).	**Max.** **Marks**
Q 1(a)	How will you figure out three most important product features?	4
Q 1(b)	How will you figure out three most important technical descriptors which will support the most important product features?	5
Q2	Detroit Central Hospital is trying to improve its image by providing a positive experience for its patients and their relatives. Part of the image programme involves providing tasty and healthy meals. A questionnaire accompanies each meal served, asking the patient among other things whether he/she is satisfied or dissatisfied with the meal. A 100 patient sample of the survey results over the past seven days yielded the following data: Day: 1 2 3 4 5 6 7 No. of dissatisfied patients: 24 22 8 15 10 26 17 Set control limits and comment on the result.	8
Q3	Apply Failure Mode Effect Analysis on any one of the following and show the improvement. a) Mobile phone b) Television c) Window air conditioner	8
Q4	How is Reliability different than Quality? What are the different modes to build reliability? Which mode will you select in case the reliability is of utmost importance?	8