



MACHAKOS UNIVERSITY

University Examinations for 2016/2017 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ENTREPRENEURSHIP AND MANAGEMENT
SCIENCES

FOURTH YEAR SECOND SEMESTER EXAMINATION FOR DEGREE IN
BACHELOR OF COMMERCE (PROCUREMENT AND SUPPLY CHAIN
MANAGEMENT OPTION)

BACHELOR OF COMMERCE (HUMAN RESOURCE MANAGEMENT OPTION)

BBA 410: TOTAL QUALITY MANAGEMENT

DATE: 2/6/2017

TIME: 11:00 – 1:00 PM

INSTRUCTIONS.

Answer Question One and Any Other Two Questions

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) A defence contractor manufacturer works for the military. The military has been exacting the quality standards that the contractor must meet. The military is very pleased with quality of the products provided by the contractor. However, the contractor is experiencing high quality related costs. Discuss the reasons for the contractor's high quality related costs.
- (10 marks)
- b) For any organizations to succeed in this challenging business environment, it has to be proactive in its plans" Discuss this quote in relation to planning in the quality concept.
- (8 marks)

- c) Explain the following terms as applied in total quality management. (12 marks)
- i) Brainstorming
 - ii) Pareto analysis
 - iii) benchmarking
 - iv) Prevention Costs
 - v) TQM model
 - vi) Business Process Re-Engineering (BPR)

QUESTION TWO (20 MARKS)

- a) List the five characteristics of a quality leader, stating their function towards TQM (10 marks)
- b) Discuss the responsibilities of the different departments of an organization as far as the quality function is concerned. (10 marks)

QUESTION THREE (20 MARKS)

- a) Explain the factors that influence customer perception of quality in the context of an industry of your choice. (10 marks)
- b) The main issue in building customer satisfaction is by ensuring quality service and products. Discuss the indicators of customer satisfaction. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Explain the concept of business process re-engineering. (6 marks)
- b) Outline and describe the key steps in the benchmarking process? (8 marks)
- c) Discuss the several principles that guide the success of a TQM program. (6 marks)

QUESTION FIVE (20 MARKS)

- a) Gotre Global Limited has challenges towards the implementation of TQM. Suggest some challenges the firm may encounter in process of implementing TQM. (10 marks)
- b) Explain the ways in which the adoption of TQM may contribute to organisational performance. (10 marks)