



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

.....YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF COMMERCE

BBA 410: TOTAL QUALITY MANAGEMENT

DATE:

TIME:

INSTRUCTIONS:

Answer Question one and any other two Questions.

QUESTION ONE (30 MARKS)

- a) What is management's role in continual improvement? (4 marks)
- b) As a newly recruited manager at Torrent Inc, explain how you would ensure customer satisfaction. (2 marks)
- c) If you were an executive manager in an organization, outline how would you structure the organization for quality improvement systematically. (3 marks)
- d) Explain why an organization would practice Employee Involvement. (3 marks)
- e) Outline the basic concepts of Total Quality Management (TQM) (6 marks)
- f) Differentiate mission statement from vision statement. (4 marks)
- g) Explain the three conditions necessary to create an empowered environment. (3 marks)
- h) Explain any FIVE barriers to total quality management. (5 marks)

QUESTION TWO (20 MARKS)

As the head of quality in your organization, discuss and clearly illustrate how you would go about developing a Total Quality Management System.

QUESTION THREE (20 MARKS)

- a) Explain FIVE roles of management in continual improvement in an organization. (10 marks)
- b) Organizations that have embraced total quality management have found themselves better than those that have not. Explain the advantages of embracing Total Quality management.

marks)

QUESTION FOUR (20 MARKS)

- a) Most organizations experience various challenges while implementing Total Quality Management. Explain the various steps that organization should undertake to overcome these challenges (10 marks)
- b) Continuous process improvement is enhanced through employee involvement. Explain the meaning of employee involvement and its benefits. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Discuss the Principles of Reengineering in TQM. (10 marks)
- b) Dr Edward Deming is regarded as the father of quality management through his contributions to Total quality Management. Explain any ten principles of Deming's route to quality. (10 marks)