



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business and Social Studies

DEPARTMENT OF BUSINESS STUDIES

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF BUSINESS ADMINISTRATION

BMG 4302: TOTAL QUALITY MANAGEMENT

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 2 HOURS

INSTRUCTIONS:

- Answer Question **ONE (Compulsory)** and any other **TWO** questions.
- Do not write on the question paper

This paper consists of Two printed pages

QUESTION 1 (Compulsory)

- a) Discuss **SIX** perspectives of quality. **(12 marks)**
- b) Briefly highlight the major categories of quality costs. **(8 marks)**
- c) Discuss the importance of total quality management to an organization of your choice. **(10 marks)**

QUESTION 2

- a) Quality can be evaluated on multiple dimensions. Discuss how organizations can use these dimensions for strategic competitiveness. **(12 marks)**
- b) Identifying customer expectation especially the external customer is more difficult and challenging, however there are a number of different methods to be used. Highlight briefly **FOUR** such methods. **(8 marks)**

QUESTION 3

- a) Highlight and explain the aspects of leadership which are useful to demonstrate signs of top management commitment to total quality management. **(12 marks)**
- b) Discuss any **FOUR** criticism of Total Quality Management. **(8 marks)**

QUESTION 4

- a) Cost of re-inspection is an internal failure cost. Discuss. **(14 marks)**
- b) Highlight briefly any **THREE** types of benchmarking. **(6 marks)**

QUESTION 5

“For any organization to succeed in this challenging business environment, it has to be proactive in its plans”. Discuss this quote in relation to quality and other functional areas of management. **(20 marks)**