



# TECHNICAL UNIVERSITY OF MOMBASA

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DEPARTMENT OF BUSINESS ADMINISTRATION

**UNIVERSITY EXAMINATION FOR:**

BACHELOR OF COMMERCE/BACHELOR OF BUSINESS  
ADMINISTRATION

BMG 4302: TOTAL QUALITY MANAGEMENT

END OF SEMESTER SPECIAL/ SUPPLEMENTARY

EXAMINATION YEAR 3 SEMESTER 1

**SERIES:DECEMBER2016**

**TIME:2HOURS**

**DATE:**Pick DateSelect MonthPick Year

## **Instructions to Candidates**

You should have the following for this examination

-*Answer Booklet, examination pass and student ID*

This paper consists of **FIVE** questions.

Attempt **question ONE** (Compulsory) and any other **TWO** questions.

**Do not write on the question paper.**

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## **Question one**

- a) Describe five dimensions of quality (10mrks)
- b) The cost of quality is what it costs a company to get things wrong. Discuss the various classifications of typical quality costs (10mrks)
- c) Describe the determinants of customer satisfaction (10mrks)

## **Question two**

- a) Explain the principles that guide the success of Total Quality Management philosophy (10mrks)

b) “Every company is interested in product’s quality”. Explain the importance of quality as a strategic factor that enhances a company’s sustainable competitiveness (10mrks)

**Question three**

a) Outline and describe the key steps in the benchmarking process (10mrks)

b) Describe the benefits of benchmarking as a way of quality management in an organization (10mrks)

**Question four**

a) Explain the various processes which are undertaken for the implementation of Business Process Reengineering (10mrks)

b) Discuss the key issues that the definition of Business Process Reengineering emphasizes (10mrks)

**Question five**

a) Explain the steps in the supplier development (10mrks)

b) Describe how information technology can enhance Business Process Reengineering in an organization (10mrks)