

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE

BCOM 464: TOTAL QUALITY MANAGEMENT

STREAMS: BCOM (ODEL)

TIME: 2 HOURS

DAY/DATE: MONDAY 29/03/2021

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

- **Answer question ONE and any other TWO questions.**

QUESTION ONE

It is evident that businesses hoping to succeed must put an extra effort in customer service management. On the inside, firms must cultivate trust, grow talent and create a healthy workplace culture. On the outside, these firms focus more on customers, comply with government regulations and contribute positively to society.

Not every manager has the zeal to sustain the effort required to build a sound business. Building a business is not easy; “it requires great effort”. Most business owners can attest to the fact that starting and running one proficiently is not a hassle-free process. Businesses at different stages of growth face diverse challenges. These come from both the inside and outside environments.

- (a) Explain the quality management actions that you can use to improve and sustain customer satisfaction. (10 marks)
- (b) Discuss five challenges faced by managers in managing product-service quality. (10 marks)
- (c) Explain the principle of customer focus, clearly outlining its relevant elements in supporting service improvements. (10 marks)

QUESTION TWO

A group of BCOM finalists students have come together to form a small business in fruit processing. They have approached you as a quality consultant to help them develop a quality management System (QMS) for their venture:

- (a) Explain to the students the importance of developing and documenting a quality management system. (8 marks)
- (b) Explain to them six elements to be included in the company's QMS to enhance the firm's product and service delivery. (12 marks)

QUESTION THREE

- (a) Discuss five benefits of standardization of quality to an organization. (10 marks)
- (b) Discuss the philosophy of continuous improvement and outline the significance of this quality management maxim in management of quality. (10 marks)

QUESTION FOUR

Implementation of total quality management requires participation of all stakeholders in the organization for it to be a success.

- (a) Discuss the elements and benefits of stakeholder management and involvement. (10 marks)
 - (b) Total quality management focuses the business on the activities of the business that are closest to the customer. Explain five activities critical for implementation of quality. (10 marks)
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