

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE  
BCOM 464: TOTAL QUALITY MANAGEMENT**

**STREAMS: ODEL**

**TIME: 2 HOURS**

**DAY/DATE: WEDNESDAY 6/10/2021**

**2.30 P.M – 4.30 P.M**

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**INSTRUCTIONS**

**Answer question one and any other two questions**

**QUESTION ONE**

XYZ has been on a journey to enhance provision of quality services to its clients. In 2018, as part of its continual improvements, the management engaged the services of an external consultant to train and sensitize staff on the latest Quality Management System (QMS) requirements (ISO 9001: 2015)

- (a) Explain the actions and intentions the firm can use to support its continual improvement program. [8 marks]
- (b) Discuss the elements to be included in the company's QMS to enhance its product and service delivery. [12 marks]
- (c) Discuss the benefits of ISO 9001: 2015 quality certification to the company. [10 marks]

**QUESTION TWO**

- (a) Discuss the organizational barriers in implementing quality management programs. [10 marks]
- (b) Discuss the various techniques an organization can use in identifying customer needs and expectations. [10 marks]

### **QUESTION THREE**

County governments have continuously faced the challenges of poor service delivery. This has resulted in lack of trust and hence little commitment by the people in supporting the county's service delivery agenda:

- (a) Propose and explain to the county leaders the quality management strategies to use in improving service delivery. [12 marks]
- (b) Explain the benefits of instituting and documenting quality standards to the county governments. [8 marks]

### **QUESTION FOUR**

- (a) Explain the importance of quality control to a firm. [10 marks]
  - (b) Discuss any five principles of quality management that support and enhance customer satisfaction. [10 marks]
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