

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**RESITS/SPECIAL**

**EXAMINATIONS FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE**

**BCOM 464: TOTAL QUALITY MANAGEMENT**

**STREAMS: BCOM/BEEM/BCOP/BPLM BCOM**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 01/02/2021**

**8.30 A.M. – 10.30 A.M.**

**INSTRUCTIONS: Answer Question One and any other Two Questions**

**QUESTION ONE**

- a) Explain the actions and intentions of continuous improvement quality management principle. (8 marks)
- b) Discuss the elements to be included in an organizations' Quality Management System (QMS) (12 marks)
- c) Discuss the benefits of ISO 9001:2015 quality to the company. (10 marks)

**QUESTION TWO**

- a. Explain the various types of cost of quality outlining the implication of each in managing quality. (10 marks)
- b. Explain the practices of employee involvement in implementation of quality . (10 marks)

**QUESTION THREE**

- a. Discuss the challenges faced by organizations 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 FOUR**

County governments have been accused by their constituents 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) Discuss the benefits of implementing service quality program to the county government. (8 marks)
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