

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DIPLOMA IN BUSINESS MANAGEMENT

DIBM 0219: TOTAL QUALITY MANAGEMENT

STREAMS: DIP. DIBM

TIME: 2 HOURS

DAY/DATE: FRIDAY 06/12/2019

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS:

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

QUESTION ONE

- (a) Diamond investment limited has been having problems in ensuring quality customer service. They have contacted you an expert in quality management to address this problem. In light of this problem; discuss the following
- (i) Management challenges to quality. (10 marks)
 - (ii) Requirement for successful total quality management. (10 marks)
 - (iii) Explain the importance of maintaining quality in an organization. (10 marks)

QUESTION TWO

- (a) Explain some of the barriers involved in implementing total quality management. (8 marks)
- (b) Quality can be defined in different dimensions depending on the type product or service. Discuss the different dimensions of quality. (12 marks)

QUESTION THREE

- (a) Highlight the rationale of conducting a quality audit by an organization. (5 marks)
- (b) Describe the different ways an organization can find out if the performance of a product is better or meets the customer's expectations. (10 marks)

- (c) Outline the benefits of quality to an organization. (5 marks)

QUESTION FOUR

- (a) Describe the different ways an organization can determine its best practices and highly effective operating procedures from other organizations. (8 marks)
- (b) Describe the process of total quality management implementation. (10 marks)
- (c) Define the following terms:
- (i) Business Process Reengineering. (1 mark)
 - (ii) Statistical Process Control. (1 mark)
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