

**CHUKA**



**UNIVERSITY**

---

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DIPLOMA IN BUSINESS MANAGEMENT**

**DIBM 0219: TOTAL QUALITY MANAGEMENT**

**STREAM:Y2S2**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 13/08/2018**

**11.30 A.M - 1.30 P.M**

---

**INSTRUCTION:**

- **Answer question one and any other two**
1. (a) The satisfaction obtained from using a product or service can be obtained in different ways. Customers use different aspects to judge whether or not a product meets their expectations. Discuss any five of quality dimensions. [10marks]  
(b) Describe some of the costs involved when a product fails to perform satisfactorily after reaching the customer. [6marks]  
(c) Outline 4 benefits for total quality management. [4marks]  
(d) Explain 5 requirements for implementing total quality management in an organization. [10marks]
  2. (a) Describe the impact of producing poor quality products and services. [8marks]  
(b) Discuss 3 reasons for conducting benchmarking. [6marks]  
(c) Explain the various limitations to bench marking. [6marks]
  3. (a) Discuss any 2 ways in which information can be obtained while conducting a process improvement. [4marks]  
(b) Outline 6 importance of quality. [6marks]  
(c) Explain some of the obstacles management may be faced with when implementing total quality management. [10marks]

4. (a) Describe some of the costs an organization has to incur due to quality problems.

[8marks]

- (b) Highlight the steps an organization can take in addressing customer's complaints.

[8marks]

- (c) Outline the benefits of business process reengineering. [4marks]
-