

CHUKA



UNIVERSITY

UNIVERSITY SUPPLEMENTARY/SPECIAL EXAMINATIONS.

FOURTH YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR
OF COMMERCE

BCOM/BBAM 472: TOTAL QUALITY MANAGEMENT

STREAMS:

TIME: 2 HOURS

DAY/DATE: MONDAY 23/07/2018

11.30 A.M - 1.30 P.M

INSTRUCTIONS:

- Answer **Question ONE** and other **TWO Questions**
- Do not write anything on the Question paper.

QUESTION ONE.

- (a) Explain the concept of quality. [8 Marks]
- (b) Identify and discuss the elements of quality management for successful implementation of a quality system in an organization. [8 Marks]
- (c) Explain the benefits that accrue to firms for being certified by Kenya Bureau of Standards (KeBS) [8 Marks]
- (d) Discuss why in your view, employees should own the quality improvement programme. [6 Marks]

QUESTION TWO.

- (a) “Quality management is only applicable to firms in the manufacturing sector and not in the public or service industry”. Discuss. [8 Marks]
- (b) Service quality dimensions make an extra addition to the level and quality of service which the company offers its customers. Discuss the measures of service quality clearly showing the importance of each in quality management. [12 Marks]

QUESTION THREE.

- (a) You recently been appointed as the quality assurance manager of Chuka University with the key mandate of instituting and implementing a quality management system in the organization. Write a proposal to the management discussing the relevant processes and tools you would introduce to ensure quality in the organization. [12 Marks]

- (b) Standardization through ISO certification is viewed by many organizations in Kenya as an important tool for competitive advantage. Discuss the benefits of ISO certification to public sector institutions in Kenya. [8 Marks]

QUESTION FOUR.

- (a) Explain the concept of benchmarking as a tool of quality. [4 Marks]
 - (b) Discuss the relevance of benchmarking to performance and developing competitive advantage for today's organizations. [8 Marks]
 - (c) Explain the challenges organizations face in implementing of Total Quality Management programs. [8 Marks]
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