
CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

CHUKA AND EMBU CAMPUSES

EXAMINATION FOR THE AWARD OF DIPLOMA IN BUSINESS MANAGEMENT

DIBM 0219: TOTAL QUALITY MANAGEMENT

STREAMS: DIP. DIBM (Y2S2)

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 08/04/2020

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

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

QUESTION ONE

- (a) Quality can be the most significant factors in determining the long run success of any organization. Discuss the importance of quality to any organization. (10 marks)
- (b) Discuss how increased quality related costs poses a challenge to the organization in managing quality. (6 marks)
- (c) Clearly explain the rationale for an organization to conduct quality audits. (8 marks)
- (d) Outline the benefits of business process reengineering. (6 marks)

QUESTION TWO

- (a) Explain the different methods an organization can adopt in identifying their product or service ability in meeting the customer's needs and anticipated product performance. (12 marks)
- (b) Explain any 4 reasons why an organization would produce defective products. (8 marks)

QUESTION THREE

- (a) Describe the limitations involved when an organization measures its performance with the best in the industry. (10 marks)
- (b) Clearly discuss the activities involved in implementing total quality management. (10 marks)

QUESTION FOUR

- (a) Explain the benefits involved in ISO certification. (5 marks)
 - (b) Outline the objectives of conducting quality control. (5 marks)
 - (c) Describe the various challenges an organization would encounter as a result of implementing total quality management. (10 marks)
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