

**UNIVERSITY EXAMINATIONS****EXAMINATION FOR THE AWARD OF DIPLOMA IN BUSINESS MANAGEMENT****DIBM 0219: TOTAL QUALITY MANAGEMENT****STREAMS: Y2S2****TIME: 2 HOURS****DAY/DATE: WEDNESDAY 18/12/2024****2.30 P.M – 4.30 P.M**

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

a) You have recently been appointed as the head of the newly formed quality department in Jasho Mingi Hotel. The need for the department was necessitated by the fact that the hotel was losing its customers to competitors. On conducting an exit interview the customers said it was due to poor services at the hotel

i) As the head of the quality department, explain to the staff some of the determinants of service quality (8 marks)

ii) Describe in detail to the staff at the hotel the importance of providing quality service (8 marks)

iii) Discuss the different ways the hotel can collect information from customers on whether they are satisfied or not (8 marks)

b) One of the dimensions that customers use to judge the quality of a product is “aesthetics”. Using suitable examples, define and discuss this dimension of quality and its applicability in judging the quality of products (6 marks)

Question Two

a) Mazingira company has recently received ISO 9000 certification from the International Organization for Standardization, but the company had to go through various processes and meet certain requirements to qualify

i) Discuss any 4 requirements that had to be met for the company to receive the certificate for ISO 9001 standardization (8 marks)

ii) Explain any 3 benefits associated with becoming ISO certified (6 marks)

- b) Clearly explain the steps involved in carrying out 9 benchmarking exercise (6 marks)

Question Three

- a) Assuming you are the supervisor of Maramoja Manufacturing Company. Explain to the employees any 4 reasons for doing a quality audit (8 marks)
- b) Explain any 4 types of costs associated with producing quality products and services (8 marks)
- c) Outline the benefits of business process reengineering technique (4 marks)

Question Four

- a) In an effort to improve processes in the organization, businesses can collect information about a process through brainstorming and quality circles. Differentiate between brainstorming and quality circles and how they work (4 marks)
- b) In your own words describe any 5 challenges that an organization would encounter in implementing total quality management (10 marks)
- c) What are some of the reasons why an organization would produce defective products (6 marks)
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