



# SNS COLLEGE OF TECHNOLOGY

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COIMBATORE, 641 035, TAMIL NADU



## DEPARTMENT OF AEROSPACE ENGINEERING

### 19MEE304 Total Quality Management

#### UNIT 1

#### Two Mark Question and Answers

**1. What is quality?**

*Quality refers to meeting or exceeding customer expectations by delivering defect-free products or services.*

**2. Why is quality important in an organization?**

*Quality enhances customer satisfaction, reduces defects, lowers costs, and improves competitiveness.*

**3. What is the historical evolution of quality?**

*Quality evolved from craftsmanship to mass production, then to statistical process control, and finally to Total Quality Management (TQM).*

**4. Give two definitions of quality.**

- Philip Crosby: "Quality is conformance to requirements."
- Joseph Juran: "Quality is fitness for use."

**5. List two dimensions of product quality.**

- Performance (Functionality of the product)
- Durability (Life expectancy of the product)

**6. List two dimensions of service quality.**

- Reliability (Consistent performance)
- Responsiveness (Speed of service delivery)

**7. What is Total Quality Management (TQM)?**

*TQM is a continuous improvement approach that focuses on customer satisfaction, employee involvement, and process efficiency.*

**8. What are the key elements of the TQM framework?**

- Customer focus
- Continuous improvement
- Employee involvement
- Process management

**9. What is Deming's contribution to quality?**

*Deming introduced the Plan-Do-Check-Act (PDCA) cycle and 14 principles for quality improvement.*

**10. What is Juran's contribution to quality?**

*Juran introduced the concept of the 'Quality Trilogy' – quality planning, quality control, and quality improvement.*

**11. What is Crosby's contribution to quality?**

*Crosby emphasized 'Zero Defects' and stated that "Quality is free" because preventing defects is cheaper than fixing them.*

**12. Mention two common barriers to implementing TQM.**

- *Resistance to change*
- *Lack of top management commitment*

**13. Give an example of a quality statement from an industry.**

*Example: Toyota - "Quality First" ensuring high reliability in vehicles.*

**14. Why do companies create quality statements?**

*To define their commitment to quality and align organizational goals with customer expectations.*

**15. What is customer focus in TQM?**

*It is an approach where all activities are directed towards fulfilling customer needs and expectations.*

**16. Differentiate between customer focus and customer orientation.**

*Customer focus means prioritizing customer needs, whereas customer orientation is a broader strategy involving long-term customer relationships.*

**17. What is customer satisfaction?**

*Customer satisfaction is the extent to which a product or service meets or exceeds customer expectations.*

**18. Why is handling customer complaints important?**

*It helps identify issues, improve products/services, and enhance customer loyalty.*

**19. What is customer retention?**

*Customer retention refers to a company's ability to keep its customers over time by maintaining high satisfaction levels.*

**20. Mention two strategies for customer retention.**

- *Providing excellent customer service*

- *Loyalty programs and personalized offers*

**21. What are the four types of quality costs?**

- *Prevention costs*
- *Appraisal costs*
- *Internal failure costs*
- *External failure costs*

**22. What are prevention costs in quality management?**

*Costs incurred to avoid defects, such as training and process improvements.*

**23. What are appraisal costs in quality management?**

*Costs related to measuring and monitoring activities, such as inspection and testing.*

**24. Differentiate between internal failure costs and external failure costs.**

- *Internal failure costs: Costs due to defects found before delivery (e.g., rework).*
- *External failure costs: Costs due to defects found after delivery (e.g., warranty claims).*

**25. How can reducing failure costs improve profitability?**

*Lower failure costs reduce waste, increase efficiency, and enhance customer satisfaction, leading to higher profitability.*