



## ASSIGNMENT

<b>DRIVE</b>	<b>SPRING 2014</b>
<b>PROGRAM</b>	<b>Bachelor of Business Administration- BBA</b>
<b>SEMESTER</b>	<b>3</b>
<b>SUBJECT CODE &amp; NAME</b>	<b>BBA303: QUALITY MANAGEMENT</b>
<b>BK ID</b>	<b>B1597</b>
<b>CREDIT &amp; MARKS</b>	<b>4 CREDITS &amp; 60 MARKS</b>

**Note** – Answer all questions. Kindly note that answers for 10 marks questions should be approximately of 400 words. Each question is followed by evaluation scheme.

<b>Q. No</b>	<b>Questions</b>	<b>Marks</b>	<b>Total Marks</b>
<b>1</b>	<b><i>What is meant by ‘Quality’? What are the dimensions of quality?</i></b>		
	Definition of Quality Dimensions of quality	4 6	10
<b>2</b>	<b><i>Differentiate between Mission and Vision Statements. Write a brief note on “quality objectives”</i></b>		
	a) Difference between Mission and Vision Statements b) Quality Objectives	5 5	10
<b>3</b>	<b><i>Explain the following: a) Cost of quality b) Kaizen</i></b>		
	a) Explanation of ‘cost of quality’ b) Explanation of ‘Kaizen’	5 5	10
<b>4</b>	<b><i>What is meant by Customer Focus? How do you handle customer complaints?</i></b>		
	Meaning of Customer Focus Handling customer complaints	3 7	10

<b>5</b>	<b><i>What is 'productivity'? Explain productivity factors.</i></b>		
	Meaning of productivity Explanation of productivity factors	4 6	10
<b>6</b>	<b><i>Write short notes on the following: (a) Quality Management Principles (b) Deming Prize</i></b>		
	(a) Short notes on Quality Management Principles (b) Short notes on Deming Prize	5 5	10