

NADAR SARASWATHI COLLEGE OF ENGINEERING AND TECHNOLOGY, THENI.

Course/Branch :B.E/ EEE	Year / Semester : IV / VII	Format No.	NAC/TLP-07a.13
Subject Code : GE8077	Subject Name : TOTAL QUALITY MANAGEMENT	Rev. No.	02
Unit No :1	Unit Name : INTRODUCTION	Date	30.09.2020

OBJECTIVE TYPE QUESTION BANK

S. No.	Unit -1 Introduction	BTL
1	How a quality can be quantified A. Performance + Expectations B. Performance X Expectations C. Performance – Expectations D. Performance / Expectations	L1
2	Traditional culture of quality requirements focuses on A. Product oriented B. Process oriented C. Customer oriented D. Supplier oriented	L1
3	American quality guru who took the message of quality to Japan A. Genichi Taguchi B. Masaaki Imai C. Shigeo Shingo D. W. Edwards Deming	L2
4	PDCA cycle is the contribution of A. Walter Shewhart B. Philip Crosby C. Genichi Taguchi D. W. Edward Deming	L1
5	In TQM , the contributions of quality Guru W. Edward Deming A. Deming’s 14 points B. Deming’s Cycle C. System of profound knowledge D. All the above	L1
6	Which one is Juran’s “three- role model” A. Supplier – Process – Customer B. Customer - Process – Customer C. Process – Customer – Supplier D. Process – Supplier – Customer	L1
7	In TQM, how many elements are there in Quality statements A. 1 B. 2 C. 3 D. 4	L2

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8	<p>What are the elements of Quality statements</p> <p>A. Vision statement B. Mission statement C. Quality policy statement D. All the above</p>	L1
9	<p>Quality Trilogy is the contributions of</p> <p>A. Walter Shewhart B. Philip Crosby C. Joseph M Juran D. W. Edward Deming</p>	L1
10	<p>In TQM , the contributions of quality Guru Joseph M Juran</p> <p>A. Internal Customer B. Cost of Quality C. Breakthrough Concept D. All the above</p>	L1
11	<p>The contributions of quality Guru Philip Crosby in TQM</p> <p>A. PDCA Cycle B. Quality trilogy C. PDSA D. Concept of Zero defects</p>	L1
12	<p>The contribution of Four absolute of Quality is given by</p> <p>A. Walter Shewhart B. Philip Crosby C. Joseph M Juran D. W. Edward Deming</p>	L2
13	<p>Cost of quality is given by costs of</p> <p>A. Prevention + Appraisal +Internal failure +External failure B. Prevention + Appraisal C. Internal failure + External failure D. Appraisal + Internal failure</p>	L1
14	<p>In components of CoQ, Cost of good quality contains</p> <p>A. Prevention cost B. Appraisal cost C. Both A and B D. None of the above</p>	L2
15	<p>In components of CoQ, Cost of poor quality contains</p> <p>A. Internal failure cost B. External failure cost</p>	L1

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	<p>C. Both A and B D. None of the above</p>	
16	<p>The Teboul's customer satisfaction model depends on A. Company offer B. Customer needs C. Both A and B D. None of the above</p>	L2
17	<p>Customer perception on quality contains A. Performance B. Features C. Service D. All the above</p>	L2
18	<p>Tools used for collecting customer complaints A. Comment cards B. Focus groups C. Toll free Telephone numbers D. All the above</p>	L2
19	<p>PDCA cycle stands for A. Plan Do Check Act B. Plan Did Check Act C. Process Do Check Act D. Process Did Check Acknowledge</p>	L1
20	<p>Dimensions of quality contains A. Performance B. Reliability C. Conformance D. All the above</p>	L1
21	<p>TQM culture of quality requirements focuses on A. Product oriented B. Process oriented C. Customer oriented D. Supplier oriented</p>	L1
22	<p>Dimensions of Service quality contains A. Tangibles B. Reliability C. Assurance D. All the above</p>	L2

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23	<p>Japanese quality guru who developed new concepts in response to the American gurus</p> <p>A. Walter Shewhart B. Philip Crosby C. Genichi Taguchi D. W. Edward Deming</p>	L2
24	<p>In TQM, the customer need can be understandable by which model</p> <p>A. Taguchi Model B. Kano Model C. Deming Model D. Kaizen Model</p>	L2
25	<p>The most common techniques used for analyzing the quality costs are</p> <p>A. Trend Analysis B. Pareto Analysis C. Both A and B D. None of the above</p>	L2
26	<p>In continuous improvement, PDSA stands for</p> <p>A. Plan Do Study Act B. Plan Did Study Act C. Process Do Study Act D. Process Did Study Acknowledge</p>	L1
27	<p>The system for causing quality is preventive, not appraisal is</p> <p>A. First absolute B. Second absolute C. Third absolute D. Fourth absolute</p>	L1
28	<p>The Quality as “ Fitness of Use” is given by</p> <p>A. Walter Shewhart B. Philip Crosby C. Joseph M Juran D. W. Edward Deming</p>	L2
29	<p>Cost generated before the before a product is shipped as a result of non-conformance to requirements is</p> <p>A. Appraisal cost B. Internal failure cost C. External failure cost D. Prevention cost</p>	L1
30	<p>The expression of dissatisfaction with a product either orally or written is</p> <p>A. Customer retention</p>	L2

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	<p>B. Customer satisfaction</p> <p>C. Customer complaints</p> <p>D. Customer service</p>	
31	<p>_____ is not a process tools for TQM systems</p> <p>A. process flow analysis</p> <p>B. histograms</p> <p>C. plier</p> <p>D. control charts</p>	L2
32	<p>Customers are primarily concerned with _____</p> <p>A. Communication, courtesy, and credibility of the sales person</p> <p>B. Competence, courtesy, and security of the sales person</p> <p>C. Competence, responsiveness, and reliability of the sales person</p> <p>D. Communication, responsiveness, and cleverness of the sales person</p>	L1
33	<p>_____ are the areas that will be covered by the organization's processes</p> <p>A. process areas</p> <p>B. product Areas</p> <p>C. private areas</p> <p>D. preset areas</p>	L2
34	<p>"Quality is defined by the customer" is</p> <p>A. An unrealistic definition of quality</p> <p>B. A user-based definition of quality</p> <p>C. A manufacturing-based definition of quality</p> <p>D. A product-based definition of quality</p>	L1
35	<p>All of the following costs are likely to decrease as a result of better quality except</p> <p>_____</p> <p>A. customer dissatisfaction costs</p> <p>B. inspection costs</p> <p>C. maintenance costs</p> <p>D. warranty and service costs</p>	L2