



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2017/2018

FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE

BBA 410: TOTAL QUALITY MANAGEMENT

DATE: Monday, 5th February, 2018

TIME: 2.00 p.m. - 4.00 p.m.

INSTRUCTIONS:

Answer question **ONE** and any other **TWO**.

1.
 - a) Discuss the dimensions of quality. (10 marks)
 - b) Explain each of the stages in the evolution of Total Quality Management and highlight the major development of each. (10 marks)
 - c) Explain the need for the quality system in an organization. (10 marks)
2.
 - a) Customer is care for all quality improvement activities in an organization. Explain the activities to be done using customer complaint. (10 marks)
 - b) Explain the role of Senior Management in TQM. (10 marks)
3.
 - a) Discuss Juran's Quality Trilogy approach to Total Quality Management. (10 marks)
 - b) Describe the process an organization needs to go through to register to ISO 9001 Standard Certification. (10 marks)
4.
 - a) Explain the obstacles associated with implementation of TQM. (10 marks)
 - b) Explain how an organization in the service industry can use the PDCA cycle to improve on its processes. (10 marks)



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