

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2025-27)
END TERM EXAMINATION (TERM-III)

Subject Name: Total Quality Management
Sub. Code: PGO 32

Time: **02.00 hrs.**
Max Marks: **40**

Note: All questions are compulsory. Section A carries 12 marks: 6 questions of 2 marks each, Section B carries 18 marks having 3 questions (with internal choice question in each) of 6 marks each and Section C carries 10 marks one Case Study having 2 questions of 5 marks each.

Kindly write the all the course outcomes as per your TLEP in the box given below:

CO#	Statement of Course Outcomes	Bloom's Taxonomy
CO1	Explain TQM principles, quality philosophies (Deming, Juran, Crosby), and global quality frameworks (ISO, EFQM, Malcolm Baldrige).	(L1, L2)
CO2	Apply statistical process control tools, control charts, acceptance sampling, and process capability analysis to monitor and improve process quality.	(L2, L3)
CO3	Use quality improvement tools such as Six Sigma (DMAIC), Lean tools, Kaizen, Fishbone Diagram, and Pareto Analysis to solve operational problems.	(L3, L4)
CO4	Design basic quality management systems incorporating customer focus, risk-based thinking, compliance requirements, and documentation practices.	(L4, L5)
CO5	Evaluate quality decisions considering ethics, sustainability, ESG principles, and stakeholder value creation.	(L5, L6)
CO6	Demonstrate ability to lead quality improvement initiatives using data-driven decision making, team collaboration, and performance measurement systems.	(L6)

SECTION - A

Attempt all questions. All questions are compulsory.

2×6 = 12 Marks

Questions	CO	Bloom's Level
Q. 1: (A). A PGDM institute's library inherits risk at an estimation of 0.70 based on previous academic year records, this is detected at a probability of 0.30 and controlled with the help of auditing limits resulting into a risk of 0.50. Evaluate Audit risk. Also, what can be the possible reasons for each kind of risk mentioned above w.r.t library academic scenarios? Explain.	CO1, CO2	(L1, L2)
Q. 1: (B). Differentiate between Audit risk and Business risk. Also, give relevant example(s).		

Q. 1: (C). Perform Risk identification and Risk assessment for the following product, also, evaluate Risk mitigation rate based on possible risk you feel can arise as a management consultant while judging the sample product before the actual launch for BFSI business enterprises:



Q. 1: (D). What is 109CGL form? This is submitted to whom? Explain the features and importance of this auditing form with the help of an example.

Q. 1: (E). If a firm is facing consumer retention issue as renewals are not happening, which department should be audited for the same? Draw a fishbone diagram showcasing the cause(s) and effect(s) for delayed renewals if this company produces multi-port power adapters majorly for northern part of India as a consumer segment.

Q. 1:(F). For XYZ firm producing mobile phones, daily production quality checks happen. 465 units are produced per batch in this production system. Perform any three types of samplings relevant for this sort of mass production in the format of batches in a way quality standards are met before shipping.

SECTION – B

All questions are compulsory (Each question has an internal choice. Attempt anyone (either A or B) from the internal choice)

6 x 3 = 18 Marks

Questions	CO	Bloom's Level
Q. 2: (A). Why did Airtel choose African market for launching its segment “Zain” and what are the possible reasons for its success? Explain. Or Q. 2: (B). What is zero profit closure? Why is it relevant in today’s competitive red ocean markets? Describe.	CO3	(L3, L4)
Q. 3: (A). Why is “[Control Tower” recommended by the firm “Deloitte” for digital supply networks? Explain with the help of architectural diagram. Or Q. 3: (B). Deloitte says if various departments of firm have various e-platforms (CRM, ERP, Fintech etc.), this approach is outdated in today’s omni-channel era. Do you agree? If yes/no, why?	CO4	(L4, L5)
Q. 4: (A). Differentiate between DevOps and RevOps. Also, give example. Or Q. 4: (B). What are self-healing automation tools? Also, give example.	CO5	(L5, L6)

<u>SECTION - C</u>																				
Read the case and answer the questions		5×02 = 10 Marks																		
Questions	CO	Bloom's Level																		
Q. 5: Case Study: Nowadays in India, management industry is really hopeful about NextGen Agri-tech startups and firms to help agricultural sector as it contributes majorly to country 's economy. A consultancy firm ABC inc. is willing to analyze most critical paths for farmers and agricultural activities based on the following data: (Considering two crops at a time to make data analysis simpler) <table border="0"> <thead> <tr> <th><u>Activity</u></th> <th><u>Duration of activity</u></th> </tr> </thead> <tbody> <tr> <td>Harvesting of previous crop</td> <td>2 weeks</td> </tr> <tr> <td>Sale of harvested crop</td> <td>1 week</td> </tr> <tr> <td>Raising nursery for another new crop</td> <td>4 weeks</td> </tr> <tr> <td>Leveling of land</td> <td>11 weeks</td> </tr> <tr> <td>Stone pitching</td> <td>16 weeks</td> </tr> <tr> <td>Transplanting new crop</td> <td>22 weeks</td> </tr> <tr> <td>Establishing irrigation & drainage system</td> <td>28 weeks</td> </tr> <tr> <td>Erection of safe fencing</td> <td>9 weeks</td> </tr> </tbody> </table> Questions: Q. 5: (A). Provide nomenclature for each of the above activity and identify preceding-succeeding activities. Q. 5: (B). Draw PERT (Programme evaluation and review technique) diagram and identify most critical paths.	<u>Activity</u>	<u>Duration of activity</u>	Harvesting of previous crop	2 weeks	Sale of harvested crop	1 week	Raising nursery for another new crop	4 weeks	Leveling of land	11 weeks	Stone pitching	16 weeks	Transplanting new crop	22 weeks	Establishing irrigation & drainage system	28 weeks	Erection of safe fencing	9 weeks	CO6	(L6)
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Kindly fill the total marks allocated to each CO in the table below:

COs	Marks Allocated	Questions
CO1	06	Question 1
CO2	06	Question 1
CO3	6	Question 2
CO4	6	Question 3
CO5	6	Question 4
CO6	10	Question 5

(Please ensure the conformity of the CO wise marks allocation as per your TLEP.)

Blooms Taxonomy Levels given below for your ready reference:

L1= Remembering

L2= Understanding

L3= Apply

L4= Analyze

L5= Evaluate

L6= Create