

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS
RESIT/SPECIAL EXAMINATION**

**EXAMINATION FOR THE AWARD OF DIPLOMA IN BUSINESS MANAGEMENT
DIBM 0219: TOTAL QUALITY MANAGEMENT**

STREAMS: DIPLOMA

TIME: 2 HOURS

DAY/DATE: FRIDAY 01/09/2023

11.30 A.M – 1.30 P.M.

INSTRUCTIONS: Answer question ONE and any other TWO questions

: Do not write on the question paper

- 1a. Quality can be the most significant factors in determining the long run success of any organization. Discuss the importance of quality to any organization. (10 marks)
- b) Discuss five principles involved in total quality management. (10 marks)
- c) Discuss the benefits of ISO certification to an organization. (10 marks)
- 2 a) Benchmarking is an important tool for continuous improvement. Discuss the advantages of to an organization (10 marks)
- b) Discuss the limitation of business process re-engineering (10 marks)
- 3 a) Explain the various types of cost of quality outlining the implication of each in managing quality (10 marks)
- b) Explain five challenges management may be faced with when implementing total quality management (10 marks)

4a) Discuss the various techniques an organization can use in identifying customer needs and expectations. (10 marks)

b) Customers use different aspects to judge whether or not a product meets their expectations. Discuss any five of quality dimensions. [10 marks]
