



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/BHM/SEM-8/HM-819/2010**

**2010**

**TOTAL QUALITY MANAGEMENT**

Time Allotted : 3 Hours

Full Marks : 70

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words  
as far as practicable.*

**GROUP – A**

**( Multiple Choice Type Questions )**

1. Choose the correct alternatives for any *ten* of the following :

10 × 1 = 10

- i) Quality management is never ending journey and the first step is
  - a) Punctuality
  - b) Dedication
  - c) Commitment
  - d) Honesty.
- ii) TQM strongly suggests
  - a) Dynamism
  - b) Work culture
  - c) Confidence
  - d) none of these.
- iii) In business TIME is
  - a) Precious
  - b) Money
  - c) Short
  - d) none of these.
- iv) Just-in-time (jst) is
  - a) Time based capability
  - b) Time based completion
  - c) Time based controlling
  - d) none of these.



- v) Small q is a symbol for
- a) Process focus
  - b) Customer focus
  - c) Product focus
  - d) none of these.
- vi) One dimensional quality
- a) is the quality the customer expects
  - b) exceeds the customer's expectation
  - c) is the customer expects and demands
  - d) none of these.
- vii) Is the application TQM to hospitality industry important ?
- a) Yes, very important
  - b) No, not at all important
  - c) Yes, applicable to small hotels and not for 5 star hotels
  - d) None of these.
- viii) What is the ultimate goal of TQM ?
- a) Satisfying the internal customers only
  - b) Superior business results
  - c) Producing low cost items only with good quality
  - d) Satisfying the vendors and debtors.



- ix) In TQM "Customer first" attitude
- a) is important
  - b) is irrelevant
  - c) depends on the type of organization
  - d) none of these.
- x) Which of the following forms is the expression of the human response to change ?
- a) Resistance
  - b) Motivation
  - c) Planning
  - d) Organising.
- xi) ..... is a type of informal communication.
- a) Grapevine
  - b) Forming
  - c) Perception
  - d) None of these.
- xii) Measurement is not an element of the change process.
- a) True
  - b) False.

**GROUP – B**

**( Short Answer Type Questions )**

Answer any *three* of the following.  $3 \times 5 = 15$

2. Teamwork is essential in Hospitality industry. Explain.
3. State and briefly explain the six steps of managing Team Conflict.
4. What are the different elements of Communication process ?
5. With respect to Hotel industry, differentiate between customer 'satisfaction' and customer 'delight'.
6. People resist changes in the organization. Give at least five reasons in order to explain the statement.



**GROUP – C**

**( Long Answer Type Questions )**

Answer any *three* of the following.  $3 \times 15 = 45$

7. Explain the major barriers to communication in an organisation. Give a list of guidelines for improving the communication skills of executives in a five star hotel. 7 + 8
  8. Describe in detail the different phases in team development.
  9.
    - a) Define change.
    - b) What factors trigger change in an organisation ?
    - c) How can resistance to change be addressed ? Give you views. 3 + 6 + 6
  10.
    - a) Examine the importance of understanding perception in the hospitality industry.
    - b) Discuss the major advantages and disadvantages of oral and written forms of communication. 6 + 9
  11. Write notes on any *two* of the following :  $2 \times 7 \frac{1}{2}$ 
    - a) Managing Human Resources in TQM.
    - b) Importance of time management for executives in a hotel.
    - c) Planned change.
    - d) Quality circles.
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