



Name :

Roll No. :

Invigilator's Signature :

CS / BHM(OLD) / SEM-8 / HM-819 / 2012

2012

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) Which among the following is not covered by change actions in a change programme ?
 - a) Changing
 - b) Humiliating
 - c) Unfreezing
 - d) Refreezing.
- ii) Which of the following form is the expression of human response to Change ?
 - a) Resistance
 - b) Motivation
 - c) Planning
 - d) Organising.
- iii) Because of which one of the following factors, do organizations resist to change ?
 - a) Sunk cost
 - b) Environmental changes
 - c) Political situation
 - d) Legal constraints.



- iv) In which form, does an external change function ?
 - a) As an employee
 - b) As a process consultant
 - c) As a manager
 - d) As a line person.
- v) Which one of the following is not an element of Communication Process ?
 - a) Encoding
 - b) Channel
 - c) Receiver
 - d) Measurement.
- vi) Which one of the following is a function of Communication ?
 - a) Creating departments
 - b) Establishing control
 - c) Promoting employees
 - d) Integrating.
- vii) Grapevine is a type of
 - a) Informal communication
 - b) Formal communication
 - c) Written communication
 - d) Pictorial communication.
- viii) Small q is a symbol for
 - a) Process focus
 - b) Customer focus
 - c) Product focus
 - d) none of these.
- ix) 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.



- x) 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.
- xi) 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.
- xii) 'Malcolm Baldrige National Quality Award' was instituted first by which of the following countries ?
- a) Japan
 - b) USA
 - c) India
 - d) Germany.

GROUP – B

(Short Answer Type Questions)

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

2. Why is team work an essential ingredient of the hospitality industry ?
3. Write a note on Quality Council ?
4. Discuss the importance of time management for executives in the production department of a hotel.
5. Prescribe strategies to manage team conflict.
6. Explain the major dimensions of service quality.



GROUP – C

(Long Answer Type Questions)

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

7. Discuss in detail about the different phases in team development. 15
8. What is resistance to change ? What are the factors that lead to resistance to change ? 4 + 11
9. Explain total quality management. Describe the different phases of total quality management. 5 + 10
10. What do you mean by communication symbols ? Discuss the relative merits and demerits of oral and written communication. 5 + 10
11. What are the different barriers of communication ? What steps can be taken to overcome these barriers ? 8 + 7

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