	Utech
Name:	
Roll No.:	A Assess Witnesday and Explored
Invigilator's Signature :	

CS / BHM / SEM-8 / HM-819/ 2011

2011

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:

 $10 \times 1 = 10$

- i) Which among the following is not a phase in Team Development?
 - a) Forming
- b) Chaos
- c) Stabilizing
- d) Penalizing.
- ii) Which among the following is not included in Planned Change?
 - a) Technology
- b) Structure

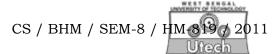
c) People

- d) Environment.
- iii) Which among the following is not covered by change actions in a change programme?
 - a) Changing
- b) Humiliating
- c) Unfreezing
- d) Refreezing.

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iv)		ch of the following form onse to change?	s is t	he expression of human	
	a)	Resistance	b)	Motivation	
	c)	Planning	d)	Organising.	
v)		nuse of which one o nizations resist to chan		e following factors, do	
	a)	Sunk cost			
	b)	Environmental change	s		
	c)	Political situation			
	d)	Legal constraints.			
vi)		ch one of the follow munication process?	ing i	is not an element of	
	a)	Encoding	b)	Measurement	
	c)	Channel	d)	Receiver.	
vii)	Grap	pevine is a type of			
	a)	formal communication			
	b)				
	c)				
	d)	pictorial communication	on.		
viii)	TQM helps to identify user requirements			rements	
	a)	at a glance	b)	minutely	
	c)	casually	d)	visually.	
ix)	A team is comprised of				
	a)	larger number	b)	huge number	
	c)	small number	d)	none of these.	
x)		colm Baldridge National tuted first by which of t		_	
	a)	Japan	b)	USA	
	c)	India	d)	Germany.	
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- xi) 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.
- xii) The three pioneers of TQM Movement are
 - a) W.E. Deming, Joseph M. Juran, Philip Crosby
 - b) W.E. Deming, Joseph M. Juran, Philip Kotler
 - c) W.E. Deming, Joseph R. Christ, Philip Crosby
 - d) None of them.

GROUP - B

(Short Answer Type Questions)

Answer any *three* questions.

 $3 \times 5 = 15$

- 2. Give any ten reasons why people resist changes in the organization.
- 3. Why is team work essential in hospitality industry?
- 4. What are the distinguishing features of Total Quality Management vis-a-vis Conventional Quality Management?
- 5. What do you understand by quality council? Discuss.
- 6. Discuss the importance of time management for executives in the production department of a hotel.

GROUP - C

(Long Answer Type Questions)

Answer any three of the following.

 $3 \times 15 = 45$

- 7. Explain the dimensions of service quality and discuss the types of quality.
- 8. Explain any *five* of the following terms :

 5×3

- a) Perception of communication
- b) Audience adaptation
- c) Communication barriers
- d) Communication redundancy
- e) Non-verbal communication
- f) Grapevine
- g) Communication channels
- h) Communication process.
- 9. a) How are Human Resources being managed in a Total Quality Management system? Explain.
 - b) Mention some characteristics of a hotel that implements TQM practices. 8 + 7
- 10. Write a detailed note on "Organizational culture" and the tours that it should have as related to TQM.
- 11. a) Write a detailed note on how a change agent can bring about changes in the organization wherein the employees are very resistant to the concept of 'change'.
 - b) Explain the concept of core values of TQM. 7 + 8

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