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| **SESSION** | **JUL-AUG 2022** |
| **PROGRAM** | **BACHELOR OF BUSINESS ADMINISTRATION (BBA)** |
| **SEMESTER** | **II** |
| **course CODE & NAME** | **DBB1204 – QUALITY MANAGEMENT** |

**Assignment Set – 1**

**1. Discuss Deming Cycle and Crosby’s Four Absolutes of Quality.**

**Ans:** Deming Cycle Perhaps Deming’s most well-known contribution to quality management was the Deming cycle. The Deming cycle views quality as a product of four related processes:

**Plan – Do – Check – Act (PDCA) cycle.**

 Plan The planning stage involves Its Half solved only

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whatsapp no 8791490301.

**2. How is the McKinsey 7S model used for carrying out strategic planning and implementation?**

**Ans:** The McKinsey 7S model is a widely discussed framework for viewing the interrelationship of strategy formulation and implementation. The 7S-model was born at a meeting of four authors - Richard Pascale, Anthony Athos, Tom Peters, and Robert Waterman in 1981. It

**3. What is the cost of quality? Why is it important to measure? List common costs of poor quality.**

**Ans: Cost of Quality:-**

Traditionally, cost of quality is defined as the expenditure incurred by the producer to achieve a particular level of quality. It has been modified, and today it is defined as the expenditure incurred by the producer, user, and community to achieve a particular level of quality.

It is an important concept because

**Assignment Set – 2**

**4. What is meant by Quality Audit? What is its purpose?**

**Ans: Quality Audits**

Audits refer to systematic investigation of procedures or operations. Audits are generally performed to ensure compliance to confirmed standards, proper implementation of processes as specified in the organisational requirements. It is a process that involves examination, inspection,

**5. Write short notes on the following concepts:**

**a) Recognition and rewards**

**Ans: Recognition and Reward**

Recognition and Rewards are two effective tools in the hands of managers to motivate employees and encouraging them to maintain and improve their performance in an organisation.

Recognition refers to the acknowledgement by the management for the achievements and positive contributions

**6. Discuss about IMC Ramakrishna Bajaj National Quality Award.**

**Ans: IMC Ramakrishna Bajaj National Quality Awards**

**The IMC Ramakrishna Bajaj National Quality** Awards was instituted in 1996. It was named after Mr. Ramakrishna Bajaj who was a freedom fighter, social worker, philanthropist and a highly successful business industrialist. He established various social welfare foundations and other institutes