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| **SESSION** | **MAR 2023** |
| **PROGRAM** | **BACHELOR of business administration (BBA)** |
| **SEMESTER** | **II** |
| **course CODE & NAME** | **DBB1204 – QUALITY MANAGEMENT** |
| **CREDITS** | **4** |
| **nUMBER OF ASSIGNMENTS & Marks** | **02**  **30 Marks each** |

**Assignment Set – 1**

**1(a) What do you mean by Competitor Analysis? State the purpose of Competitor Analysis.**

**Ans 1(a)**

**Competitive Analysis**

Competitor analysis is an assessment of the strengths and weaknesses of current and potential competitors. This analysis provides an offensive (proactive) and defensive (reactive) strategic context to identify opportunities and threats.

**b. Discuss about McKinsey 7S Model.**

**Ans 1(b)** 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

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**2. Discuss the various factors influencing customer perception with suitable example.**

**Ans 2.**

**Factors influencing customer perception**

Quality is determined by the customers, and not by producers of goods or services. The total quality management concept recognises this basic truth, and it suggests that marketers should clearly understand customer’s needs, values, and expectations before making and marketing a product. The following are factors that affect customer perception are:

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

**Ans 3.**

**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 managers, before making any decision related to quality,

**Assignment Set – 2**

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

**Ans 1.**

**Quality Audit**

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, documentation or recording and final review of the findings. The definition of quality audit is as follows: An audit is a systematic and independent examination to

**2. What do you mean by Employee involvement? State the importance / benefits of Employee involvement in work.**

**Ans 2.**

**Employee involvement**

Employee involvement refers to the variety of methods and practices by which organizations involve their employees in decisions and activities that affect them and the overall success of the organization. This can range from simple information sharing and consultation to more direct involvement such as self-managed work teams or participation in strategic planning.

**3. Explain – Aim and Eligibility requirements of Rajiv Gandhi National Quality Award.**

**Ans 3.**

The Rajiv Gandhi National Quality Award (RGNQA) was established by the Bureau of Indian Standards in 1991, inspired by the Malcolm Baldrige National Quality Award of the United States. It is named in honor of Rajiv Gandhi, the former Prime Minister of India, with the objective of enhancing the quality consciousness and performance excellence among Indian industries.