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| **SESSION** | **NOVEMBER 2023** |
| **PROGRAM** | **BACHELOR OF BUSINESS ADMINISTRATION (BBA)** |
| **SEMESTER** | **II** |
| **COURSE CODE & NAME** | **DBB1204 – QUALITY MANAGEMENT** |
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**Assignment Set – 1**

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

**Ans 1.**

The Deming Cycle and Crosby’s Four Absolutes of Quality are two fundamental concepts in the field of quality management. They offer distinct yet complementary approaches to achieving and maintaining high-quality standards in products and services. Understanding these methodologies is crucial for Its Half solved only

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

**Ans 2.**

The McKinsey 7S Model, developed in the 1980s by Tom Peters and Robert Waterman, consultants at McKinsey & Company, is a management tool designed to analyze and improve organizational effectiveness. This model emphasizes the interconnectedness of seven key elements: Structure, Strategy, Systems, Shared Values, Skills, Style, and Staff. It is particularly valuable in strategic planning and implementation, as it allows organizations to assess and align internal

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

**Ans 3.**

The cost of quality is an essential concept in business and manufacturing that refers to the total amount of costs a company incurs to ensure that its products or services meet certain quality standards. This concept is divided into two main categories: the cost of achieving good quality (prevention and appraisal costs) and the cost of dealing with poor quality (internal and external

Top of Form

**Assignment Set – 2**

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

**Ans 4.**

In the modern business landscape, the concept of a "Quality Audit" has become a cornerstone for ensuring excellence and compliance across various industries. A quality audit is a systematic examination of a quality system carried out by an internal or external auditor or an audit team. It is an essential component of a company's quality management system and is a key element in the ISO quality

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

**a) Recognition and rewards**

**b) Suggestion systems**

**Ans 5.**

**Recognition and Rewards**

Recognition and rewards are crucial components in both personal and organizational contexts. Recognition refers to the acknowledgment or appreciation of an individual's or a team's efforts, achievements, or positive behaviors. This acknowledgment can be formal or informal, public or private, and it serves as a validation of the individual's contributions. Rewards, on the other hand, are

Top of Form

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

**Ans 6.**

The IMC Ramakrishna Bajaj National Quality Award is a prestigious accolade in India, established to recognize and honor excellence in organizations across various sectors. Named after the renowned Indian industrialist Ramakrishna Bajaj, the award is a beacon of quality and performance excellence, promoting the adoption of quality management practices and principles.

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