

## UNIT I – INTRODUCTION

1. Total Quality Management (TQM) is an enhancement to the traditional way of doing business.

Total                                 -         Made up of the whole  
 Quality                                -  
 Management                        -

TQM is the application of quantitative methods and human resources to improve all the processes within an organization and exceed \_\_\_\_\_ now and in the future.

### 2. DEFINING QUALITY

Quality can be quantified as follows

$$Q = P / E$$

Where,

Q     =     \_\_\_\_\_

P     =     \_\_\_\_\_

E     =     \_\_\_\_\_



### 3. DIMENSIONS OF QUALITY:

Dimension	Meaning and Example
Performance	_____
Features	_____
Conformance	Meeting specifications or industry standards, workmanship
Durability	_____
Service	Resolution of problems and complaints, ease of repair
Response	_____
Aesthetics	_____
Reputation	_____

### 4. QUALITY PLANNING

The following are the important steps for quality planning.

1. Establishing quality goals.
2. \_\_\_\_\_
3. Discovering customer needs.
4. \_\_\_\_\_
5. Developing process features.
6. \_\_\_\_\_

### 5. IMPORTANT POINTS TO BE NOTED WHILE QUALITY PLANNING :

1. \_\_\_\_\_
2. Quality and Market share each has a strong separate relationship to profitably
3. \_\_\_\_\_
4. For some products, We need to plan for perfection. For other products, we need to plan for value.

## 6. QUALITY COSTS

### QUALITY COSTS:-

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### ELEMENTS OF QUALITY COST:-

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## 7. BASIC CONCEPTS OF TOTAL QUALITY MANGEMENT:-

- Top management committed to quality in all aspects
- \_\_\_\_\_
- Employee involvement and empowerment Continuous improvement
- Benchmarking
- \_\_\_\_\_

## 8. PILLARS OF TQM:-

- Problem solving
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- Quality improvement process.

## 9. PRINCIPLES OF TQM:-

- Customer's requirements must be met the first time, every time.
- There must be agreed requirements,
- \_\_\_\_\_
- Regular communication with staff at levels is must. Two way communication at all levels must be promoted.
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- Quality improvement must eliminate wastes and
- There must be a focus on the prevention of problems.
- A culture of promoting creativity must be established.
- \_\_\_\_\_

## 10. SIX BASIC CONCEPTS OF TOTAL QUALITY MANAGEMENT

1. Management Commitment
2. Customer Focus
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. Establish Performance Measures for the processes

## 11. DEFENITION OF TQM BY GURUS

### GURUS OF TQM :

### Definition

DEMING

JURAN

CROSBY

12. OBSTACLES IN IMPLEMENTING TQM:

- Lack of Management Commitment
- Inability to change Organizational culture improper planning
- \_\_\_\_\_
- Paying inadequate attention to internal and external customers
- \_\_\_\_\_
- \_\_\_\_\_

13. BENEFITS OF TQM:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

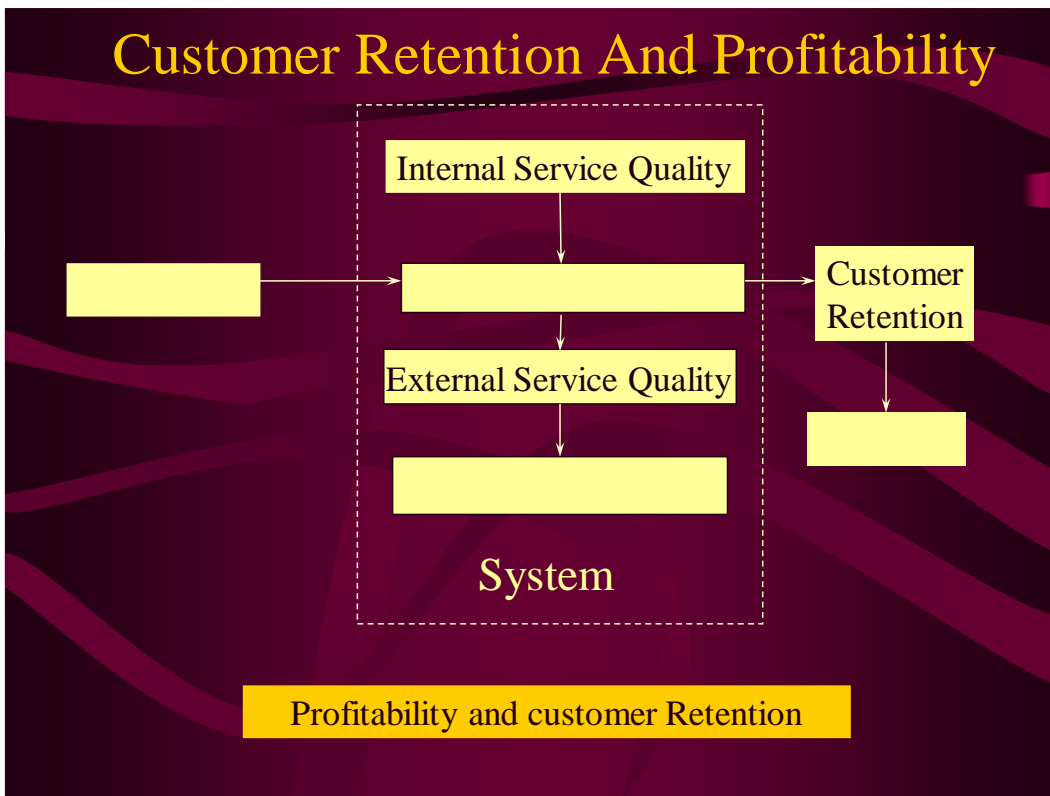
14. Customer Focus:

Promoting direct contact with customer, \_\_\_\_\_

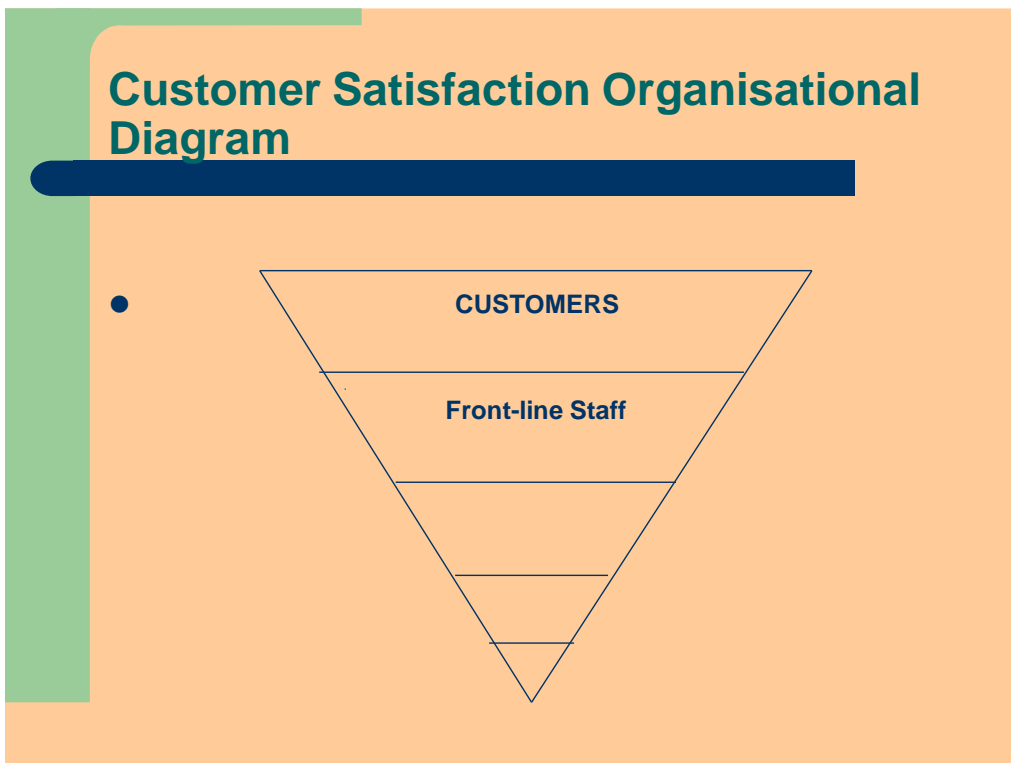
15. Continuous improvement:

\_\_\_\_\_ increasing expectations of the customer

16. Fill the empty boxes



17. Fill the empty spaces



## 18. What key indicators are used to measure customer satisfaction?

There are two basic steps in measurement system:

1. Develop key indicators that drive customer satisfaction.
- 2.

### Key Indicators for Physical Products

1. Reliability
2. Aesthetics
3. Adaptability
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

### Key Indicators for Services

1. Friendliness/courteousness of employees
2. Safety/risk of service
3. \_\_\_\_\_
4. \_\_\_\_\_

## 19. Different types quality Costs

1. \_\_\_\_\_
2. Cost of Appraisal (Identify poor quality)
3. \_\_\_\_\_
4. External failure cost (After production process)