



SNS COLLEGE OF TECHNOLOGY

Coimbatore-35

An Autonomous Institution

Accredited by NBA – AICTE and Accredited by NAAC – UGC with 'A+' Grade

Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai



DEPARTMENT OF MECHANICAL ENGINEERING

19MEE304 – TOTAL QUALITY MANAGEMENT

III YEAR - V SEM

UNIT 1 – Introduction

TOPIC – TQM Framework



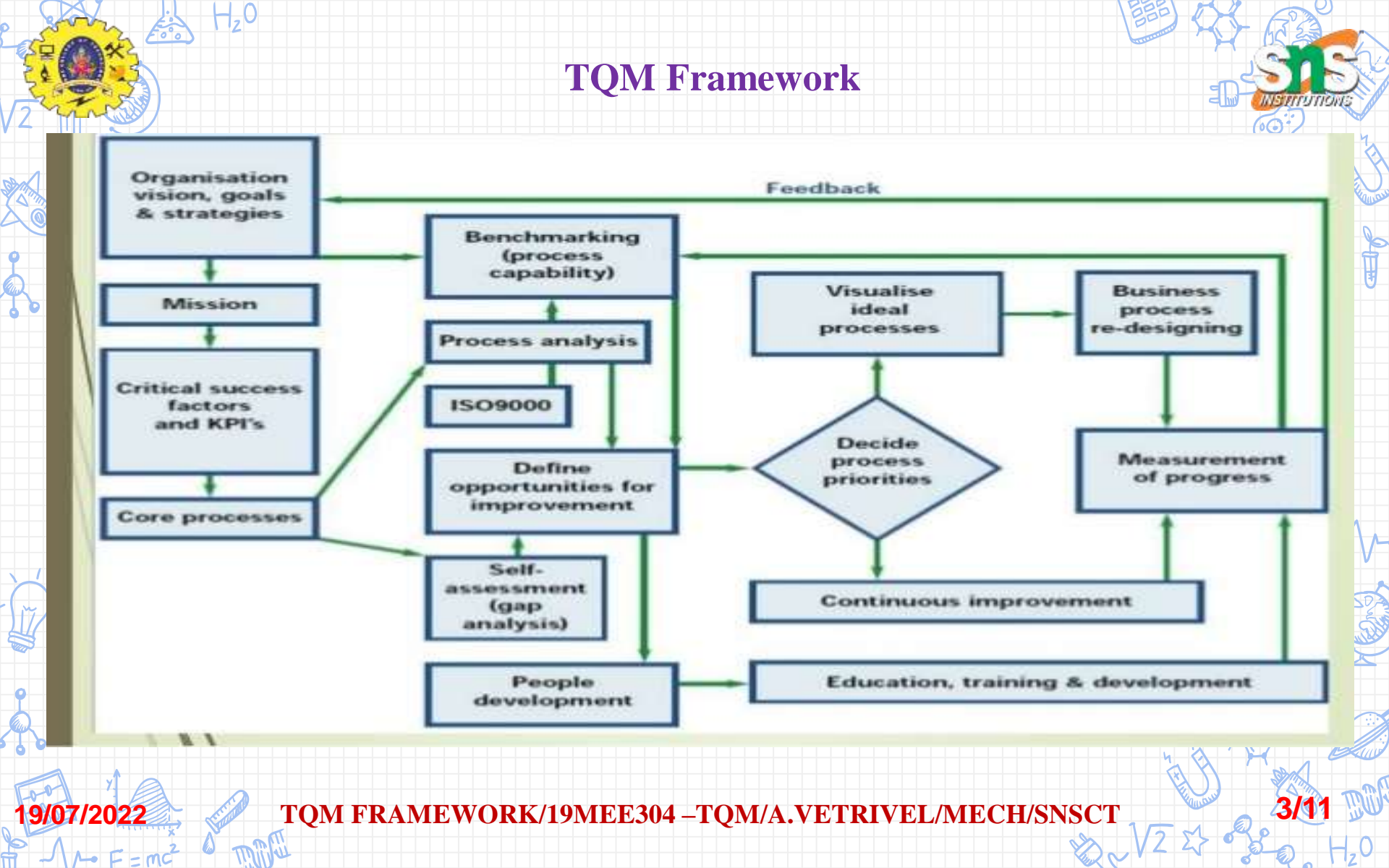
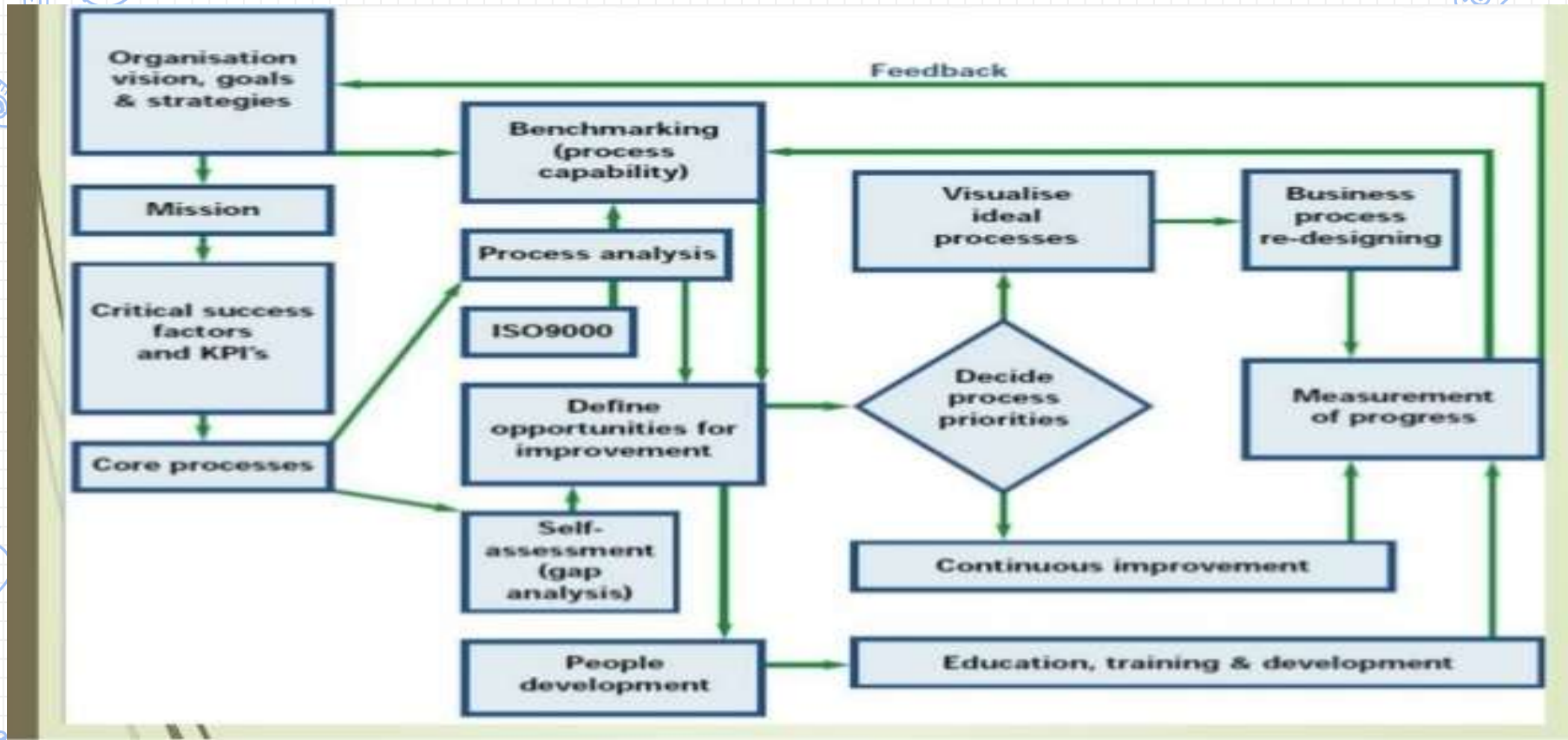
Introduction



<https://tinyurl.com/y2qwyyuwl>

It is a management **framework** based on the belief that an organization can build long-term success by having all its members, from low-level workers to its highest ranking executives, focus on improving quality and, thus, delivering customer satisfaction.

TQM Framework



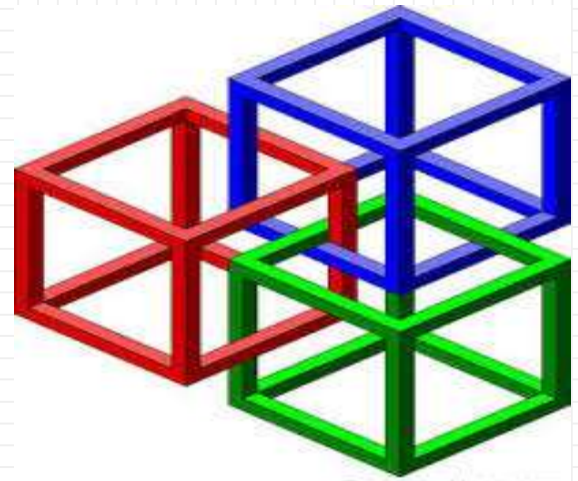
Framework

It begins with the knowledge provided by quality gurus—Shewhart, Deming, Juran, Feigenbaum, Ishikawa, Crosby and Taguchi.

As the figure shows, they contributed to the development of principles and practices and/or the tools and techniques.

Some of these tools and techniques are used in the product and/or service realization activity.

Feedback from internal/external customers or interested parties provides information to continually improve an organization system, product and/or service.



ComputerHape.com



Awareness

An organization will not begin the transformation to TQM until it is aware of the fact that the quality of product or service should be improved.

Awareness comes when an organization loses market share or realizes that quality and productivity go hand-in-hand.

It also occurs if TQM is mandated by a customer or if management realizes that TQM is a better way to run a business and compete in domestic and world markets.

Automation and other productivity enhancements might not help a corporation if it is unable to market its products or services because of their poor quality.



Obstacles

Many organizations, especially small ones with a niche, feel comfortable with their current state.

They are satisfied with the amount of work being performed, the profits realized and the perception that the customers are satisfied.

Organizations with this culture see little need for TQM until they begin to lose market share.

Once an organization embarks on TQM, it faces some obstacles to its successful implementation.



Lack of Management Commitment



In order to make an organizational effort successful, there should be substantial management commitment of management time and organizational resources.

The purpose should be clearly and continuously communicated to all personnel. Management should consistently apply the principles of TQM.

Inability to Change Organizational Culture

Changing an organization's culture is difficult and requires as much as five years. Individuals resist changing as they become accustomed to doing a particular process and it becomes the preferred way.

Management should understand and utilize the basic concepts of change which are as follows:
People change when they want to and to meet needs.

Never expect anyone to engage in behavior that serves an organization's values unless adequate reason (way) has been given.



Multiple Choice Questions

ISO – 14001 gives stress on

- a. Plan – Do -check -Act
- b. Environmental protection
- c. Prevention rather than detection
- d. All of the above

Service Assurance is

- a. Confidence with customer
- b. Customer has trust
- c. Employee has knowledge
- d. All of the above



Multiple Choice Questions

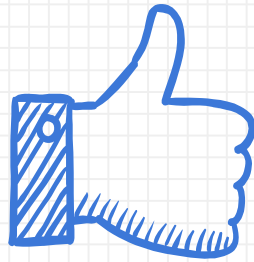
The role of management is to

- provide Resources
- define EMS
- monitor the effectiveness of the system
- All of the above

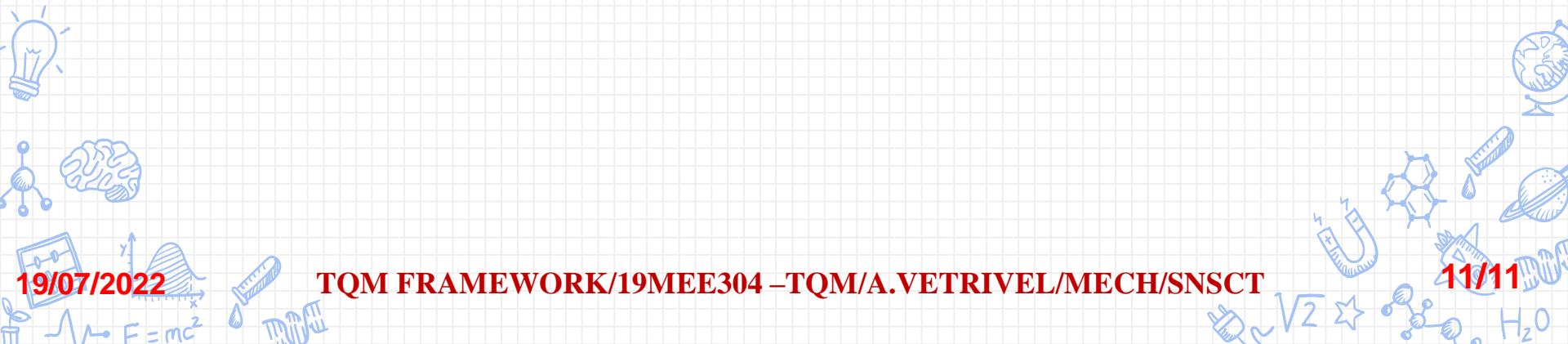
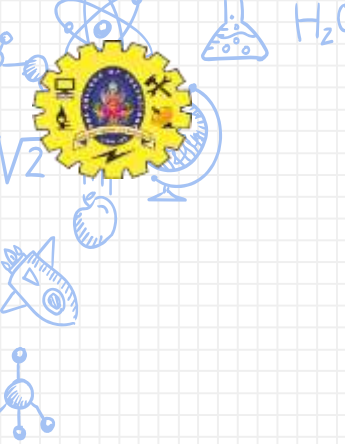
ISO emphasis on

- Prevention
- Inspection
- Rejection
- All of the above





THANKS!



19/07/2022

TQM FRAMEWORK/19MEE304 –TQM/A.VETRIVEL/MECH/SNSCT

11/11