



# MASENO UNIVERSITY

## UNIVERSITY EXAMINATIONS 2012/2013

FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR  
THE DIPLOMA IN BUSINESS ADMINISTRATION  
(CITY CAMPUS)

### ADB 0109: TOTAL QUALITY MANAGEMENT

*Date: 16<sup>th</sup> July, 2013*

*Time: 9.00 – 11.00 a.m.*

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#### INSTRUCTIONS:

- ◆ Answer Question ONE and any other TWO questions.
- ◆ Question one carries 30 marks and the rest 20 marks each.

### Question 1

- a) Quality is a strategic factor that works through virtuous cycle to enhance a company's sustainable competitiveness. Explain why every company is interested in a products quality. (14 Marks)
- b) Describe the eight dimensions of quality according to Garvin (1984). (16 Marks)

### Question 2

The cost of quality is what it costs a company to get things wrong. Discuss the various classification of a typical quality costs. (20 marks)

### Question 3

- a) Discuss the responsibilities of different departments of an organization as far as the quality function is concerned. (12 marks)
- b) Outline the benefits that an organization derives from adoption of Total quality management concept. (8marks)

### Question 4

- a) Many organizations in Kenya are seeking ISO 14000 certification. Discuss the potential benefits such organizations may derive from the certification. (12 marks)
- b) Outline the benefits that could be realized by implementing Environment Management systems(EMS). (8 marks)

### Question 5

- a) Briefly explain the Total quality Management implementation process. (16 marks)
- b) Identify any four obstacles to successful implementation of TQM.(4 marks)