



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**FOURTH YEAR SECOND SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION WITH
INFORMATION TECHNOLOGY**

HOMA-BAY CAMPUS

ABA 418: TOTAL QUALITY MANAGEMENT

Date: 25th June, 2017

Time: 9.00 - 12.00 noon

INSTRUCTIONS:

- Attempt question ONE and any other THREE questions.



Question One (Compulsory) (25 Marks)

- a. Explain four characteristics of services that distinguish them from products. (4 marks)
 - b. Discuss five approaches that can be adopted by a manufacturing organization to implement Total Quality Management. (10 marks)
 - c. Discuss three ways by which poor quality may affect a firm's performance. (6 marks)
 - d. Highlight five strategies that can be used by an organization in order to enhance customer satisfaction. (5 marks)
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Question Two (15 Marks)

- a. Based on the 'Gap' model, discuss ways by which service organizations can deliver value to their customers. (10 marks)
 - b. Explain the term 'Quality Function Deployment'. Hence discuss the steps involved in Quality Function Deployment. (5 marks)
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Question Three (15 Marks)

- a. According to Humphrey and Champy (1993), Business Process Re-Engineering (BPR) is 'the fundamental rethinking and radical redesign of business process to achieve dramatic improvements in critical contemporary measures of performance such as cost, quality, service and speed'. Discuss this definition in relation to:
 - i. Fundamental rethinking. (2 marks)
 - ii. Radical redesign. (2 marks)
 - iii. Dramatic improvements. (2 marks)
- b. Discuss any three approaches to product quality design for manufacturing organizations. (9 marks)

Question Four (15 Marks)

- a. Discuss any five Human Resource Management policies and practices that are critical to the success of Total Quality Management programme within an organization. (10 marks)
- b. Highlight five importance of supplier development to a buying organization. (5 marks)

Question Five (15 Marks)

- a. Discuss the Juran's trilogy programme and its application in managing quality. (9 marks)
 - b. Identify and explain three dimensions of product quality for competitive advantage. (6 marks)
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