



UNIVERSITY OF EMBU

2017/2018 ACADEMIC YEAR

SECOND SEMESTER EXAMINATIONS

**FOURTH YEAR EXAMINATION FOR THE DEGREE OF BACHELOR OF
COMMERCE**

DOM 406: QUALITY MANAGEMENT

DATE: APRIL 6, 2018

TIME: 8:30 AM – 10:30 AM

INSTRUCTIONS:

Answer Question ONE and ANY Other TWO Questions.

QUESTION ONE (30 MARKS)

- a) What do you understand by the term “quality management” (5 marks)
- b) Explain aspects of quality in business (5 marks)
- c) Discuss customers view of quality (5 marks)
- d) Explain the importance of quality management in a firm (5 marks)
- e) Explain the relationship between ethics in quality management (5 marks)
- f) Explain why Business Process Re-engineering has become popular today (5 marks)

QUESTION TWO (20 MARKS)

- a) Explain the term ‘cost of quality’ (5 marks)
- b) The costs of doing a quality job, conducting quality improvements, and achieving goals must be carefully managed so that the long-term effect of quality in the organization is a desirable one. Discuss causes of quality costs in firms (15 marks)

QUESTION THREE (20 MARKS)

- a) Rewarding employees for their job performance that meets or exceeds customer expectations is important for all organizations. Discuss (10 marks)
- b) Discuss the principal elements for a successful quality management system (10 marks)

QUESTION FOUR (20 MARKS)

- a) Focus of total quality management is customer satisfaction. Explain this statement (10 marks)
- b) TQM is now becoming recognized as a generic management tool. Discuss principles of total quality management (10 marks)

QUESTION FIVE (20 MARKS)

- a) Explain the meaning of Six Sigma (5 marks)
- b) Discuss the Six Sigma methods in relationship to TQM (15 marks)

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