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| **SESSION** | **APRIL 2024** |
| **PROGRAM** | **BACHELOR OF BUSINESS ADMINISTRATION (BBA)** |
| **SEMESTER** | **II** |
| **COURSE CODE & NAME** | **DBB1204 – QUALITY MANAGEMENT** |
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**Assignment Set – 1**

**1. Discuss Deming Cycle and Crosby’s Four Absolutes of Quality.**

**Ans 1.**

**Deming Cycle (PDCA Cycle)**

The Deming Cycle, also known as the PDCA (Plan-Do-Check-Act) Cycle, is a logical sequence of steps that are used to ensure continuous improvement of quality in processes. It was developed by Dr. W. Edwards Deming an internationally renowned expert in quality management The Deming Cycle is extensively used in a variety of industries to improve the quality of services, products, and processes. The four phases that comprise Deming Cycle are as follows: Deming

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**2. How is the McKinsey 7S model used for carrying out strategic planning and implementation?**

**Ans 2.**

It is based on the idea that McKinsey 7S model was developed by the consulting company McKinsey & Company to help companies with strategic planning and implementation. It is based on the notion that in order for an organization to succeed seven essential elements need to be in sync and mutually strengthening. They are classified into two categories that are called soft and hard elements.

**The hard elements include:**

**Strategy:** It is the strategy devised to sustain and increase competitive advantages over

**3. What is the cost of quality? Why is it important to measure? List common costs of poor quality.**

**Ans 3.**

**Cost of Quality (COQ)**

The term Cost of Quality (COQ) refers to the total amount that an organization incurs to ensure that its products and services are of high quality. It covers costs related to the need to ensure compliance with requirements and also costs arising from the failure to conform to the quality standards. COQ is a crucial metric for companies since it gives insight into the effectiveness of

**Assignment Set – 2**

**4. What is meant by Quality Audit? What is its purpose?**

**Ans 4.**

**Quality Audit:**

Quality audits are an extensive process that involves looking at all aspects of a business's Quality Management System (QMS) to make sure it's functioning efficiently and in compliance with the standards required. It usually involves an extensive review of procedures, documents, and practices to ensure compliance with established guidelines, standards of quality, or guidelines. Audits are performed by qualified and independent auditors who evaluate the company's compliance with quality standards as well as best practice. In identifying areas of non-

**5. Write short notes on the following concepts:**

**a) Recognition and rewards**

**b) Suggestion systems**

**Ans 5.**

**a) Recognition and rewards**

Rewards and recognition are essential in motivating employees and increasing their satisfaction at work. Recognition is the act of acknowledging and recognizing employees' efforts and accomplishments, while rewards are tangible rewards or incentives that employees receive in recognition of their achievements. Both are crucial tools for companies to encourage positive

**6. Discuss about IMC Ramakrishna Bajaj National Quality Award.**

**Ans 6.**

**IMC Ramakrishna Bajaj National Quality Award**

The IMC Ramakrishna Bajaj National Quality Award (IMC RBNQA) is among the most sought-after high-end quality prizes in India. It was created in 1991, by the Indian Merchants' Chamber (IMC) in conjunction in conjunction with Quality Council of India (QCI) to encourage excellence in quality within Indian organisations. The award was named in honor of Ramakrishna Bajaj, a renowned Indian industrialist and philanthropist who is known for his