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University Examinations 2023/2024

FIRST YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR
OF PROCUREMENT AND LOGISTICS MANAGEMENT

BBS 3177: TOTAL QUALITY MANAGEMENT

DATE: APRIL 2024

TIME: 2 HOURS

INSTRUCTIONS: Answer question *one* and any other *two* questions

QUESTION ONE (30 MARKS)

- Outline the dimensions of quality which can help in determining quality of goods and services (5 marks)
- Customer satisfaction is the ultimate measure of quality in goods and services. Analyze five strategies that can be adopted to enhance customer satisfaction (10 marks)
- Describe the key areas of focus under six sigma while implementing quality systems (5 marks)
- Examine the main principles that governs Total Quality Management (10 marks)

QUESTION TWO (20 MARKS)

- Examine Key determinants of customer satisfaction while implementing TQM in an organization. (12 marks)
- Explain four main costs associated with quality (8 marks)

QUESTION THREE (20 MARKS)

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Page 1

- a) Discuss the six (6) mantras of TQM (6 marks)
- b) Describe the concept of process improvement as used in TQM (4 marks)
- c) With an aid of a diagram, explain the five pillars of TQM and their role in enhancing quality of goods and services (10 marks)

QUESTION FOUR (20 MARKS)

- a) Analyze the concept of business process re-engineering while highlighting the key stages in its implementation. (10 marks)
- b) What is Benchmarking (2 Marks)
- c) Explain four types of benchmarking commonly adopted by firms (8 Marks)

QUESTION FIVE (20 MARKS)

- a) With relevant illustration, discuss five tools for quality control in an organization. (10 marks)
- b) Analyze the role of supplier development in the achievement of quality objectives in a procuring entity. (10 Marks)