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| **SESSION** | **FEB-MARCH 2025** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **IV** |
| **course CODE & NAME** | **DOMS 402 TOTAL QUALITY MANAGEMENT** |
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**Assignment Set – 1**

**1. Describe the meaning of quality with respect to data and further elaborate the importance of data governance. 10**

**Ans 1.**

**Meaning of Quality with Respect to Data**

Data quality refers to the overall condition of data and its ability to serve its intended purpose. It is determined by several attributes such as accuracy, completeness, consistency, reliability, validity, and timeliness. In business and management, data is the foundation for analytics, reporting, and strategic decision-making. Hence, poor data quality can lead to incorrect conclusions, misinformed strategies, and operational failures.

High-quality data is accurate, meaning it reflects the real-world values it represents without errors. It is complete, including all necessary information to make it useful. It is consistent,

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**2. What do you understand by term Quality? Explain and discuss various costs associated with quality. Further highlight the teachings of 2 quality gurus. 10**

**Ans 2.**

**Understanding the Term Quality**

Quality, in the context of Total Quality Management (TQM), refers to the degree to which a product, service, or process meets or exceeds customer expectations. It is not just limited to the end product but applies to all processes and functions within the organization. Quality ensures that outcomes are consistent, reliable, and fit for purpose.

In a broader sense, quality also involves continuous improvement, customer satisfaction, and

**3. Discuss various quality standards. Elaborate the essence of quality improvement and list the problems related to quality improvement. 10**

**Ans 3.**

**Various Quality Standards**

Quality standards are formal guidelines and specifications that help ensure products, services, and processes consistently meet customer expectations and regulatory requirements. These standards provide a benchmark for organizations to evaluate their performance, maintain consistency, and achieve continuous improvement.

One of the most recognized international quality standards is **ISO 9001**. It sets out the criteria for a quality management system (QMS) and is based on principles such as customer focus,

**Assignment Set – 2**

**4. Discuss 7 quality control tools with their advantages and applications 10**

**Ans 4.**

**Introduction to Quality Control Tools**

Quality control tools are techniques used to analyze and improve processes by identifying variations, root causes of defects, and potential improvements. These tools help ensure that products and services meet predefined quality standards. The seven basic quality control (QC) tools are simple yet powerful techniques widely used in manufacturing and service industries.

**1. Check Sheet**

A check sheet is a structured form for collecting and analyzing data. It is often used to track

**5. Discuss the importance of quality culture, why it is necessary. Further discuss the challenges in building the quality culture. 10**

**Ans 5.**

**Importance of Quality Culture**

Quality culture refers to the collective values, beliefs, and behaviors within an organization that support the continuous improvement of processes, products, and services. A strong quality culture empowers every employee to take ownership of quality in their everyday work and aligns organizational goals with customer satisfaction and long-term excellence.

The importance of a quality culture lies in its ability to create a proactive work environment where employees are motivated to identify and correct issues before they escalate. It enhances

**6. What are the elements of TQM which enhance quality. Further discuss how TQM framework has evolved over the years. 10**

**Ans 6.**

**Elements of TQM That Enhance Quality**

Total Quality Management (TQM) is a holistic approach to long-term organizational success through customer satisfaction. It integrates all functions and employees into a continuous improvement process. Several key elements of TQM work together to enhance product and service quality across all departments.

* **Customer Focus**.One of the most important elements is customer focus. TQM begins