

THE CO-OPERATIVE UNIVERSITY OF KENYA
END OF SEMESTER EXAMINATION APRIL 2022

EXAMINATION OF THE DEGREE OF BACHELOR OF
ENTREPRENEURSHIP/BACHELOR OF PURCHASING AND SUPPLIES
MANAGEMENT

YIII SEM II

UNIT CODE: BENT 2306

UNIT NAME: TOTAL QUALITY MANAGEMENT

DATE: APRIL, 2022

TIME: 2 HRS

INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

Question 1 (30 Marks)

- a) Define the term 'Total quality Management'. **(5 Marks)**
- b) Using relevant examples, discuss the External failure costs resulting from quality failure. **(5 Marks)**
- c) Critically discuss the uses of Statistical process control (SPC) tools in production quality control. **(10 Marks)**
- d) Highlight the approaches to quality that are used to define quality. **(5 Marks)**
- e) Highlight the principles of Total Quality Management **(5 Marks)**

Question 2 (20 Marks)

- a) Discuss the 'SERVQUAL' with regards to the measurement of service quality. **(10 Marks)**
- b) Define the term ISO and expound on eight quality management principles under ISO 9000. **(10 Marks)**

Question 3 (20 Marks)

- a) The entire supply chain has a critical role in ensuring quality. Discuss the importance of supply chain relations in quality management **(10 Marks)**
- b) Discuss the aspects that are used in building Quality Assurance programmes or systems. **(10 Marks)**

Question 4 (20 Marks)

- a) Explain the benefits of Total Quality Management as demonstrated by Philip Crosby.

- (10 Marks)**
- b) Using relevant examples, Expound on the dimensions of quality **(10 Marks)**

Question 5 (20 Marks)

- a) Discuss the techniques of monitoring service quality in a 3PL service provider entity. **(10 Marks)**
- b) Critically expound on the factors necessary to the implementation of Total Quality Management in a production entity. **(10 Marks)**