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**GARISSA UNIVERSITY**

**UNIVERSITY EXAMINATION 2017/2018 ACADEMIC YEAR FOUR**

**THIRD SEMESTER EXAMINATION**

**SCHOOL OF BUSINESS AND ECONOMICS**

**FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT**

**COURSE CODE: BBM 465**

**COURSE TITLE: TOTAL QUALITY MANAGEMENT**

**EXAMINATION DURATION: 3 HOURS**

**DATE: 07/08/18 TIME: 09.00-12.00 PM**

**INSTRUCTION TO CANDIDATES**

* **The examination has SIX (6) questions**
* **Question ONE (1) is COMPULSORY**
* **Choose any other THREE (3) questions from the remaining FIVE (5) questions**
* **Use sketch diagrams to illustrate your answer whenever necessary**
* **Do not carry mobile phones or any other written materials in examination room**
* **Do not write on this paper**

**This paper consists of TWO (2) printed pages *please turn over***

**QUESTION ONE (COMPULSORY)**

1. Critically examine the influence of globalization on modern organizations embracing Total Quality Management philosophy. [**5 marks]**
2. Describe the nature of activities that take place in each phase of implementing TQM in an organization. [**10 marks]**
3. Critically analyze the contributions of Dr. Feigenbaum on the development of TQM [**10 marks]**

**QUESTION TWO**

1. Identify three reasons that have compelled modern firms to be customer based [**3 marks]**
2. In reference to ISO 9001:2015, explain how organizations can benefit from the adoption of international quality management ideals. [**12 marks]**

**QUESTION THREE**

1. Outline three benefits of producing quality products and services. [**3 marks]**
2. You have been appointed to lead a quality management team in your organization and tasked to develop a quality culture. Critically examine the strategies that you would embrace to successfully meet this objective. [**12 marks]**

**QUESTION FOUR**

1. Highlight three types of customers available in the market. [**3 marks]**
2. Critically evaluate the nature of employees that would be constituted by the management in order to develop a high performing quality team. [**12 marks]**

**QUESTION FIVE**

1. Identify three types of benchmarks. [**3 marks]**
2. ‘Efficient and effective Leadership is the foundation of success to quality management initiatives in the contemporary competitive business environment’. Discuss [**12 marks]**

**QUESTION SIX**

1. Outline three roles of supplier partnership. [**3 marks]**
2. Critically examine the nature of relationship that exists between Total Quality Management philosophy and competitive advantage. [**12 marks]**