



FINAL EXAMINATION
BACHELOR OF BUSINESS ADMINISTRATION (HONOURS)
BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) HUMAN
RESOURCE MANAGEMENT
BACHELOR IN BUSINESS ADMINISTRATION (HONOURS) DIGITAL
MARKETING

COURSE : QUALITY MANAGEMENT

COURSE CODE : MGT3383/MGT3113

DURATION : 3 HOURS

INSTRUCTIONS TO CANDIDATES:

1. This question paper consists of **THREE (3)** parts : PART A (20 questions)
: PART B (2 questions)
: PART C (2 questions)
2. Answer ALL questions from PART A and PART B.
 - i. Answer PART A in the True/False Answer Sheet.
 - ii. Answer PART B and PART C in the Answer Booklet provided.
3. Please check to make sure that this examination pack consists of:
 - i. The Question Paper
 - ii. An Answer Booklet
 - iii. A True/False Answer Sheet
4. Do not bring any material into the examination hall. An electronic calculator is allowed.
5. Please write your answer using permanent ink.

MYKAD/ PASSPORT NO. : _____
ID. NO. : _____
LECTURER : _____
SECTION : _____

DO NOT OPEN THIS QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO

This question paper consists of 5 printed pages including the front page

PART A: TRUE OR FALSE**Answer ALL questions.**

1. Quality is defined solely by management standards and does not depend on customer expectations. True / False
2. A product can be considered high quality even if it does not conform to established specifications. True / False
3. Quality is concerned only with the final product and not with the process used to produce it. True / False
4. Deming's Seven Deadly Diseases describe common management practices that hinder long-term quality improvement. True / False
5. The Deming Cycle is a systematic approach used for continuous improvement of processes and products. True / False
6. Training is a planned effort by an organization to improve employees' job-related knowledge, skills, and attitudes. True / False
7. Orientation training helps new employees understand organizational policies, culture, and job expectations. True / False
8. Total Quality Management assumes that employees will improve quality performance without formal training. True / False
9. Orientation should be considered a continuous process rather than a one-time event to ensure effective employee integration and understanding of organizational practices. True / False
10. Employee resistance to quality initiatives may be reduced through effective training and communication. True / False
11. ISO 9000 defines the principles and terminology of quality management, providing a conceptual framework rather than certifying product quality. True / False

12. Top management commitment is important for the successful implementation and maintenance of an ISO 9001 compliant quality management system. True / False
13. ISO 9000 provides flexibility, allowing organizations of any size or industry to tailor quality management practices to their context. True / False
14. ISO 9001 certification guarantees defect-free products and eliminates the need for process monitoring. True / False
15. ISO 9000 addresses the organization's quality management system rather than just product quality. True / False
16. In quality management, it is more important to fix symptoms than to identify root causes. True / False
17. Quality audits are irrelevant to continual improvement as they only serve compliance purposes. True / False
18. Kaizen emphasizes small, incremental changes rather than large-scale, radical transformations for continuous improvement. True / False
19. Cause and Effect Diagram with the Addition of Cards (CEDAC) is a continual improvement tool that links causes to effects and promotes team-driven suggestions for process enhancement. True / False
20. Reducing defects and variability in processes contributes to improved customer satisfaction in Lean Six Sigma initiatives. True / False

(TOTAL: 20 MARKS)

PART B: SHORT STRUCTURED

Answer ALL questions.

1. a. Explain **TWO (2)** key characteristics of quality in the context of quality management.
(5 marks)
b. Discuss **FOUR (4)** key characteristics of Parasuraman's service quality dimensions.
(10 marks)
(Total: 15 marks)
 2. a. Define and explain the concept of ISO 9000 in the context of quality management.
(5 marks)
b. Discuss **FOUR (4)** of the eight quality management principles that form the foundation of ISO 9000.
(10 marks)
(Total: 15 marks)
- (TOTAL: 30 MARKS)

PART C: LONG STRUCTURED

Answer ALL questions.

1. a. Explain **TWO (2)** how organizations can improve the effectiveness of orientation training.
(5 marks)
- b. Discuss **FOUR (4)** steps of the teaching method applied in a training program.
(20 marks)
- (Total: 25 marks)
2. Explain the **Five-S (5s)** methodology as applied in Kaizen and discuss how each component contribute to continual improvement in organizational processes.
(25 marks)

(TOTAL: 50 MARKS)
(TOTAL: 100 MARKS)

END OF QUESTION PAPER

