



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

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 can be defined as meeting or exceeding customer expectations. True / False
2. According to Garvin, reliability refers to the physical appearance of a product. True / False
3. Features are attributes that supplement a product's basic performance. True / False
4. Durability refers to the ease with which a product can be repaired. True / False
5. Service reliability is the ability of a service provider to perform the promised service dependably and accurately. True / False
6. Empathy in service quality means providing caring and individualized attention to customers. True / False
7. Philip Crosby defined quality as fitness for use. True / False
8. Total quality focuses only on improving products and ignores people, processes, and the work environment. True / False
9. Prevention costs are costs incurred to prevent defects and imperfections from occurring. True / False
10. Failure costs include customer complaints, warranty claims, and product recalls. True / False
11. Training is an organized and systematic series of activities designed to improve an individual's work-related knowledge, skills, understanding, and motivation. True / False

12. Education is more practical, specific, and immediate than training. True / False
13. Global competition and rapid technological changes are among the reasons organizations need to provide training. True / False
14. The training and development process only involves providing training and does not require evaluation. True / False
15. Managers who act as trainers should understand the principles of learning and the four-step teaching method. True / False
16. The four-step teaching method consists of Preparation, Presentation, Application, and Evaluation. True / False
17. Functional illiteracy in the workforce can lead to higher productivity and reduced waste. True / False
18. Training failure may occur due to insufficient information, too much information, or conflicting information during orientation training. True / False
19. According to the learning retention model, people remember more when they actively do and talk about what they are learning. True / False
20. To evaluate training effectiveness, managers only need to determine whether employees attended the training sessions. 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. Explain **TWO (2)** key characteristic of Total Quality Management (TQM) approach in quality management.
(5 marks)
b. Describe **FOUR (4)** characteristics based on Garvin's product quality dimensions.
(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. Continual improvement is fundamental to an organization's success and survival in the global marketplace, as maintaining the status quo to standing still in a fast-paced race. However, implementing an effective continual improvement framework requires active management leadership, clear organizational structuring, and the execution of specific improvement methodologies.

- a. Discuss **THREE (3)** rationale for continual improvement in today's competitive market environment.

(7 Marks)

- b. Explain the concept of the appropriate approach to quality improvement. In your answer, outline the **FIVE (5)** essential improvement activities that a project team must perform to drive organizational excellence.

(8 Marks)

- c. Discuss **FIVE (5)** types of operational waste that Lean seeks to eliminate.

(10 Marks)

(Total: 25 marks)

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

END OF QUESTION PAPER

