



Riara School of Business
Nurturing business innovators

MAY- AUGUST SEMESTER, 2023

EXAMINATION FOR DIPLOMA IN BUSINESS MANAGEMENT

DAY PROGRAMME

RBM 029: TOTAL QUALITY MANAGEMENT

DATE: 4TH AUGUST 2023

TIME: 2 HOURS

GENERAL INSTRUCTIONS:

Students are NOT permitted to write on the examination paper during reading time.

This is a closed book examination. Text book/Reference books/notes are not permitted.

SPECIAL INSTRUCTIONS

1. Write your REGISTRATION NO. Clearly on the answer booklet(s).
2. Answer Question One and ANY other TWO questions.
3. Questions in all sections should be answered in answer booklet(s)
4. PLEASE start the answer to EACH question on a NEW PAGE.
5. For the questions, write the number of the question on the answer booklet(s) in the order you answered.
6. Write on both sides of each leaf and indicate number of each question at the top of each page.
7. Write the answers in a paragraph form unless stated otherwise.
8. Marks allocated to each question are shown at the end of the question.
9. All rough work must be done on the answer booklet and crossed through!
10. Use supplementary pages only when you have exhausted those in this book

11. Fasten the supplementary pages to the inside back cover of this booklet.

QUESTION ONE: COMPULSORY (30MKS)

- a) Define the following terms:-
 - i. Products liability **(2 marks)**
 - ii. Benchmarking **(2 marks)**
 - iii. Total Quality Management: **(2 marks)**
- b) Herzberg extended Abraham Maslow's work and classified it into two factor theory. Explain the Two factors **(4 marks)**
- c) Discuss **Five** Dimensions of Quality **(10marks)**
- d) Expound on **Five** ways you would use to improve quality leadership management **(10 marks)**

QUESTION TWO

- a) Evaluate **Five** Reasons why you should Benchmark. **(10 marks)**
- b) In Total Quality Management one cannot ignore the aspect of process improvement. Discuss **Five** points included in process improvement. **(10 marks)**

QUESTION THREE

- a) Explain **Five** key factors to customer's perception of quality: **(10 marks)**
- b) You have been employed as the Quality Manager of a manufacturing company. Your first task is to certify some suppliers. List items you will have to check in your certification process. **(10 marks)**

QUESTION FOUR

- a) Full involvement of employees, in all their diversity, in continuous improvement is the key to the successful implementation of TQM. Explain **Five key** motivating factors for continuous improvement of employees. **(10marks)**
- b) Quality-related activities that incur costs may be divided into prevention costs, appraisal costs, and internal and external failure costs. Expound on any **Two** costs stating what each includes. **(10 marks)**