

**UNIVERSITI KUALA LUMPUR
MALAYSIAN INSTITUTE OF INDUSTRIAL TECHNOLOGY**

**FINAL EXAMINATION
JANUARY 2016 SEMESTER**

COURSE CODE : JQD 10303
**COURSE TITLE : INTRODUCTION TO TOTAL QUALITY MANAGEMENT
AND BUSINESS EXCELLENT**
PROGRAMME LEVEL : DIPLOMA
DATE : 22 MAY 2016
TIME : 2.30 PM – 5.30 PM
DURATION : 3 HOURS

INSTRUCTIONS TO CANDIDATES

- 1. Please read the instructions given in the question paper CAREFULLY.**
- 2. This question paper is printed on both sides of the paper.**
- 3. This question paper consists of TWO (2) sections.**
- 4. Answer ALL question in Section A. Choose TWO (2) questions in Section B.**
- 5. Please write your answers on the answer booklet provided.**
- 6. Please answer all questions in English only.**

THERE ARE 4 PAGES OF QUESTIONS EXCLUDING THIS PAGE.

SECTION A (Total: 60 marks)

INSTRUCTION: Answer ALL questions.
Please use the answer booklet provided.

Question 1

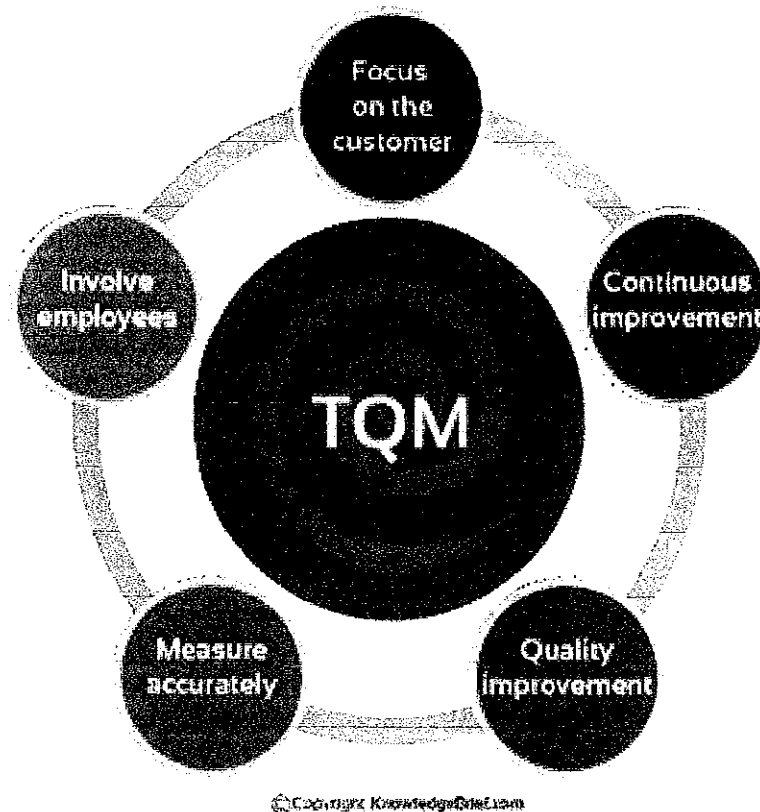


Figure 1: Total Quality Management

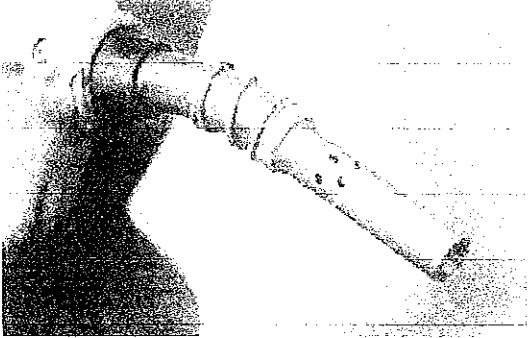
(a) Quality Management Excellent also known Total Quality Management is best practise in the direction of increasing business competitiveness and revenue. As a team leader choose suitable strategies of decision making and team management in ensuring company sustainability, flexibility and customer satisfaction. Provide example for each decision making strategies.

(10 Marks)

(b) Briefly explains THREE (3) elements and obstacles of implementing TQM for a company to be competitive

(10 Marks)

Question 2



According to The Star, the Petrol Dealers Association of Malaysia (PDAM) have stated that a multitude of fuel dealers around the nation may have to shut down should prices continue to fall due to high losses. President of PDAM, Datuk Hashim Othman stated that losses of "between RM20000 and RM100000" were reported by several dealers. "If the drop was only a few cent, we could absorb the losses but now with the 35 cent drop (for petrol), we're buying it high and selling it low," he added. Datuk Abu Samah Bachik, president of the Petronas Petrol Dealers Association of Malaysia, has stated that solutions are being drawn up between the governments as "all dealers in the country are affected. None of us are exempt from this."

You have been choose by the government to analyse and produce a report, by using any suitable Quality Tools to understand customer satisfaction for the matter above. (Choose any **TWO (2)** Quality tools)

(20 marks)

Question 3

- a. Evaluates the consequences and cost of poor quality of product and service.
(8 marks)
- b. Recognize **THREE (3)** departments and their responsibility for quality activities in a company.
(6 marks)
- c. JIT is an integrated set of activities designed to achieve high-volume production using minimal inventories of raw materials, finished goods & work in process. Find **THREE (3)** benefits of JIT to company.
(6 marks)

SECTION B (Total: 40 marks)**INSTRUCTION: Choose TWO (2) questions only****Please use the answer booklet provided****Question 1**

a. Construct basic steps for problem solving

(7 marks)

b. Analysis of customer complaints for a Al-Kacaq sport apparel revealed the following

Billing errors	537
Shipping errors	2460
Electronic charge errors	650
Long delay	5372
Delivery error	752

Sketch a Pareto Diagram for these Data. State your opinion.

(13 marks)

Question 2

(a) Run a simple benchmarking analysis for the following benchmarking categories

i. Process benchmarking – Toyota and NAZA.

(5 marks)

ii. Performance benchmarking – Maxis and UMobile.

(5 marks)

iii. Product benchmarking – Apple and Samsung

(5 marks)

(b) Base on the analysis above, plan a strategy for your companies to be competitive in the business.

(5 marks)

Question 3



Figure 2: ISO 9000

(a) Briefly outline **FOUR (4)** key elements of ISO 9000.

(10 marks)

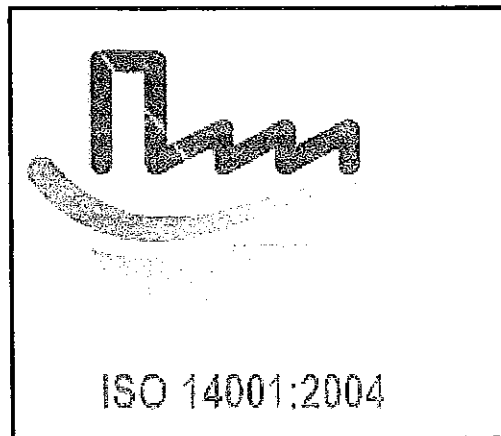


Figure 3: ISO 14001

(b) B.Co and W.Co are two environmental technology based companies. B.Co achieves ISO 14001:2004 certification from SIRIM while W.Co doesn't have any ISO 14001 certification. Based on your knowledge on the ISO 14001 standard, predict and evaluate the quality of the environmental management system for both companies. Provide **TWO (2)** justification for each company

(10 marks)

END OF EXAMINATION PAPER

