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KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

**2020/2021 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER
SPECIAL/SUPPLEMENTARY EXAMINATION**

**FOR THE DEGREE OF BACHELOR OF COMMERCE
COURSE CODE: BCO 401
COURSE TITLE: QUALITY MANAGEMENT**

DATE: 11/01/2022

TIME: 8.00 – 10.00AM

INSTRUCTION TO CANDIDATES

- 1) The paper contains FIVE questions
- 2) Attempt THREE questions
- 3) Question ONE is Compulsory

TIME: 2 Hours

KIBU observes ZERO tolerance to examination cheating

1. a) Discuss the five stages of quality culture citing an organization of your choice
(10 mks)
- b) Describe the four main components of quality management. (10 mks)
- c) Explain the five service quality dimensions. (10 mks)
2. Make notes on quality improvement in an organization of your choice. (20 mks)
3. Total quality management is a holistic approach to long term success that views continuous improvement in all aspects of an organization as a process and not as a short term goal. Substantiate. (20 mks)
4. Highlight the contributions of any four early proponents of quality management and their contributions. (20 mks)
5. Discuss Garvin's dimensions for product quality management. (20 mks)