

KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

**2021/2022 ACADEMIC YEAR
FIRST YEAR SECOND SEMESTER
MAIN EXAMINATION**

**FOR THE DEGREE OF BACHELOR OF COMMERCE
COURSE CODE: DPM 102
COURSE TITLE: TOTAL QUALITY MANAGEMENT**

DATE: 25/01/2022

TIME: 9.00AM – 11.00AM

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

QUESTION ONE

- a) Quality are certain standards or ways and means by which those standards are achieved, maintained and improved. Discuss the different dimensions of quality. (10 marks)
- b) Describe the quality planning process. (10 marks).
- c) Outline the characteristics of Total Quality Management (10 marks)

QUESTION TWO

- a) Explain the following terms:
- i. Vision statement (2 marks)
 - ii. Mission statement (2 marks)
- b) Briefly explain the principles of Total Quality Management . (10 marks)
- c) Outline the importance of customer feedback. (6 marks).

QUESTION THREE

- a) Distinguish between recognition and reward. Giving examples (5 marks)
- b) Highlight eight ways an organization's management can recognize its people. (15 marks)

QUESTION FOUR

- a) Explain the tools used in collecting customer complaints (10 marks)
- b) Outline the importance of customer feedback (10 marks)