



20-3-17

**SCHOOL OF MANAGEMENT**

**DOON UNIVERSITY**

**MID SEMESTER EXAMINATION**

**MARCH 2017**

**INTEGRATED MBA**

**VIII SEMESTER**

**TOTAL QUALITY MANAGEMENT**

**IMBA-801**

1. What is the essence of TQM? 5 marks
2. Discuss Juran's Trilogy. 5 marks
3. Discuss Deming award. 15
4. What are Crosby's absolute of quality? Name them. 5 marks