

**The Co-operative University of Kenya**  
**END OF SEMESTER EXAMINATION DECEMBER-2018**  
**EXAMINATION FOR THE DEGREE OF BACHELOR OF CO-OPERATIVE**  
**BUSINESS**  
**UNIT CODE: HCOB 2424**  
**UNIT TITLE: TOTAL QUALITY MANAGEMENT**

**DATE: DECEMBER, 2018**

**TIME:**

**INSTRUCTIONS:**

- Answer question **ONE (compulsory)** and any other **TWO** questions

**QUESTION ONE**

- (a) A defense contractor manufacturer rifles for the military has exacting quality standards that the contactor must meet. The military is very pleased with quality of the products provided by the contractor. However, the contractor I experiencing high quality related costs. Discuss the reasons for the contractor’s high quality related costs (10 marks)
- (b) For any organization to succeed in this challenging business environment, it has to be proactive in its plans” Discuss this quote in relation of quality functions. Quality management is an important concept in strategic planning and components of strategy. Explain (8 marks)
- (c ) Outline the following terms as applied in quality process planning (12 marks)
- i. Brainstorming
  - ii. Pareto analysis
  - iii. Ishikawa diagram
  - iv. Checklists

**QUESTION TWO**

- (a) Many organization in Kenya are seeking ISO 9000 certification. Discuss the potential benefits associated such an organization may derive from certificate (6 marks)
- (b) Explain the benefits of COYA in Kenya (6 marks)
- (c) Outline the main steps in the functioning of control charts as an instrument for quality management in the organization (8 marks)

**QUESTION THREE**

- (a) Explain the extent to which quality is a universal concept (10 marks)
- (b) Discuss the responsibilities of the different departments of an organization as far as the quality function ins concerned (10 marks)

**QUESTION FOUR**

- (a) Explain the factors that influence customer perception of quality. Discuss them in the context of an industry of your choice (10 marks)
- (b) The main issue in building a customer satisfaction is to acquire satisfied customers. Discuss the indicators of customer satisfaction (10 marks)

**QUESTION FIVE**

- (a) Explain the meaning of the term process control (6 marks)
- (b) A statistical process control is designed to identify the underlying causes of the problem in an organization. Discuss (8 marks)
- (c) Discuss the benefits of implementing ISOL in manufacturing system (6 marks)