

Roll No.

Total No. of Pages:02

Total No. of Questions: 09

BBA SIM, Semester-5TH
TOTAL QUALITY MANAGEMENT

Subject Code: BBA SM 501 -18

M.Code: 78188

Date of Examination: 26-11-2025

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. **SECTION-A** is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-B** consists of **FOUR** subsections: **Units-I, II, III & IV**. Each subsection contains **TWO** questions, each carrying **TEN** marks each and student has to attempt any **ONE** question from each subsection.

Q. No.	Question	Course Outcome	Bloom's Level
SECTION-A			
1.	Answer briefly:		
a.	What is Total Quality Management (TQM)?	CO-1	L1
b.	Contrast reactive and proactive approaches in quality management.	CO-1	L2
c.	Relate the importance of continuous improvement to Operational Excellence.	CO-2	L1
d.	Compare the roles of Master Black Belt and Black Belt.	CO-2	L2
e.	List the success factors for a Six Sigma project.	CO-3	L1
f.	Demonstrate the meaning of ISO standard means in quality management.	CO-3	L2
g.	Why is customer feedback important in QFD?	CO-4	L1
h.	Illustrate the need for TPM in industries.	CO-4	L2
i.	Define Taguchi Techniques.	CO-5	L1
j.	Explain the main features of Lean.	CO-5	L2
SECTION-B			
UNIT-I			
2.	Build a simple model to demonstrate how the eight building blocks of TQM work together to achieve organizational excellence.	CO-1	L3
3.	Examine the relationships between the Voice of Customer (VOC) and product design quality.	CO-1	L4
UNIT-II			
4.	Identify the inter-relationship between Lean and Six Sigma in driving continuous improvement.	CO-2	L3
5.	Assess the PDCA cycle with the appropriate diagram.	CO-2	L5
UNIT-III			
6.	Interpret the role of the Pareto Principle in decision-making and problem prioritization during Six Sigma projects.	CO-3	L5

7	Compare the DMAIC and DMADV methodologies with respect to their purpose and process stages.	CO-3	L4
UNIT-IV			
8.	Develop in detail the contribution of Deming's philosophy to the global quality movement.	CO-4	L3
9.	Judge the practical application of Crosby's "Quality is Free" principle in modern industries.	CO-5	L5

NOTE: Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the student.

UNIT-IV			
8.	Identify the rights and liabilities of partners in an LLP.	CO-4	L3
9.	Explain the relevance and importance of the Consumer Protection Act, 2019.	CO-5	L5

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BBA SIM, Semester-5th
SALES, DISTRIBUTION AND SUPPLY CHAIN MANAGEMENT

Subject Code: BBA SM 503-18

M.Code: 78190

Date of Examination: 02-12-2025

Time: 3 Hrs.

Max. Marks:60

INSTRUCTIONS TO CANDIDATES:

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR subsections: Units-I, II, III & IV. Each subsection contains TWO questions, each carrying TEN marks each and student has to attempt any ONE question from each subsection.

Q. No.	Question	Course Outcome	Bloom's Level
SECTION-A			
1.	Answer briefly:		
a.	Define sales management.	CO-1	L1
b.	State any two sales department relations.	CO-1	L2
c.	Define selection in the context of sales force.	CO-2	L1
d.	Compare base pay and incentive pay.	CO-2	L2
e.	What is an enterprise relationship?	CO-3	L1
f.	Explain the role of logistics in distribution management.	CO-3	L2
g.	Name the components of supply chain management.	CO-4	L1
h.	Explain the role of information technology in supply chain coordination.	CO-4	L2
i.	How would you describe the concept of two- way supply chain integration?	CO-5	L1
j.	Outline the difference between logistics and supply chain management.	CO-5	L2
SECTION-B			
UNIT-I			
2.	Demonstrate how personal selling can enhance customer relationship with example.	CO-1	L3
3.	Compare traditional leadership style with modern leadership style in services.	CO-2	L4
UNIT-II			
4.	Identify the benefits of marketing channels to both firms and customers.	CO-3	L3
5.	Evaluate the challenges faced in domestic and global logistics.	CO-3	L5
UNIT-III			

6.	Explain the importance of hybrid channels in the modern marketplace.	CO-3	L5
7.	Examine the role of E-business in enhancing supply chain performance.	CO-4	L4
UNIT-IV			
8.	Apply the concept forecasting techniques in supply chain planning with example.	CO-4	L3
9.	Determine the elements of supply chain integration contribute to overall supply chain performance and their effectiveness in creating competitive advantages.	CO-4	L5

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