

Prince of Songkla University
Faculty of Engineering

Final Examination : Semester I

Academic Year : 2005

Date : October 11, 2005.

Time : 9.00-12.00

Subject :225-713 Total Quality Management

Room : R300

ทูลริคใการสอบ โทษขันต่ำปรับตใการวิชานั้นและพัการเรียน 1 ภาคการศึกษา

Instruction:

1. *There are 5 questions; 100 points*
2. *Attempt all questions.*
3. *Books and notes are allowed.*
4. *Borrowing things form other students is prohibited.*

<i>Problem no.</i>	<i>Full Score</i>	<i>Score</i>
<i>1</i>	<i>25</i>	
<i>2</i>	<i>20</i>	
<i>3</i>	<i>10</i>	
<i>4</i>	<i>20</i>	
<i>5</i>	<i>25</i>	
<i>Total</i>	<i>100</i>	

Assoc. Prof.Dr.sunchai Klinpikul

Instructor



1. In November 2005, a canned-tuna company in Songkhla has a plan to hire a TQM expert to develop a vision, a strategic plan, and hoshin deployment for the company in the year 2006. The TQM expert is working in Bangkok and he sets a schedule to come to Songkhla 4 times during week end in December 2005 and each time he will spend about only 6 hours.

What is your suggestion? Do you think that this company will be successful in developing a vision, a strategic plan, and hoshin deployment in 2006? Why?

(25 points)



2. A company producing packaging machines for food industry has a program to expand market share next year. How many channels or approaches to discover the customer requirements and the ideas for product improvement.

(20 points)

A handwritten signature in black ink, located in the bottom right corner of the page. The signature is stylized and appears to be a cursive name.

3. Explain the reasons why QCC activities implemented in many companies during the last 10-15 Years were not sustainably successful.

(10 points)

A handwritten signature in black ink, located in the bottom right corner of the page. The signature is stylized and appears to be a cursive name.

4. Discuss and explain what you had learned from the Assignment no.2 as follows:

- Background of the organization.
- Basic problems of the organization (if any) relating to TQM.
- Advantages of the organization relating to TQM.
- What is the vision, strategies and hoshin of the organization developed by your group.

(20 points)



5. Suppose you are CEO of the XYZ Kitchen Co.Ltd. produce packed-foods for several air lines. You are interested in formulating a vision according to the TQM concept and developing strategies and targets (hoshin) according to Balanced Score Card (BSC).

Your company has 120 workers and 10 chefs with a production capacity of 15,000 units of packed-food per day. The business is quite competitive because of low selling prices and customer satisfaction. The company also produce wastewater and air pollution with adequate treatment.

Formulate a proper vision, strategies, and targets (hoshine deployment) for this company using appropriate deployment matrix or other QC tools.

(25 points)

