

**Principle of Songkla University  
Faculty of Engineering**

**Final Examination : Semester II**  
**Date : February 23, 2007.**  
**Subject : 225-713 Total Quality Management**

**Academic Year : 2006**  
**Time : 09:00 -12:00**  
**Room : หัวหุ่น**

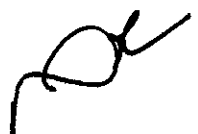
ทฤษฎีในการสอบ โทษขั้นต่ำคือ ปรับตกในรายวิชาที่ทฤษฎี  
 และพักการเรียน 1 ภาคการศึกษา

**Instructions :**

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

Problem no.	Full Score	Score
1	20	
2	20	
3	20	
4	20	
5	20	
<b>Total</b>		

Assoc. Prof.Dr. Sunchai Klinpikul  
 Instructor



**1. Explain briefly about the TQM Models developed by**

- (a) JATCO Company ( 6 points )**
- (b) Prof. Dr. Noriaki Kano ( 7 points )**
- (c) Dr. Kittisak Ploipanich – chareon ( 7 points )**



2. Suppose that you are the CEO of a seafood restaurant established on a beach in Phuket. More than 80% of the customers are foreigners from western countries. Since the business is quite competitive therefore you have to focus on the customer requirements which include:

1. Name of restaurant :- well known.
2. Price : reasonable price
3. Food quality : fresh, good taste, and safety.
4. Food delivery : fast, correct
5. Employees : have good sense of service, ability to speak English.

Develop KQI to measure these customer requirements. You can make any appropriate figures for your KQI Targets.

( 20 points )



**3. Answer the following questions :**

**(1) What is the meaning of deadly disease 6 : Excessive medical costs ? ( 5 points)**

**(2) Can you explain about the pride of workmanship ( 5 points)**




**(3) How can you overcome the problem of performance, merit rating, or annual review ?**

**( 5 points )**

**(4) What is operational definition ? What is it used for ?**

**( 5 points )**



**4. What is Balanced Score Cards (BSC) and Key Quality Indicators (KQI) ? How can these two things be applied in an organization ? Can you give some examples ?**

**( 20 points )**



**5. Suppose you were appointed to be the sales manager of the Royal Beach Hotel established in Phuket. The hotel has 500 air – conditioned rooms, one coffee shop, one dining hall, one swimming pool, one health club and one spa.**

**(a) Draw a business process (including customer) of this hotel? (10 points)**

**(b) Identify all possible direct customer contact persons of this hotel.**

**(10 points)**

