

**PRINCE OF SONGKLA UNIVERSITY
FACULTY OF ENGINEERING**

Final Examination : Semester II

Academic Year : 20 07

Date : February 27, 2008.

Time : 09:00-12:00

Subject : 225-713 Total Quality Management

Room : R300

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**ทฤษฎีในการสอบ โทษขั้นต่ำปรับตกในรายวิชานั้น
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	Full Score	Score
1	20	
2	20	
3	20	
4	20	
5	20	
Total	100	

**Assoc. Prof. Dr. Sunchai Klinpikul
Instructor**



1. Explain briefly about "Standard-based Quality Management" and "People-centered Quality Management". Which concept do you preferred, why ?

(20 points)

A handwritten signature in black ink, located in the bottom right corner of the page. The signature is stylized and appears to consist of several loops and a long tail.

2. Suppose you were appointed to be the CEO of a small travel service company located in Hat Yai. The company has two 40-seats air conditioned buses and seven 12-seats minibuses. The company staff consists of 12 drivers, 7 tour guides, one account, one secretary and two cleaners. The traveling area of the company covers 14 provinces in Southern Thailand, Malaysia and Singapore.

Since the business is quite competitive therefore the company has to use TQM approach in doing business.

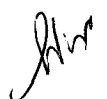
To be competent, you must develop proper Key Quality Indicators to fulfill customer requirements and customer satisfaction. What are the KQIs and what should be the proper target for each KQI ?

(20 points)



3. Explain the sequential steps of hoshin management process and sketch the flow diagram of hoshin management process.

(20 points)



4. A TQM company decided to discover customer requirements for future market development of products. How many channels the company should explore to achieve customer satisfaction and market opportunities to improve the quality of the products. Explain each channel briefly.

(20 points)



5. Answer the following questions : (20 points.)

(1) Discuss what's wrong about some prison compound of the western management.

" Let's hire an internal TQM consultant to handle our quality problem"

(2 points)

" Computerized everything, let's eliminate people"

(2 points)

" Hard work will get us quality"

(2 points)



**(2) Explain about the pride of workmanship. Give some examples .
How can top management solve this problem ?**

(5 points)

**(3) Explain what did you learn about operational definitions. Give
some examples.**

(9 points)

