

LAIKIPIA



UNIVERSITY

# UNIVERSITY EXAMINATIONS

2<sup>ND</sup> SEMESTER 2023/2024 ACADEMIC YEAR

FOURTH YEAR EXAMINATION FOR THE DEGREE OF  
BACHELOR OF COMMERCE

BCOM 472: TOTAL QUALITY MANAGEMENT

***STREAM:***

***TIME: 2 HRS***

***DAY: TUESDAY [8.30-10.30 A.M]***

***DATE: 16/04/2024***

**THIS QUESTION PAPER CONSISTS OF TWO (2) PAGES**

**PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.**



**Instructions: Answer Question ONE and any other TWO questions in section**

**QUESTION ONE**

- a) Differentiate between continuous improvement and customer orientations principles of total quality management **[10 Marks]**
- b) Total Quality Management organizations always work toward customer satisfactions. Discuss the various characteristics of customer satisfaction. **[10 Marks]**
- c) Joseph Juran is responsible for what has become known as the "Quality Trilogy". Discuss the four different "strategies" to quality improvement that could be applied during this phase **[10 Marks]**

**QUESTION TWO**

Quality is not easy to define, as what is quality to one may not be quality to the other. Discuss some of the service quality dimensions that may assist one to define quality. **[20 Marks]**

**QUESTION THREE**

Poor quality projects have led to loss of public fund in African Countries. Discuss the various steps proposed by Joseph Juran which must be followed for quality improvement projects. **[20 Marks]**

**QUESTION FOUR**

- a) Quality has been view differently by various quarters. Discuss the concepts and view of quality **[10 Marks]**
- b) Explain the benefits that accrue to organizations that practice Just in time in their operations **[10 Marks]**

