Seat No.:		
DCut 110		

Enrolment No.\_\_\_\_\_

## **GUJARAT TECHNOLOGICAL UNIVERSITY**

Su	hiecí	BE - SEMESTER-VII EXAMINATION – WINTER 2015 t Code: 172504 Date:16/12/2015	
	U	Name: Quality Management & Reliability Engineering	
		10:30am to 1:00pm Total Marks: 70	
Ins	tructio		
	2.	· · · · · · · · · · · · · · · · · · ·	
Q.1	(a)	Define quality management. Explain its concept in context with Indian industry.	07
	<b>(b)</b>	Describe Juran's contribution to TQM.	07
Q.2	(a)	Explain strategic quality management with a suitable example.	07
	<b>(b)</b>	Describe Crosby's contribution to TQM.  OR	07
	<b>(b)</b>	Describe Deming's contribution to TQM.	07
Q.3	(a)	What is the importance of agmark? How it can be given? Give examples.	07
	<b>(b)</b>	Define and explain quality circle.  OR	07
Q.3	(a)	Explain role of bureau of Indian standard.	07
	<b>(b)</b>	Define and explain quality assurance.	07
Q.4	(a)	Classify services. How service quality can be measured?	07
	<b>(b)</b>	Describe concept of KAIZEN.  OR	07
Q.4	(a)	How Taguchi method is useful in experimental design?	07
	<b>(b)</b>	Explain concept of poka yoke.	07
Q.5	(a)	Define Reliability. How it can be measured?	07

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OR

**(b)** Define intellectual property. Describe importance of IPR.

(a) Describe copyright and trademark.

**(b)** Describe FMECA.

Q.5

**07** 

**07** 

**07**