**Total Quality Management**

**NMIMS Centre for Distance and Online Education (NCDOE)**

**Internal Assignment Applicable for April 2025 Examination**

**Q1. Discuss on the relevance of the statement ''Quality always comes at a cost’ in context of the concept of the Cost of Quality (CoQ), explaining in details the four components of CoQ. Illustrate the concept with references from any industry/ organisational instance of your choice.**

**Answer:**

**Introduction:**

The concept of Cost of Quality aligns with the statement "Quality always comes at a cost" by showing that quality-related expenses are a necessary part of business operations. While prevention and appraisal costs can be significant, they are essential to reducing the risk of failure and maintaining long-term success.

The statement "Quality always comes at a cost" is highly relevant in the context of the **Cost of Quality (CoQ)**. CoQ refers to the total cost incurred by an organization to ensure that its products or services meet the quality standards set by the company, industry, or customers. While quality is crucial for customer satisfaction and organizational success, achieving high-quality standards comes with associated costs, and managing these costs effectively is key to maintaining competitive advantage.

**Four Components of Cost of Quality (CoQ):**

**Relevance of the Statement "Quality Always Comes at a Cost":**

**Industry Example: Toyota (Automotive Industry)**

**This is partially solved sample answer**

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**Q2. Discuss the relevance of Supplier relationship and explain the various approaches for supplier sourcing and evaluation as applicable to any organisation targeting total quality. Support your answer giving suitable references from the industry.**

**Answer:**

**Introduction:**

In the context of Total Quality Management, supplier relationships are pivotal for achieving high-quality outputs and ensuring the success of an organization. By implementing strategic sourcing and supplier evaluation approaches such as single sourcing, multiple sourcing, strategic sourcing, and global sourcing, organizations can enhance their supply chain, mitigate risks, and foster strong partnerships with suppliers. This ultimately results in better quality, improved cost-efficiency, and a competitive advantage in the marketplace. Leading organizations like Toyota, Apple, and Ford demonstrate the effectiveness of these strategies in maintaining high-quality standards and fostering supplier collaboration.

**Relevance of Supplier Relationship in Total Quality Management (TQM)**

**Approaches for Supplier Sourcing and Evaluation**

**Approaches for Supplier Evaluation**

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**Q3. Quality Function Deployment (QFD) is a strategic method of comprehending customer`s choices, translating the choices into product features and design the products. The concept is extensively used in both manufacturing as well as service industries. Assuming any reference of a manufacturing or service industry of your choice, explain the following aspects of QFD.**

**a. Discuss in brief the process of concept of 'Quality Function Deployment' and highlight its benefits.**

**Answer:**

**Introduction:**

In the automobile industry, QFD is used extensively to design vehicles that meet customer expectations. For example, Toyota uses QFD to translate customer feedback on comfort, safety, fuel efficiency, and technology features into vehicle design and manufacturing processes. The results lead to products that resonate with customers, enhance brand loyalty, and improve market share.

**Quality Function Deployment (QFD) - Concept and Benefits**

**Example: Automobile Industry (e.g., Toyota)**

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**b. Explain how the concept of Poka yoke be applied to ensure Quality being deployed into products and services.**

**Answer:**

**Introduction:**

Poka-Yoke is an essential part of quality management that can be applied to both manufacturing and service industries to ensure consistent quality. Whether through mechanical design, automation, or process structuring, Poka-Yoke helps eliminate mistakes and defects at the earliest possible stage, ultimately enhancing customer satisfaction, reducing costs, and promoting operational efficiency.

**Application of Poka-Yoke to Ensure Quality in Products and Services**

**Applying Poka-Yoke in Manufacturing and Service Industries:**

**Benefits of Poka-Yoke in Quality Deployment:**

**This is partially solved sample answer**

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