

**OLLSCOIL NA hÉIREANN, GAILLIMH
NATIONAL UNIVERSITY OF IRELAND, GALWAY.**

SUMMER EXAMINATION 2000

DIPLOMA IN QUALITY ASSURANCE

QUALITY MANAGEMENT II (IE874)

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Instructions: Time allowed: 2 Hours
Attempt: Any 3 questions [All questions carry equal marks]

- Q1** a) Compare and contrast the quality philosophies of Juran and Deming. (50% marks)
- b) How are the philosophies, mentioned on part (a), relevant in a modern TQM business environment? (50% marks)
- Q2** Write short notes on **four** of the following topics: (4 x 25% marks)
- (i) Managing food quality in the catering Industry
 - (ii) The process of bringing about quality changes in an organisation.
 - (iii) Describe three tools for collecting and presenting numeric data and three for text data.
 - (iv) Manufacturing planning activities
 - (v) Quality circles
 - (vi) The varied purposes of packaging
- Q3** a) Briefly explain the five basic consumer rights as defined by the European Community. (50% marks)
- b) What are the main provisions of **one** of the following Acts? (30% marks)
- (i) The Consumer Information Act 1978.
 - (ii) The Sale of Goods and Supply of Services Act 1980.
- c) Do you recognise consumer protection legislation as being relevant to you personally and professionally? Explain your answer. (20% marks)
- Q4** "Service quality is an elusive and indistinct construct" Bateson and Hoffman 1999.
What is your view? Justify your position fully. (100% marks)
- Q5** Outline the linkage between present-day competitive challenges and the kind of behaviour required from employees. (100% marks)