

	<b>UNIVERSITY OF RUHUNA</b> <b>FACULTY OF MANAGEMENT AND FINANCE</b>	No. of Pages : 02 No. of Questions: 05 Total Marks : 70
	<b>HRM 41413 - Human Resource and Total Quality Management</b>	<b>Academic Year 2021-2022</b>
<b>BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE</b>		<i>Three Hours</i>
<b>4000 LEVEL FIRST SEMESTER END EXAMINATION - AUGUST/SEPTEMBER 2022</b>		
<b>Instructions</b> ➔ Answer only four (04) questions including question number one (01).		

1. I. "Total quality management is considered one of the popular concepts used to manage the quality of products and services comprehensively. According to the research findings, this concept is still being used by many organizations around the world and it's successfully helping the organization to improve their competitiveness, business growth, and sustainability as well as increase employee morale".

Elaborate the above statement with appropriate evidence. (08 Marks)

II. "If you want the whole system to work well, you can't just focus on each part and optimize its performance. You have got to consider the implications of how any action will affect the whole system".

Based on the above statement answer the questions below;

- a. Why managers should know the system concept? Discuss. (03 Marks)
- b. How managers are able to create a profitable company through the system concept. Discuss with real examples. (05 Marks)

III. What are the different performance measures on quality management and explain the usefulness of those measures for the service organizations in Sri Lanka?

(06 Marks)  
**(Total Marks 22)**

2. I. What is ISO 9001:2015 standard and explain its potential benefits for Sri Lankan organizations.

(08 Marks)

- II. "External customers are more important than internal customers for any organization when practicing total quality management".

Critically evaluate the above statement considering the Sri Lankan business context.

(08 Marks)

**(Total Marks 16)**

3. I. Nobel is the newly established garment factory which is located in Koggala free trade zone. You are invited to conduct an awareness program for the executive staff on "Designing and implementing quality practices in the organization".  
Explain the key points that are included in your awareness session.

(08 Marks)

- II. Discuss three techniques with examples that can be applied to the continuous improvement of an organization.

(08 Marks)

**(Total Marks 16)**

4. I. The concept of 7 habits of highly effective People helps you become a more effective quality leader in an organization.

a. What are the seven habits of highly effective people? Briefly explain. (03 Marks)

b. How are these habits important to quality leaders to gain competitive advantages for organizations? Discuss with examples.

(05 Marks)

- II. What are the different benchmarking methods and explain the applicability of those methods to a service-oriented public sector organization in Sri Lanka? (You are able to use a hypothetical organization to explain the answer).

(08 Marks)

**(Total Marks 16)**

5. Write short notes on four (04) of the followings.

I. Sri Lanka national quality award.

II. Cause and effect diagram.

III. Recognition and rewards as the employee involvement method.

IV. Total quality management practices for your life.

V. Mass customization

(04 Marks each)

**(Total Marks 16)**