



UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER I
SESSION 2013/2014**

COURSE NAME : QUALITY MANAGEMENT
COURSE CODE : BPB 44002
PROGRAMME : 2 BPB
EXAMINATION DATE : DECEMBER 2013 / JANUARY 2014
DURATION : 2 HOURS
INSTRUCTION : 1. ANSWER ALL QUESTIONS
2. ATTACH A **GRAPH PAPER**
WITH YOUR ANSWER BOOKLET

THIS QUESTION PAPER CONSISTS OF **THREE (3)** PAGES

- Q1** (a) Describe the functional interactions among customers' satisfaction layers, as shown in Figure Q1.

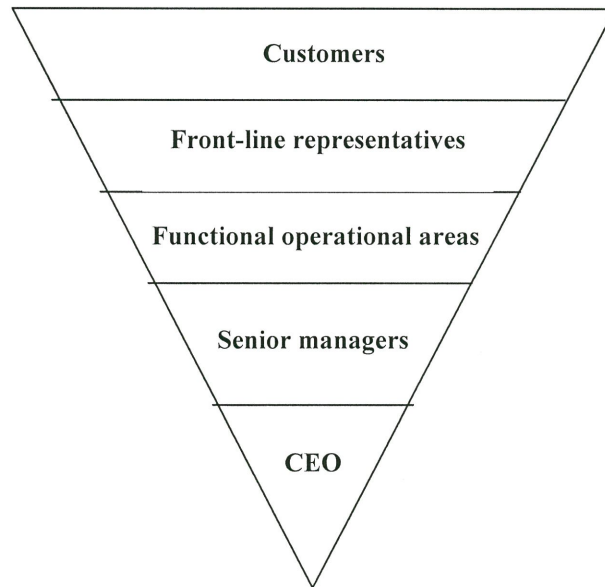


FIGURE Q1: Customer Satisfaction Pyramid

(4 marks)

- (b) Explain the **EIGHT (8)** consumer rights, as stipulated by the Federation of Malaysian Associations.

(16 marks)

- Q2** (a) Discuss the differences between ISO 9001 and ISO 9003 series.

(4 marks)

- (b) Explain the **EIGHT (8)** quality management principles of the ISO 9000:2008 quality management system standards.

(16 marks)

- Q3** (a) Describe the main themes of Total Quality Management (TQM).

(4 marks)

- (b) Explain the **EIGHT (8)** elements of Total Quality Management (TQM).

(16 marks)