

**University of Palestine
Business & Finance College**

Course: Quality Management

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Midterm Exam. Total Grade 100

Question One; True or False;

1. quality means Excellence and Perfection of any product or service
2. Another meaning of quality is Providing an acceptable product at an acceptable cost.
3. Quality is not about Being the best
4. quality not concerning customer satisfaction
5. Quality concentrating only on profits in the short term
6. Quality not focusing on continuous improvement, but how to earn benefits and increasing market share.
7. Grades in quality operations means Differences in purpose are differences in class
8. while Class means the Differences in product or service performance and degrees of refinement are differences in grade
9. Most of consumers are attracted to certain products and services by their price.
10. Quality Control means there will be some development from the basic inspection activity in terms of sophistication of methods and systems.
11. Detection as a process of quality control means It is about getting rid of the bad things after they have taken place
12. David Garvin mentioned Performance in one of the elements of product quality dimensions
13. Service quality has become increasingly important to Create Product Differentiation
14. QM means meeting your customer requirements by doing the right things the first time
15. QM does not require a cultural change.
16. Evolution of Quality Management define quality as Product-oriented
17. New concept of quality, Build quality into process, Identify and correct causes of quality problems
18. Management must participate in the quality program is a concept of QM requirements
19. Some of the benefits of QM is improving productivity and production costs.
20. Lack of management commitment is Implementation Obstacles of QM

Question Two; Multiple Choice

1. Quality is:
 - a. a desire
 - b. The totality of features or characteristics of a product that bear on its ability to satisfy a given need.
 - c. Complying consistently to an agreed level of specification;
 - d. a+b
 - e. b+c

2. Respected quality definitions as compiled by David Garvin are:
 - a. Product-Based and User-Based.
 - b. Manufacturing-Based +Value-Based
 - c. All the above
 - d. None

3. When most people talk about the quality of an object, or service, they are normally talking about its:
 - a. Price, availability and suitability.
 - b. Excellence, Perfection and Value.
 - c. Value added, efficiency and effectiveness
 - d. None

4. Quality required by the customer to be fulfilled
 - a. What is our policy on quality?
 - b. How do we guarantee our quality levels?
 - c. What processes, procedures and instructions do we need to control quality?
 - d. all the above
 - c. none

5. Garvin Developed the eight product quality dimensions one of them is;
 - a. cost
 - b. price
 - c. effectiveness
 - d. Conformance

6. Parasuraman, Zeithamel, and Berry published the service quality dimensions, one of them is;
 - a. Conformance
 - b. Reliability
 - c. Service Reliability
 - d. Cost

7. Service quality has become increasingly important to:
- Provide growth opportunities in saturated product markets with low profit margins.
 - Increase customer satisfaction
 - Reduce performance rates.
 - B+c
 - A+b
8. Grade as a concept of Quality means;
- Differences in purpose are differences in class
 - Differences in product or service performance and degrees of refinement are differences in grade.
 - All the above
 - None
9. The Three Spheres of Quality are;
- Quality Management.
 - Quality Assurance
 - Quality Control
 - All the above
 - None
10. One of Deming's 14 Points for Management
- Constantly improve the system.
 - slowly increase profits
 - Adopt new methods
 - Decrease wastes

Questions Three; answer three questions only?

- Define briefly, what is quality and what are the considerations to understand it?
- Talk briefly about Quality Control and Quality Assurance?
- Mention the benefits of Quality Management?
- Mention Deming's 14 Points for Management?
- Mention JURAN theory in brief and identify the three basic processes which has been mentioned by Juran's to improve quality?

