

Faculty of Business & Finance  
Course No: MAN 4333  
Course Title: Quality & Specifications  
Management  
Date: 25 MAY 2013  
No. of Questions: 5



Final Exam  
2<sup>nd</sup> Semester 2012/2013  
Total Grade: 60

Lecturer Name: Mr. Yousif Alagha  
Dep./Specialist: Elective/ ACC.&MAN  
Using Dictionary (NO)  
Using calculator: (NO)  
Time: 2 hours

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Student name: \_\_\_\_\_

Student No.: \_\_\_\_\_

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Dear students,

First of all you should to read carefully through all the exam questions, and then you have to attempt the questions that you think you can answer completely.

This exam contains five questions, each question contains several branches, and therefore you are required to attempt only the required number of branches for each question.

Any student answer more than the required, this will not be marked.

Moreover, student whom answers different branches form different questions, this will not support him, where the marking criteria depends on answer all the branches of the question.

Good luck & best wishes

**Yousif ALAGHA, MSc**

**Quality & Specification Management  
course lecturer**

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**Provide examples as much as you can to strengthen your argument**

**QUESTION ONE (Four branches) - 15 Marks:**

***Attempt TWO branches only***

1. Since the voice of the customer is one of the strategic quality planning tool. Explain the customer relationship management system.
2. Since the voice of the market is one of the strategic quality planning tool. Explain how to Gain insight through benchmarking.
3. Since the voice of the market is one of the strategic quality planning tool. Explain the Business Process Benchmarking.
4. Since the voice of the market is one of the strategic quality planning tool. Explain the Problems with Benchmarking.

**QUESTION TWO (Four branches) – 15 Marks**

***Attempt TWO branches only***

1. Briefly explain the SERVQUAL gaps?
2. List and discuss the five key service dimensions which used in the SERVQUAL model
3. Discuss the main reason for the Gaps existence within SERVQUAL model
4. SERVQUAL Data - How Useful is it?



Student name: \_\_\_\_\_

Student No.: \_\_\_\_\_

**QUESTION THREE (Three branches) – 10 Marks**

***Attempt ONE branch only***

1. Contrast between ISO 9000 and ISO 14000
2. Explain how ISO concentrates on processes, not products or services.
3. What are the benefits of ISO 9001 and ISO 14001 for products and services.

**QUESTION four (Three branches) – 10 Marks**

***Attempt TWO branches only***

1. Briefly explain the Six Sigma DMAIC Methodology.
2. Contrast between Lean Project Attributes & Six Sigma Attributes.
3. In order to adopt six sigma methodology an organization should to pursuit eight steps. List and explain the eight steps.

**QUESTION five (one branch) – 10 Marks**

1. Explain the major differences between ISO and six sigma.

**QUESTION SIX (for students whom did not attend the midterm exam, with pre-accepted excuse) – 20 Marks**

1. Explain in details the eight principles have emerged as fundamental to the management of quality.

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**END OF QUESTIONS**

**MY BEST WISHES & BEST LUCK**