

**ALLAMA IQBAL OPEN UNIVERSITY**

**TOTAL QUALITY MANAGEMENT (5011/8224)**

**CHECKLIST**

**SEMESTER SPRING, 2024**

This packet comprises the following material:

1. Text Books
2. Course Outline
3. Assignment No. 1,2
4. Assignment Forms ( 2 sets )

In this packet, if you find anything missing from the above-mentioned material, please contact us at the address given below:

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H-8, Islamabad

**Dr. Salman A. Qureshi**  
(Course Coordinator)

## ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD

### WARNING

1. PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM THE AWARD OF DEGREE/CERTIFICATE IF FOUND AT ANY STAGE.
2. SUBMITTING ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIU PLAGIARISM POLICY"

Course: Total Quality Management (5011/8224)

Semester: Spring, 2024

Level: BBA/MSc Administrative Sciences

**Please read the following instructions for writing your assignments.**

**(AD, BS, BEd, MA/MSc, MEd) (ODL Mode)**

1. All questions are compulsory and carry equal marks but within a question, the marks are distributed according to its requirements.
2. Read the question carefully and then answer it according to the requirements of the question.
3. Avoid irrelevant discussion/information and reproducing from books, study guide or allied material.
4. Hand written scanned assignments are not acceptable.
5. Upload you typed (in Word or PDF format) assignments on or before the due date.
6. Your own analysis and synthesis will be appreciated.
7. Late assignments can't be uploaded at LMS.
8. The students who attempt their assignments in Urdu/Arabic may upload a scanned copy of their hand written assignments (in PDF format) on University LMS. The size of the file should not exceed 5 MB.

### Instructions:

- a) All written assignments must be well organized, presented in an easy-to-read format and neat. Moreover, pay particularly close attention to grammar, spelling, and punctuation understandability. Communication is extremely important in this course.
- b) Documentation is likewise very important. Unsupported statements or opinions are worth less to the reader, who desires to verify your finding. Complete specific documentation is mandatory. Also, your references should be to prima sources, except in rare unusual situations.
- c) Quoting should be kept to an absolute minimum.

### Guidelines for Doing Assignments

We expect you to answer each question as per instructions in the assignment. You will find it useful to keep the following points in mind:

- 1) Planning: Read the assignments carefully, and go through the Units on which they are based. Make some points regarding each question and then rearrange them in logical order.
- 2) Organization: Be a little selective and analytical before drawing up a rough outline of your answer. Give adequate attention to the question's introduction and conclusion.

Make sure that:

- a) The answer is logical and coherent,
  - b) It has clear connections between sentences and paragraphs,
  - c) The presentation is correct in your expression and style.
- 3) Presentation: Once you are satisfied with your answer, you can write down the final version for submission. It is mandatory to write all assignments neatly. If you desire so, you may underline the points you wish to emphasize. Make sure that the answer is within the stipulated word limit.

Wishing you all the best  
**Dr. Salman A. Qureshi**  
(Course Coordinator)

**Total Marks: 100**

**Pass Marks: 50**

**ASSIGNMENT No. 1**

|     |  |           |
|-----|--|-----------|
| Q 1 | Who are some of the prominent gurus in the field of Total Quality Management, and what are their significant contributions to the TQM philosophy?  | <b>20</b> |
| Q 2 | What are the core characteristics that define quality leaders in an organizational setting, and how do these traits contribute to quality management success?  | <b>20</b> |
| Q 3 | Discuss the importance of collecting and analyzing feedback from customers to enhance the quality of products or services. What are some effective feedback-gathering methods?   | <b>20</b> |
| Q 4 | Reflect on your own experience as a customer and, if relevant, as a provider of customer service to others, and describe the important characteristics of quality customer relationship management which extend beyond being 'nice'. Differentiate between things that make the customer feel good at the time and things that make the customer come back repeatedly. | <b>20</b> |
| Q 5 | What are the primary reasons why organizations engage in benchmarking activities? Provide examples of situations where benchmarking is particularly beneficial.  | <b>20</b> |

**Total Marks: 100**

**Pass Marks: 50**

**ASSIGNMENT No. 2**

|     |  |           |
|-----|--|-----------|
| Q 1 | What is benchmarking, and how does it contribute to organizational improvement and performance enhancement?  | <b>20</b> |
| Q 2 | Walk through the steps involved in implementing a Quality Management System based on ISO standards. What are the critical considerations for a successful implementation?  | <b>20</b> |
| Q 3 | Explore the adoption and implementation of ISO standards in Pakistan. What industries and sectors in Pakistan have benefited from ISO certification, and what are the specific challenges faced in this context? | <b>20</b> |
| Q 4 | Discuss the benefits of implementing an Environmental Management System (EMS) based on ISO 14001. How does it positively impact organizations and the environment?   | <b>20</b> |
| Q 5 | What are the potential challenges that organizations might face during the QFD process, and how can these challenges be addressed effectively?   | <b>20</b> |