CQMP - MCQ

1. \_\_\_\_\_\_\_\_\_\_\_\_ refer to the customer needs that help in keeping a company in the market.

a. Excess Needs

b. Excitement Needs

c. Basic Needs

d. Performance Needs

1. Michael bought a new washing machine which is not performing its primary function of washing clothes properly. What should the executive at customer care suggest Michael?

a) To sell the washing machine  
b) To buy a new washing machine  
c) To assure the customer that a specialist will visit their house the following day  
d) To lease the washing machine

3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is defined as doing things right.

a) Effectiveness

b) Maximization

c) Efficiency

d) Accuracy

1. Which is the tool that is used to scan the external environment and properly assess the internal competencies of an organization?

a) PESTLE Analysis

b) Porter’s Five Force Model

c) SWOT Analysis

d) Triple bottom line

1. Shawn ordered pizza online. He received the pizza 15 minutes before the scheduled

delivery time. He also received cash back on the amount he had paid for the pizza. What can you infer?  
a) Customer expectation of the service is less than customer perception of the service  
b) Customer expectation of the service is equal to the customer perception of the service  
c) Customer expectation of the service is greater than customer perception of the service  
d) Customer expectation of the service and customer perception of the service cannot be compared

6. A \_\_\_\_\_\_\_\_\_\_\_ is a series of events or activities intended to produce a certain result for a customer, such as a physical product (hamburger).

a) Supply chain

b) Process

c) Service

d) Management

1. Choose the incorrect statement related to quality improvement.  
   a) Reduces rework  
   b) Leads to greater uniformity of product  
   c) Increases output with lowered cost  
   d) Increases machine time
2. In the modern world, warranty attached to a product attracts and build markets.  
   a) True  
   b) False
3. Reputation of a firm brings the market to them and fetches them more customers.  
   a) True  
   b) False
4. Which of the following is not the best way to gather information about customer needs?  
   a) Information on competitor’s products  
   b) Personal visits to customer locations  
   c) Employees with special knowledge of the customer  
   d) Threatening customers to tell their needs
5. Which of the following cannot be considered as a technique to gather information about customer needs?  
   a) Customer meetings  
   b) Tracking customer complaints  
   c) Government or Independent Laboratory Data  
   d) Waiting for customer to come and tell about their needs
6. Those who are not currently using the product but have the capability of becoming customers in future are called \_\_\_\_\_\_\_\_\_\_  
   a) Potential Customers  
   b) Hidden Customers  
   c) Suppliers  
   d) Processors
7. \_\_\_\_\_\_\_\_\_ is the set of activities performed by an organization used to satisfy the customer and their needs.  
   a) Customer satisfaction  
   b) Customer service  
   c) Customer needs  
   d) Customer delight
8. \_\_\_\_\_\_\_\_ defines activities which occur within an organization that ensures a customer is not only satisfied but also retained.  
   a) Customer care  
   b) Customer satisfaction  
   c) Customer needs  
   d) Customer delight
9. An improvement in quality must necessarily increase costs.(TRUE / FALSE)
10. The delivery of quality products and services to customers is important for reasons that include profitability as well as social responsibility. (TRUE / FALSE
11. LOW cost of a product / service means low quality. (TRUE / FALSE)
12. Business is full of various types of \_\_\_ and uncertainties.

a. Risk

b. Problems

c. Strategies

d. Plans

1. **QUALITY is ‘the totality of features and characteristics of a product or service which bears on its ability to meet stated or implied needs’**

a. **True**

b. False

1. **Which of the following is correct with regard to quality management?**

**a.** Commitment – A commitment to quality is required from top management down to the most junior level employees.

b. Competence – Employees must ‘know what they are doing’. Training is important.

c. Communication – The need for quality, and the benefits of quality, must be communicated throughout the organization.

d. Continuous improvement – Quality involves always looking to ‘raise the bar’.

e. **All of the above are correct**

1. All of the following are key aspects of quality EXCEPT:

A. It depends upon customer perceptions.

B. It does not change with time.

C. It considers customers needs.

D. It promotes high levels of precision.

1. The watchword for Quality Management is Continuous Improvement.(TRUE / FALSE)
2. Quality problems transcend individual and functional boundaries. Companies need multi-discipline problem solving.

A. TRUE

B. FALSE

C. PARTIALLY TRUE

D. NEITHER TRUE NOR FALSE

1. Reasons for Need for Quality are :

a. Foreign markets have grown

b. Consumers are offered more choices.

c. Consumers are more sophisticated.

d. All of the above

1. Most common competitive measures:

a. Quality (both real and perceived)

b. Cost

c. Delivery (lead time and accuracy)

d. All of the above

1. Quality often defined by perceptional factors like courtesy, friendliness, promptness, waiting time, consistency

a. Manufacturing Quality

b. Semi Manufacturing Quality

c. Service Quality

d. Delivery Quality

1. TEAM effort provides Synergy. (TRUE / FALSE)
2. Needs that customers say they want

a. Dissatisfiers

b. Satisfiers

c. Delighters

d. Complainers

1. ---------- management is based upon reliable information.

a. Process

b. Product

c. Service

d. Quality

1. Costs of poor quality:

a. Inspection costs

b. Scrap and rework

c. Customer returns

d. Warranty claims

e. All of the above

1. The most important and critical issue for quality system success. (TRUE / FALSE)
2. Empower employees, Everyone participates, Employee training and Continuous commitment.

a. Vertical Teamwork

b. Horizontal Teamwork

c. Cross Functional Teamwork

d. Interorganizational Teamwork

1. In today’s context, Quality is considered more as a

a. Strategy

b. Tool  
c. Method  
d. Routine

1. Costs are not incurred or allocated, but rather caused. (TRUE / FALSE)
2. Total quality costs are the sum of

a. Prevention costs

b. Appraisal costs

c. Internal failure costs

d. External failure costs.

e. All of the above

1. A quality cost is considered to be any cost that the company would not have incurred if the quality of the product or service were perfect.

a. TRUE

b. FALSE

1. Manufacturing often provides services. Services often provides tangible goods.
2. TRUE
3. FALSE
4. \_\_\_\_\_\_\_\_ design is unique in that the facility and entire process concept are being designed
5. Product
6. Process
7. Service
8. Facility
9. Competitive Priorities are Cost, Quality, Time and Flexibility. (True / False).
10. Quality is often

a. Subjective

b. Objective

c. Quantitative

d. Qualitative

1. In quality management, any product, process, or service can be improved. (True / False).
2. Quality policy statement is an example of

a. Formal Communication

b. Informal Communication

c. Direct Communication

d. All of the above

1. According to Philip Crosby, one of the quality guru, many quality problems are caused by defective purchased material. (True / False)
2. Growing research indicates that TQM has not achieved its objectives due to ------------problems.

a. HRM

b. Marketing

c. Design

d. Procurement

1. A quality culture must:

a. Nurture high-trust relationships.

b. Have a shared sense of commitment.

c. Believes that continuous improvement is for the common good.

d. All of the above

1. Quality Circle is a ------------ group

a. Voluntary

b. Involuntary

c. Compulsory

d. Mandatory

1. A Quality circle consists of a group of --------- members

a. 6 – 8

b. 8 – 10

c. 4 – 6

d. Above 10

1. Quality circle teams are from -------------- functional department

a. Single

b. Multiple

c. Cross Functional

d. None of the above

1. Quality circle is a high success in Japan because of its work culture. (True / False)
2. Quality circles require ------------- Support.

a. Top Management

b. Employees

c. Trade Unions

d. Government

e. All of the above

1. ---------- helps us improve quality, reduce costs, increase customer and employee satisfaction, & capture knowledge

a. Lean

b. Kaizen

c. Value addition

d. Process

1. A SIMPLE but POWERFUL technique for uncovering the root cause of a problem when you lack data regarding why the problem is occurring.

a. 5 Whys

b. 5S

c. Genchi Genbutsu

d. Kaizen

1. Kaizen is the Japanese concept of continuous improvement in all things. (TRUE / FALSE)
2. A simple method for creating a clean, safe, orderly, high performance work environment.

a. Easy

b. Simple

c. 5S

d. Critical

e. LEAN

1. WIP stands for

a. Work in Process

b. Work in Priority

c. Work in Progress

d. None of the above

1. Kaizen aims to develop higher production and quality standards. (TRUE / FALSE)
2. -------------is the Waste, work that does not add any value to the product.

a. Muda

b. Mura

c. Muri

d. Kaizen

1. Customer is willing to pay for is called as ----------

a. Value Added

b. Non-Value Added

c. Customer Added

d. All of the above

1. LEAN does not require special expertise. (TRUE / FALSE)
2. KAIZEN is a ------------approach
   1. Radical
   2. Linear
   3. Step by Step
   4. All of the above
3. LEAN is about removing

a. Waste

b. Inefficiency

c. Employees

d. All the above

1. Producing a higher quality product or service than what is required by the customer and using elaborate or expensive equipment when more simple options exist.

a. Unutilized talent

b. Waiting Time

c. Over production

d. Defects

e. Extra Processing

1. Following the ----------- methodology ensures knowledge creation and continuous improvement

a. PDSA

b. Quality Circle

c. 5S

d. Gemba Kaizen

1. LEAN aims to eliminate tasks that do not add value. (TRUE / FALSE)
2. Value Additions means

a. Customer is willing to pay for it

b. Transforms a product or service

c. Done correctly the first time

d. All the above