

**MAIN EXAMS.**

**UNIT CODE: BBM 482**

**UNIT TITLE: TOTAL QUALITY MANAGEMENT**

**DATE: TIME: 2 HOURS**

**Instructions: Answer Question One and Any Other Two Questions**

**Question one**

Read the case below and answer the questions following it.

1. Over the years, Total Quality Management (TQM) has pervaded the thinking of many higher education managers. This concept is a product of the market ideologies of the 1980s and the corresponding managerialism, which went with them. In that respect is different opinions about TQM, some people see it as a way to achieve competitiveness and some others look it as a management style/fashion. Despite the special features of higher education as a set of activities based on the creation and dissemination of knowledge and understanding, does the rhetoric of TQM work in Higher Education (HE) context? I mean, is there evidence that it is really working? Why or Why Not? (15marks)
2. Is there any relationship between Total Quality Management and Corporate Social Responsibility? (8marks)
3. Knowledge Sharing concerns the activity through which information, skills, and expertise are exchanged among employees. Encouraging knowledge sharing would positively affect organizational excellence. How do we encourage knowledge sharing in organizations? (7marks)

**QUESTION TWO**

1. ‘’What gets measured gets done’’ peter Drucker, 1995. Explain five (5) reasons that compel organizations to institute performance management system. (10marks)
2. Explain five reasons why employees may resist change initiative in the public sect (10marks)

**QUESTION THREE**

1. Discuss the eight criteria as defined by the European Foundation for [Quality Management](https://www.brighthubpm.com/methods-strategies/71061-major-characteristics-of-tqm/) (EFQM) Model. (16marks)
2. What do you understand by the Crosby’s four absolutes, mentions them (4marks)

**QUESTION FOUR**

1. Assume you’re a member of a panel which is evaluating a public presentation on ‘ the status of devolution in Kenya’’ explain five factors to consider when evaluating the presentation (10marks)
2. Explain five reasons why teamwork is important to your department (10marks)

**QUESTION FIVE**

1. Assuming you have been invited for an interview for a management position. Explain five (5) issues you will consider in preparing for the interview. (10marks).
2. Explain the objectives of the government’s ‘’Big Four’’ 4 Agenda (10marks)