

LIHMR UNIVERSITY
School of Pharmaceutical Management
MBA Pharmaceutical Management
Batch-08th (2016-2018) Second Year
Total Quality Management



Time - 3 Hour

MM-70

The question paper contains 1 of 1 printed page.

Attempt all 5 questions, all questions carries equal 14 marks

- Q1. How medicine quality is assessed and ensured during the pharmaceutical procurement?
- Q2. Discuss how quality can be operationalized and basic approach of implementing quality management?
- Q3. Discuss the various TQM concepts and their essential elements?
- Q4. Define TQM? What is the basic approach to implement the Total Quality Management in Pharmaceutical management?
- Q5. What is a service organization? How TQM is important in service industry?
