

250) Modern AT&T machines are an automated example of a service design that

- A) institutionalizes the service
- B) delays service customization
- C) has no element of truth
- D) has insufficient quality function deployment

251) Which of the following scenarios illustrates a moment that **exceeds** the customer's expectations?

- A) a sales clerk that called you by your name on your second visit to the store
- B) an express mail service that guarantees same-day delivery
- C) a flight attendant that **reimburses shortly after being scolded**
- D) a professor that contacts people in several companies to find you a job
- E) a sales clerk at the clothing store that asked you to wait for a minute as soon as a wealthy-looking customer entered the store

252) Conforming to standards is the focus of the product-based definition of quality.

False

253) Which of the following statements best describes the relationship between quality management and product strategy?

- A) Product strategy is set by top management; quality management is an independent activity.
- B) Quality management is important to the low-cost product strategy, but not to the response or differentiation strategies.
- C) High quality is important to all three strategies, but it is not a critical success factor.
- D) **Improving quality helps achieve product portfolio strategies.**
- E) Companies with the highest measures of quality are no more productive than other firms.

254) All of the following costs are likely to decrease as a result of better quality **except**

- A) customer dissatisfaction costs
- B) inspection costs
- C) scrap costs
- D) warranty and service costs
- E) **material costs**

255) A Six Sigma program has how many defects per million?

- A) **3.4**
- B) 34
- C) 344
- D) 4 times the standard deviation
- E) none of the above

256) A successful TQM program incorporates all of the following **except**

- A) continuous improvement
- B) employee involvement
- C) benchmarking
- D) **continuous decision making authority**
- E) None of the above; a successful TQM program incorporates all of the above.

257) A process is said to be in statistical control when assignable causes are the only sources of variation.

False

258) The causes of variation in statistical process control are

- A) cycles, trends, seasonality, and random variations
- B) producer's causes and consumer's causes
- C) mean and range
- D) **natural causes and assignable causes**
- E) Type I and Type II

259) Statistical process control charts

- A) display the measurements on every item being produced
- B) **display upper and lower limits for process variation or attributes, and signal when a process is no longer in control**
- C) indicate to the process operator the average outgoing quality of each lot
- D) indicate to the operator the true quality of material leaving the process
- E) none of the above

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