

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

- A) modernizes 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 **recommends drinks when being served**
- D) a professor that contacts people in several countries 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) **Quality management is important to all three strategies, but it is not a critical success factor.**
- D) 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

Customer dissatisfaction

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

- A) 3.4
- B) 34
- C) 340
- D) 3 times the standard deviation
- E) none of the above

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

- A) customer engagement
- B) employee involvement
- C) benchmarking
- D) **customer involvement without**
- 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) special, trends, assignable, and random variations
- B) production's causes and customer's causes
- C) mean and range
- D) **assignable 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, and signal when a process is out of 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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