

Ans - 8) Quality  $\Rightarrow$  It conveys different meaning to different people when referring to a product. It generally signifies the degree of its excellence. Therefore the Quality is defined as "fitness for use on purpose" by Joseph M. Juran.

### Total Quality management $\Rightarrow$ -

This is the combination of three words

- 1 - total - made up of the whole
- 2 - Quality - Degree of excellence a product or services provides.
- 3 - management - Act, Art, or manner of Handling, controlling, directing etc.

\* TOM is defined as both a philosophy and a set of guiding principle that represent the foundation of a continuously improving organization -

\* Total Quality management deals with the product in its totality.