

## Section - 4

Q.E → What is the meaning of design choice. define the term formulate quality goals.

Ans → Design choice:- Design choice is a possible solution to a problem. The final selection is often made on a financial basis, the least expensive design is chosen in a bid process.

Quality goals:- Quality goals are targets for the improvement of quality.

There are following goals

- ① Quality control
- ② Measurement
- ③ Bench marking
- ④ Reporting
- ⑤ Durability
- ⑥ Service quality
- ⑦ Customer ratings
- ⑧ Customer experience
- ⑨ Customer satisfaction