



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2023/2024 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER**

**SCHOOL OF BUSINESS AND ECONOMICS
BACHELOR OF SCIENCE IN
PROJECT PLANNING AND MANAGEMENT**

**COURSE CODE: BPM 4103-1
COURSE TITLE: PROJECT QUALITY AND RISK
MANAGEMENT**

DATE: 6/12/2023

TIME: 1430-1630 HRS

INSTRUCTIONS TO CANDIDATE

Answer Question **ONE** and any other **TWO**

QUESTION ONE(20 MARKS)

THE INTERGRATION OF QUALITY CONCEPT

As Companies have gasped the various modern view of quality management, many have failed to see the connections. The internal and external advocates have so successfully sold the specialties, that many companies have fragmented their approach to business excellence. We can now see within the same organization customer service departments. Quality improvement departments, quality assurance departments, reliability departments, re-engineering departments, and quality control departments – and even more creatively titled organizations.

But as companies refocused on business results, they soon found that there are three priorities: customers, costs and cycle times. They quickly began to find that many of the various quality methods were closely interrelated. They also began to understand how much more powerful these methods were used together rather than singularly.

One of the most powerful combinations is the integration of new information technologies with the idea of customer focus, re-engineering and cycle-time reduction. Some Companies are now engaged in “mass customization” versus mass production. An example is the recent work by Levi’s in the United States to try to increase their market share of women ‘s jeans. Using new information technologies, they can now offer custom fitting in 2400 sizes and a wide range of styles and colors. Measurements are made in the store using specially-designed jeans with built-in tape measures. The clerk uses a touch screen computer to transmit the order directly to the factory for production and shipment.

Required:-

- a) Describe any four concepts from the above case study that define quality performance. **(8marks)**

- b) Explain how Levi jeans has applied the 4P's-3C's model in sustaining its business. **1**
- c) If you are the quality improvement team leader at Levi's Jeans, what performance metrics would you introduce to enhance customer satisfaction **(2 marks)**

QUESTION TWO

As a Project consultant, you have been invited to facilitate a seminar on the process for identifying, analyzing, responding and monitoring project risks. Anchor on a specific project that you have been engaged in, highlight the content of your presentation. **(15 marks)**

QUESTION THREE

Scope statement is a critical input to project quality planning. Using a project that you are familiar with, explain how the scope statement would enable project team members design and deploy a risk management system that would successfully deliver the identified project. **(15 marks)**

QUESTION FOUR

The affordable housing project could be a boom or a bane to the construction industry in Kenya. Drawing on your knowledge in quality and risk management, discuss this statement in light of all the potential quality and risks that could affect the realization of the government's vision. **(15 marks)**

/END/