



K S RANGASAMY COLLEGE OF TECHNOLOGY
Tiruchengode – 637215
(An Autonomous Institution, Affiliated to Anna University, Chennai)
DEPARTMENT OF MECHANICAL ENGINEERING



Flipped Class Circular			
Programme & Branch	B.E. & Mechanical Engineering	Year/Sem/Sec	IV / VIII / B
Course Code & Name	50 HS 003 Total Quality Management	Date	14.02.2023

All the students of Mechanical Engineering (IV year/ VIII sem. /B-sec) are instructed to go through the below listed online lecture videos. Further, the discussion session is planned for the same on 18.02.2023 (2-hour) to recognize the concepts. Hence, acquire the knowledge/concepts and come up with the answer.

Topic: - Quality Planning and Customer Satisfaction

Video Link: <https://youtu.be/RHeueVKRSak>

Course Instructor
(Dr.G.Mylsami)



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Flipped Class questions and answers

Programme & Branch	B.E. & Mechanical Engineering	Year/Sem/Sec	II / IV / A
Course Code & Name	50 HS 003 Total Quality Management	Date & Hour	18.02.2023 (2nd Hour)

Topic: Quality Planning and Customer Satisfaction

Video Link: <https://youtu.be/RHeueVKRSak>

Questions and Answer:

- 1) Differentiate between competition and customer focus.
A competitor-oriented approach is attempted to strengthen each element of your sales.
A customer-oriented approach, the needs of other stakeholders are often ignored
- 2) List out the customer satisfaction.
Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. How well a company's products and services meet customers' expectations
- 3) List out the steps in PDCA cycle.
PDSA (Plan – Do – Study – Act) is an iterative four-step → problem solving process typically used in business process improvement.
- 4) Explain the methods to collect customer complaints/feedback
Comment card – A low-cost method of obtaining feedback from customers involves a comment card which can be attached to a warranty card and included with the product at the time of purchase.
Customer questionnaire – A customer questionnaire is a popular tool for obtaining opinions perceptions about an organization and its products and services. It is a costly process and time consuming.
Focus groups – It is very expensive method. A group of customers is assembled in a meeting room to answer a series of questions. These groups are very effective for gathering information on customer expectations and requirements.
Toll-free telephone numbers – This method is an effective technique for receiving complaint feedback. Organizations can respond faster and more cheaply to the complaint

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Flipped Class Activity Report

Programme & Branch	B.E. & Mechanical Engineering	Year/Sem/Sec	II / IV / A
Course Code & Name	50 HS 003 Total Quality Management	Date Hour	18.02.2023 (2nd Hour)

Topic: Quality Planning and Customer Satisfaction

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ACTIVITY DURING CLASS

- Based on the video lecture content, the following questions were asked among the students.

Questions:

- 1) Differentiate between competition and customer focus.
- 2) List out the customer satisfaction.
- 3) List out the steps in PDCA cycle.
- 4) Explain the methods to collect customer complaints/feedback

LEARNING OUTCOMES:

- All the students had acquired fundamentals concepts pressure and types of pressure along with its units. More than 70% of the students had given correct answer for the questions posted during the class.
- 20% of the students understood the concepts and answered only three questions and rest of the students had gone through the contents but they didn't answer.
- Students who had not answered were taught with explanation of customer complaints/feedback
- This approach enhanced the self-learning ability of students.

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