

Exam Name - Certified Quality Manager (CQM)[™]

Sample Exam

1. Which quality tool most likely identifies a specific problem in a process?

- A. Balanced Scorecard
- B. Process Map
- C. Quality Audit
- D. Performance Appraisal

Answer **B**

2. Which characteristic best exemplifies Deming's "chain reaction"?

- A. Crosby – Do it right first time
- B. Ishikawa – Total quality control
- C. Deming – Chain reaction
- D. Juran – Trilogy

Answer **C**

3. How should a Quality Manager act upon conflicting design feedback?

- A. Accept feedback from highest authority
- B. Choose the technically strongest discipline
- C. Avoid conflicting input to minimize delays
- D. Facilitate a consensus session to align on quality objectives

Answer **D**

4. Which concept is attributed to Philip Crosby?

- A. Zero Defects
- B. Cost of Quality
- C. Quality Trilogy
- D. PDCA Cycle

Answer **A**

5. What is the role of a quality manager in strategic planning?

- A. Approving departmental budgets
- B. Ensuring product pricing competitiveness
- C. Aligning quality goals with strategic objectives
- D. Managing marketing and branding

Answer **C**

6. The “Voice of the Customer” refers to:

- A. Suggestions made by suppliers
- B. Customer complaints only
- C. Feedback that reflects customer needs and expectations
- D. Executive summaries of performance reviews

Answer **C**