



**AAA COLLEGE OF ENGINEERING AND TECHNOLOGY**  
Amathur, Sivakasi - 626 005.

### INNOVATIVE TEACHING LEARNING METHODS

Name of the Course Instructor : K. PARTHIVAN.	
Course Code & Name : GE3752 & TOTAL QUALITY MANAGEMENT	
Date of activity : 22/8/24	Year/Branch/Semester :
Lecture No. 03	Topic : Definition of Quality, Dimensions of Product and Service Quality.

#### B. FLIPPED CLASSROOM (GROUP ACTIVITY)

##### 1. PRECLASS CONTENT DELIVERY/ CREATING PRECLASS CONTENT

- ✓ Choose the form of pre-class content

Recorded video lectures / textbook / Journal readings / Powerpoint Presentation

Date of providing pre-class content : 21/8/24

- ✓ What was the duration of video lecture? —  
[Shorter lectures (10-15 minutes) are more effective than longer lectures].



2. STUDENT CENTERED IN-CLASS LEARNING ACTIVITIES

(Include photographs/video recordings/audio recordings wherever possible)

i. **Group Activities / Tutorial :**

[A group of students work within a determined time limit to **answer questions or solve problems or provide recommendations to case studies** (case studies are real-world descriptions of problems) and come to a conclusion.]

Include the questions or problems or case studies with key.

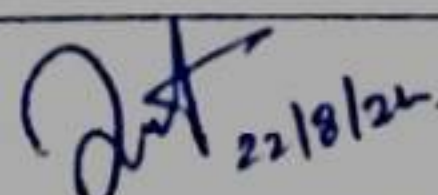
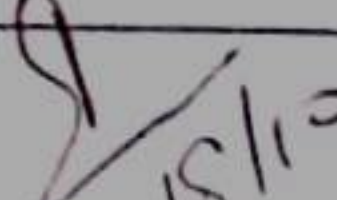
What is mean by Dimemions of Product and Service Product. ?

Dimemions of Product Quality :-

It refer to a Primary operations Characteristics of a Product.

Dimemions of Service Quality :-

Its focus on the aspects that influence a customer's Perception of Service.

<p style="text-align: center;"> 22/8/24. COURSE INSTRUCTOR</p>	<p style="text-align: center;"> 18/11/20 HoD</p>
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Illustrate the case studies on dimensions of product and service quality in different industries:

### **Case Study 1: Apple Inc. – Product Quality**

#### **Overview:**

Apple is renowned for its commitment to high product quality, particularly with its iPhone series.

#### **Key Dimensions:**

- **Performance:** iPhones consistently offer high performance with fast processors and smooth user interfaces.
- **Durability:** Apple invests in high-quality materials, leading to durable devices.
- **Aesthetics:** The sleek design of Apple products appeals to consumers, enhancing perceived quality.

#### **Outcome:**

Apple's focus on product quality has resulted in high customer loyalty and a premium market position.

### **Case Study 2: Starbucks – Service Quality**

#### **Overview:**

Starbucks emphasizes service quality to enhance customer experience in its coffee shops.

#### **Key Dimensions:**

- **Reliability:** Consistently delivering high-quality beverages across all locations.
- **Responsiveness:** Staff are trained to respond quickly to customer requests and complaints.
- **Empathy:** Baristas often engage with customers, providing personalized service.

#### **Outcome:**

Starbucks' commitment to service quality has cultivated a loyal customer base and a strong brand identity.

### **Case Study 3: Toyota – Quality Control**

#### **Overview:**

Toyota is famous for its Toyota Production System (TPS), which focuses on quality control and continuous improvement.

#### **Key Dimensions:**

- **Consistency:** Adherence to strict quality standards ensures that every vehicle meets customer expectations.



- **Inspection:** Regular inspections and quality checks at each production stage prevent defects.
- **Employee Involvement:** Workers are encouraged to report issues, fostering a culture of quality.

**Outcome:**

Toyota's quality practices have positioned it as a leader in the automotive industry, known for reliability and customer satisfaction.

### **Case Study 4: Ritz-Carlton – Service Excellence**

**Overview:**

The Ritz-Carlton Hotel Company is synonymous with luxury and exceptional service quality.

**Key Dimensions:**

- **Tangibles:** Luxurious facilities and well-maintained properties enhance the guest experience.
- **Service Assurance:** Staff are trained to provide consistent, high-level service, ensuring guests feel valued.
- **Personalization:** The hotel gathers guest preferences to tailor experiences, enhancing customer satisfaction.

**Outcome:**

Ritz-Carlton's focus on service quality has earned it numerous awards and a reputation as a top luxury brand.

### **Case Study 5: Amazon – Product and Service Integration**

**Overview:**

Amazon excels in both product quality and service quality, revolutionizing e-commerce.

**Key Dimensions:**

- **Product Quality:** Extensive customer reviews and ratings help maintain high product standards.
- **Service Quality:** Fast shipping and easy returns enhance customer satisfaction.
- **User Experience:** A user-friendly website and app improve the overall shopping experience.

**Outcome:**

Amazon's focus on integrating product and service quality has made it a leader in online retail, driving customer loyalty.