

Crosby Questionnaire

1. The phrase "Quality is free" is attributed to:
 - A. Deming.
 - B. Juran.
 - C. Fiengenbaum.
 - D. Crosby.
2. Which of these Gurus is still alive?
 - A. Crosby.
 - B. Juran.
 - C. Deming.
 - D. Shewhart.
3. Which of these is not one of the Four Absolutes?
 - A. The Customer is always right.
 - B. Conformance to requirements.
 - C. Price of Nonconformance
 - D. Zero Defects
4. Why was Crosby's message so popular with Western Management in the early eighties?
 - A. It was simple.
 - B. It put responsibility for quality on management.
 - C. Everybody was using his ideas.
 - D. It focused on cost reduction.
5. What does Zero Defects actually mean?
 - A. Within specification.
 - B. Perfection.
 - C. On target with minimal variation?
 - D. 3.4 defects per million parts.
6. How do you calculate the total Cost of Quality?
 - A. POC + PONC.
 - B. PONC – POC.
 - C. COQ – POC.
 - D. COQ + PONC.
7. What does the F stand for in DFICE.
 - A. Form an Improvement Team.
 - B. Formulate PONC.
 - C. Fix the problem.
 - D. Flag the problem to management.

8. Fiegenbaum classified quality costs into prevention, appraisal and failure. Which of the following statements is true?
- A. PONC is the same as failure costs.
 - B. POC is the same as prevention costs.
 - C. POC is the same as appraisal.
 - D. PONC is the same as prevention and appraisal added together.
9. What percentage of revenue did Crosby predict that service organizations waste in PONC?
- A. Less than 10%.
 - B. More than 10% but less than 20%.
 - C. More than 20% but less than 30%.
 - D. Up to 40%.
10. What do you not do on a Zero Defects Day?
- A. Celebrate the performance of the company to date
 - B. Reaffirm commitment to quality.
 - C. Share successes.
 - D. Die of embarrassment.
11. On which of these 14 Points do Crosby and Deming disagree the most?
- A. Institute Leadership.
 - B. Institute training on the job.
 - C. Eliminate slogans, exhortations and targets for the workforce.
 - D. Put everyone to work on the transformation.
12. What are some of the reasons that managers become disillusioned with Crosby's methods?
- A. Reductions in PONC did not appear on the management accounts.
 - B. The inability to get teams started.
 - C. The lack of clarity of the message.
 - D. The cost of the training.
13. In ICL the Directors went to the Crosby College in Florida. Where did other managers get sent?
- A. Florida.
 - B. Los Angeles.
 - C. London & Stoke-on-Trent.
 - D. The Bahamas.
14. What is biggest risk of rely heavily on the Cost of Quality?
- A. Managers' expectations are raised artificially.
 - B. It takes a lot of time to calculate.
 - C. It doesn't allow for the economic impact of dissatisfied customers.
 - D. It becomes an accounting bureaucracy.
15. Which of the following are not good things to include on a Crosby Measurement Chart?
- A. Percentage of defective products.
 - B. The number of shopping days to Christmas.
 - C. The number of typos per memo.
 - D. Cost of quality as a percentage of revenue.

16. What is the main difference between DFICE and Focus PDSA?
- A. DFICE focuses on error cause removal.
 - B. DFICE does not distinguish between special & common causes.
 - C. DFICE does not focus on process.
 - D. Focus PDSA is an improvement cycle.
17. When did Crosby go to Japan to teach quality?
- A. Forties.
 - B. Fifties.
 - C. Seventies.
 - D. Eighties.
18. What is Crosby greatest legacy?
- A. He 'kick started' the quality movement in the West.
 - B. He developed the Measurement Charts.
 - C. He developed DFICE.
 - D. He promoted the use of Cost of Quality.
19. Which concept has revitalized the idea of Zero Defects?
- A. Six Sigma.
 - B. Reengineering.
 - C. Kaizen.
 - D. Quality Circles.
20. When the Quality Manager of ICL presented in Japan who did he discover that the Japanese thought Crosby was?
- A. Eric Crosby.
 - B. Bill Cosby.
 - C. Bing Crosby.
 - D. Philip Crosby.
21. In which country did Crosby develop most of his ideas?
- A. ITT
 - B. AT&T
 - C. Rank Xerox
 - D. GM
22. Which tool did Crosby Associates develop?
- A. The Fishbone Diagram.
 - B. The Flowchart.
 - C. The Process Definition.
 - D. Failure Mode Effect Analysis.
23. Of the following Gurus who was the least commercial?
- A. Deming
 - B. Crosby
 - C. Juran
 - D. Covey

24. What does the FT in DIRFT stand for?
- A. Financial Times.
 - B. First Time.
 - C. Fast Track
 - D. Form Teams
25. What does ZD stand for?
- A. Zero Defectives.
 - B. Zero Drivers.
 - C. Zero Damage.
 - D. Zero Defects.
26. What is the fourteenth step?
- A. Recognition.
 - B. Do it all over again.
 - C. Zero Defects day.
 - D. Set up Quality Councils.
27. D stands for determination, E for education and I for implementation. Which is the correct order according to Crosby?
- A. DIE
 - B. EDI
 - C. DEI
 - D. IED
28. What is the main reason Deming disliked Crosby so much?
- A. His breath smelt.
 - B. His approach differed from Deming's in some many critical areas.
 - C. He was a young upstart (only 60).
 - D. He refused to recognize Deming's contribution in Japan.
29. What is the first step of the 14 steps?
- A. Management Commitment.
 - B. Form a Quality Improvement Team.
 - C. Raise awareness.
 - D. Measure POC & PONC
30. Which approaches did Crosby support?
- A. ISO 9000
 - B. Baldrige
 - C. His own
 - D. Statistical Process Control