



Professional Qualification in BUSINESS MANAGEMENT

Level 4 Diploma

UNIT 4 - QUALITY MANAGEMENT

Question 1

- (a) **Explain** the differences between quality and quality management. (8 marks)
- (b) **Discuss** the ways in which leadership and people can influence quality in an organisation. (12 marks)

Question 2

- (a) **Explain** the relationship between quality standards and benchmarks and organisational strategy. (8 marks)
- (b) **Discuss** the evaluation tools and techniques that can be used in the management of quality in a business organisation. (12 marks)

Question 3

Discuss the contribution that process mapping and flowcharting can make to the management of continuous improvement in an organisation. (20 marks)

Question 4

- (a) **Describe** the principles of quality management systems. (8 marks)
- (b) **Discuss** the potential benefits to an organisation of an effective quality management system. (12 marks)

Question 5

- (a) **Explain** the concept of 'competitive advantage'. (8 marks)
- (b) **Discuss** the effect that Total Quality Management (TQM) practices could have on the performance of a business organisation. (12 marks)