



Professional Qualification in BUSINESS MANAGEMENT

Level 4 Diploma

UNIT 4 - QUALITY MANAGEMENT

Question 1

Discuss why it is important that a business organisation is customer focused. (20 marks)

Question 2

- (a) **Explain** what is meant by Total Quality Management (TQM). (8 marks)
- (b) **Discuss** why business organisations pay so much attention to quality assurance and quality control. (12 marks)

Question 3

- (a) **Explain** what is meant by a quality review. (8 marks)
- (b) **Discuss** the relationship between continuous improvement and organisational strategy. (12 marks)

Question 4

- (a) **Describe** the role of the International Organisation for Standardisation (ISO). (8 marks)
- (b) **Discuss** why a business organisation would establish a quality management system. (12 marks)

Question 5

- (a) **Explain** the link between quality and sustainability. (8 marks)
- (b) **Discuss** how quality could be used by an organisation as a unique selling point (USP). (12 marks)