



## Professional Qualification in BUSINESS MANAGEMENT

### Level 4 Diploma

#### UNIT 4 - QUALITY MANAGEMENT

##### Question 1

- (a) Describe **TWO** quality management principles. (8 marks)
- (b) Discuss how external relationships could impact on the quality management process of a marketing consultancy firm. (12 marks)

##### Question 2

- (a) Explain, with the use of examples, what is meant by quality standards. (8 marks)
- (b) Discuss the importance of the relationship between quality standards and organisational strategy in the process of quality management. (12 marks)

##### Question 3

- (a) Explain what is meant by process mapping and flowcharting. (8 marks)
- (b) Discuss the contribution that process mapping and flowcharting can make to continuous improvement in the production of computer hardware. (12 marks)

##### Question 4

Suggest, with the use of examples, how a quality management system can be continuously improved. (20 marks)

##### Question 5

- (a) Describe **TWO** Total Quality Management (TQM) practices. (8 marks)
- (b) With reference to your answer to Question 5a, discuss the contribution that these two practices can make to the organisational performance of a public sector business. (12 marks)