



Professional Qualification in BUSINESS MANAGEMENT

Level 4 Diploma

UNIT 4 - QUALITY MANAGEMENT

Question 1

(a) Analyse, with the use of examples, what is meant by a customer focused business. (8 marks)

(b) Discuss the long term impact of continuous improvement on a company. (12 marks)

Question 2

(a) Explain how quality benchmarks can help a company develop its unique selling point (USP). (8 marks)

(b) Discuss the contribution that Total Quality Management (TQM) can make to the evaluation of the effectiveness of an insurance company. (12 marks)

Question 3

Assess different methods of generating ideas to improve the quality of a restaurant. (20 marks)

Question 4

(a) Describe the contribution that the International Organization for Standardization (ISO) has made to the improvement of quality in business. (8 marks)

(b) Discuss **THREE** challenges that a company might face in establishing an effective quality management system. (12 marks)

Question 5

(a) Analyse **TWO** ways in which a company may establish a competitive advantage over others. (8 marks)

(b) Discuss why a company would want to support the principle of sustainability. (12 marks)