



## Professional Qualification in BUSINESS MANAGEMENT

### Level 4 Diploma

#### UNIT 4 - QUALITY MANAGEMENT

##### Question 1

- (a) **Explain** what is meant by the term 'quality management'. (8 marks)
- (b) **Discuss** how fact based decision making aids quality management. (12 marks)

##### Question 2

**Assess** the strengths of Total Quality Management (TQM). (20 marks)

##### Question 3

- (a) **Describe** the purpose of a quality review. (8 marks)
- (b) **Assess** the importance of data presentation to the process of continuous improvement. (12 marks)

##### Question 4

- (a) **Describe** the concept of a quality management system. (8 marks)
- (b) Referring to your answer to Question 4a, **assess** the potential usefulness of such a system to a business organisation. (12 marks)

##### Question 5

- (a) **Explain** why quality is likely to play a key role in helping a business to gain a competitive advantage in a market. (8 marks)
- (b) **Discuss** the impact that stakeholders can have on the quality of the product or service being provided. (12 marks)