



Professional Qualification in BUSINESS MANAGEMENT

Level 4 Diploma

UNIT 4 - QUALITY MANAGEMENT

Question 1

(a) **Explain**, with the use of examples, what is meant by continuous improvement in a business. (8 marks)

(b) **Suggest** why continuous improvement is an important aim of business managers. (12 marks)

Question 2

Discuss the tools and techniques that can be used in the evaluation of the effectiveness of quality standards and benchmarks in a business. (20 marks)

Question 3

(a) **Describe** what would be contained in a quality review. (8 marks)

(b) **Assess** the contribution that quality reviews can make to the effectiveness of business management. (12 marks)

Question 4

(a) **Explain** the concept of a quality management system. (8 marks)

(b) Referring to your answer to Question 4a, **suggest** the key procedures that would be a part of such a system. (12 marks)

Question 5

a) **Explain** why a firm would want to increase its competitive advantage over another business. (8 marks)

(b) **Discuss** why the stakeholders of a business would be interested in the concept of sustainability. (12 marks)