



## Professional Qualification in BUSINESS MANAGEMENT

### Level 4 Diploma

#### UNIT 4 - QUALITY MANAGEMENT

##### Question 1

- (a) **Explain** how a business can demonstrate that it is customer focused. (8 marks)
- (b) **Discuss**, with the use of examples, the impact of external relationships on the practice of quality management. (12 marks)

##### Question 2

**Discuss**, with the use of examples, how quality assurance can be effectively provided for in organisations. (20 marks)

##### Question 3

- (a) **Explain** how techniques for continuous improvement can be managed. (8 marks)
- (b) **Discuss** the techniques a company could employ to aid continuous improvement through employee generated ideas. (12 marks)

##### Question 4

- (a) **Describe** the key principles of an effective quality management system. (8 marks)
- (b) **Discuss** the main challenges to an organisation when establishing a quality management system. (12 marks)

##### Question 5

- (a) **Explain** the contribution that sustainability could make to quality management. (8 marks)
- (b) **Discuss** how quality could be used as a unique selling point (USP) for a company producing mobile phones. (12 marks)