



Professional Qualification in BUSINESS MANAGEMENT

Level 4 Diploma

UNIT 4 - QUALITY MANAGEMENT

Learners should attempt **ALL** questions

Question 1

- (a) **Explain**, with the use of examples, what is meant by fact-based decision making. (8 marks)
- (b) **Discuss** the contribution of continuous improvement to quality management. (12 marks)

Question 2

- (a) **Explain** why a business might use a quality benchmark. (8 marks)
- (b) **Assess** how quality can be effectively managed in an organisation in the medium term. (12 marks)

Question 3

Explain why quality reviews can play an important role in the management of continuous improvement in an organisation. (20 marks)

Question 4

- (a) **Describe** the purpose of the International Organisation for Standardisation (ISO) in relation to the management of a large business. (8 marks)
- (b) **Recommend**, with the use of examples, what should be included in an effective quality management system. (12 marks)

Question 5

- (a) **Explain** why businesses increasingly recognise the importance of sustainability. (8 marks)
- (b) **Suggest TWO** ways in which a travel firm could use quality as part of its unique selling point (USP). (12 marks)