



Professional Qualification in BUSINESS MANAGEMENT

Level 4 Diploma

UNIT 4 - QUALITY MANAGEMENT

Question 1

- (a) **Describe** the relationship between an organisation and its external stakeholders. (8 marks)
- (b) **Discuss** the relationship between continuous improvement, quality systems and quality processes. (12 marks)

Question 2

- (a) **Distinguish** between quality management and quality assurance. (8 marks)
- (b) **Discuss** the factors that are most likely to affect the management of quality in an organisation. (12 marks)

Question 3

Discuss what is involved in the production of a process map and a flowchart. (20 marks)

Question 4

- (a) **Describe** the importance of the International Organisation for Standardisation (ISO) in a quality management system. (8 marks)
- (b) **Discuss** how effective quality policies, procedures and processes could contribute to the continuous improvement of a quality management system. (12 marks)

Question 5

- (a) **Explain** how a Unique Selling Point (USP) could deliver competitive advantage to an organisation. (8 marks)
- (b) **Discuss** the effect Total Quality Management (TQM) practices could have on organisational performance. (12 marks)