



Professional Qualification in BUSINESS MANAGEMENT

Level 4 Diploma

UNIT 4 - QUALITY MANAGEMENT

Question 1

Discuss the benefits and drawbacks of a quality management system to an organisation. (20 marks)

Question 2

- (a) **Explain**, with the use of examples, what is meant by quality benchmarks. (8 marks)
- (b) **Discuss** why business organisations measure quality standards. (12 marks)

Question 3

- (a) **Explain** how Investors in People (IiP), or other accreditation, can help a firm to improve quality standards. (8 marks)
- (b) **Discuss** why business organisations strive to continuously improve quality standards. (12 marks)

Question 4

- (a) **Describe** the components of good customer service quality. (8 marks)
- (b) **Discuss** how a business organisation could improve the quality of its communication with customers. (12 marks)

Question 5

- (a) **Explain**, with the use of examples, how the development of customer loyalty programmes could improve customer retention. (8 marks)
- (b) **Discuss** how a business organisation could respond to competition and market trends in order to retain its customers. (12 marks)