



## Professional Qualification in BUSINESS MANAGEMENT

### Level 4 Diploma

#### UNIT 4 - QUALITY MANAGEMENT

##### Question 1

**Compare** the benefits **and** drawbacks of a quality management system to an organisation which aims to improve standards in its operations function. (20 marks)

##### Question 2

- (a) **Describe TWO** quality benchmark which organisations can use to measure standards. (4 marks)
- (b) **Illustrate why** organisations who receive positive customer feedback measure quality standards. Use examples to support your answer. (16 marks)

##### Question 3

**Illustrate how** an organisation achieves continuous improvement in its quality standards through the use of Total Quality Management (TQM). Use examples to support your answer. (20 marks)

##### Question 4

- (a) **Compare TWO** factors which could prompt a quality review. (14 marks)
- (b) **Suggest which ONE** of these factors would most likely relate to a quality review of a business operating in the service sector. **Justify** your answer. (6 marks)

##### Question 5

**Illustrate why** a focus on innovation and vision could support success for a newly established business. Use examples to support your answer. (20 marks)