



Professional Qualification in BUSINESS MANAGEMENT

Level 4 Diploma

UNIT 4 - QUALITY MANAGEMENT

Question 1

- (a) **Explain** what is involved in a business being customer focused. (8 marks)
- (b) **Discuss** why it is important that a leader is effective in handling people. (12 marks)

Question 2

- (a) **Describe** the key elements of Total Quality Management (TQM). (8 marks)
- (b) **Discuss** how the principles of TQM can be applied in the building of houses. (12 marks)

Question 3

- (a) **Explain** what is meant by the term 'continuous improvement'. (4 marks)
- (b) **Discuss** how continuous improvement techniques could be applied to a car producing organisation. (16 marks)

Question 4

Discuss the contribution that the International Organization for Standardization (ISO) has made to the understanding of quality management systems and processes throughout the world. (20 marks)

Question 5

- (a) **Explain**, with the use of examples, why businesses aim to gain an advantage over their competitors. (8 marks)
- (b) **Discuss** how a publishing company could use quality as a way of gaining a competitive advantage. (12 marks)