



**Professional Qualification in  
BUSINESS MANAGEMENT  
Level 4 Diploma**

**UNIT 4 - QUALITY MANAGEMENT**

**Question 1**

Identify TWO external relationships that a company may have. (8 marks)

Discuss how external relationships could affect the quality of the management of a company producing soft drinks. (12 marks)

**Question 2**

Explain why businesses regard quality as important. (8 marks)

Discuss the challenges of managing quality effectively in a large multinational organisation. (12 marks)

**Question 3**

Discuss the importance of quality reviews in a large health care organisation. (20 marks)

**Question 4**

Explain what is meant by a quality control system. (8 marks)

Assess the potential difficulties involved in establishing an effective quality control system in a large college. (12 marks)

**Question 5**

Explain, with the use of examples, how quality can be made a key element in a company's unique selling point (USP). (8 marks)

Discuss how an emphasis on quality could enable one firm to gain a competitive advantage over another in the provision of household utilities, for example Internet or electricity. (12 marks)