

9.2 Quality management

Name: _____ Class: _____ Date: _____

Total: 29 marks

KEY WORDS quality 质量 • quality control 质量控制 • quality assurance 质量保证
 • quality management 质量管理 • total quality management 全面质量管理

Objective

Build the skills to answer exam questions on **quality management** 质量管理 — why **quality** 质量 matters, and the methods **quality control**, **quality assurance**, **total quality management** 质量控制、质量保证、全面质量管理 (TQM) and **benchmarking** 标杆管理.

You must be able to:

- explain why quality matters to a business
- distinguish quality control from quality assurance and TQM
- analyse and evaluate methods of managing quality

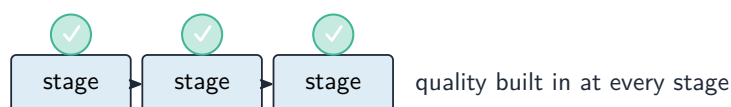
1 Worked examples

■ Managing quality

quality control



quality assurance



Control finds faults late; assurance prevents them

- **Quality control:** check finished products and remove faulty ones at the **end**.
- **Quality assurance:** build quality into **every** stage, so faults are prevented.
- **TQM:** every worker is responsible for quality, aiming for zero faults.
- **Benchmarking:** compare with the best firms and copy what they do well.

Answer shapes: AO1 + AO2 + AO3 (reasoning chain) + AO4 (a supported judgement *in context*).

2 Practice

2.1 State the difference between *quality control* and *quality assurance*. [2]

2.2 Define the term *total quality management (TQM)*. [2]

2.3 State two benefits to a business of producing good-quality products. [2]

3 Exam-style questions

3.1 Explain one benefit to a business of producing high-quality products. [3]

3.2 Analyse two benefits to a business of using **quality assurance**. [8]
