4.3 Achieving quality production

Name: _____ Class: _____ Date: _____ **Total: 24 marks**

KEY WORDS quality • quality assurance • customers • quality control • brand

Objective

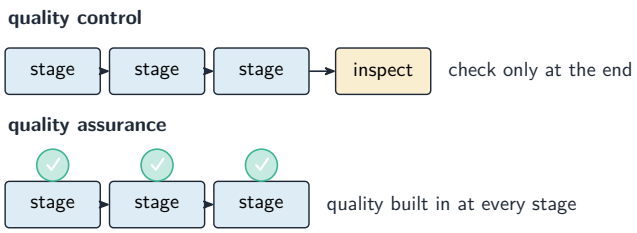
Build the skills to answer exam questions on **achieving quality production** – why **quality** matters, and the difference between **quality control** and **quality assurance**.

You must be able to:

- explain why quality matters to a business
- distinguish quality control from quality assurance
- analyse the benefits of good quality

1 Key knowledge and worked examples

Managing quality



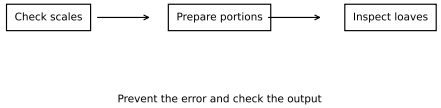
Control finds faults; assurance prevents them

- **Quality**: a product is good enough for what customers need.
- **Good quality** → a strong **brand** and loyalty, fewer returns and complaints, may support a higher price where customers value the improvement.
- **Quality control**: checks detect faults, for example by inspecting finished goods.
- **Quality assurance**: every worker builds quality in at **every** stage, to prevent faults.

Answer shapes: K + App + An + Ev (a justified judgement, for "do you think" questions).

Worked application: Link prevention to the customer consequence

A fictional bakery discovers underweight loaves only at final inspection. Rejecting them is quality control: it detects faults after production. Calibrating scales and checking portions during preparation is quality assurance: it aims to prevent the fault. Fewer underweight loaves can reduce waste and complaints, supporting repeat custom. The bakery should compare the benefit with training and checking costs. Good quality means meeting customer needs and specified standards, not necessarily making the most expensive product. Inspection can occur at production stages too; the key distinction is detection versus prevention, rather than a rule that control always happens only at the end.



2 Practice

2.1 Define the term *quality*. [2]

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

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

3 Exam-style questions

3.1 Identify two problems caused by poor quality. [2]

3.2 Explain two benefits to a business of using quality assurance. [6]

3.3 Do you think quality is the most important factor in a product's success? Justify your answer. [6]

3.4 A fictional bakery checks finished loaves but repeatedly finds incorrect weights. Propose a quality-assurance change and explain a chain of two benefits in this context, then state one cost to consider. [4]

Solutions

IGCSE Business answers are marked by **level of response**: award **K** knowledge, **App** application, **An** analysis and **Ev** a justified judgement.

Each answer shows the steps, then the **result**.

2.1

- **quality** means a product is **good enough for what customers need** (K)

2.2

- **quality control**: checks **finished** goods and removes faults (K)
- **quality assurance**: builds quality into **every stage** to prevent faults (K)

2.3

- any **two** of: strong brand and loyalty / fewer returns / can charge a higher price (K, K)

3.1

- any **two** of: lost customers / damaged brand / more returns / wasted materials (K, K)

3.2

- for **each** of two benefits: K + An, max 3 each
- e.g. **fewer faults**: quality at each stage → faults caught early → less waste
- e.g. **better reputation**: consistent quality → trust → repeat sales

3.3

- **for**: poor quality loses customers and damages the brand
- **against**: price, promotion and place also matter
- **judgement (Ev)**: quality is a key factor, not always *the* most important – it depends on the product and market

3.4

Calibrate scales, standardise portioning or train staff with process checks; prevents incorrect loaf weights; reduces waste/complaints and can encourage repeat customers; a relevant training, equipment or checking-time cost.