

Exercise walk-through

Achieving quality production ■ 4.3

eXercise

You must be able to

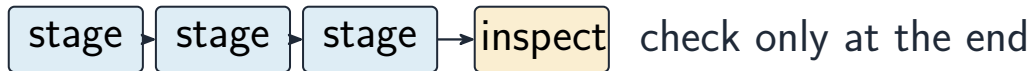
- explain why quality matters to a business
- distinguish quality control from quality assurance
- analyse the benefits of good quality

Method — Managing quality

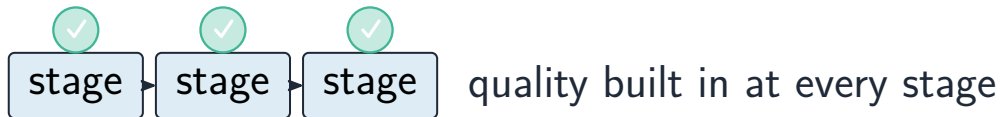
- **Quality 质量**: a product is good enough for what customers need.
- **Good quality** → a strong **brand 品牌** and loyalty, fewer returns and complaints, a higher price.
- **Quality control 质量控制**: inspectors check finished goods at the **end**.
- **Quality assurance 质量保证**: every worker builds quality in at **every** stage, to prevent faults.

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

quality control



quality assurance



Quality control checks at the end; quality assurance builds quality into every stage

Practice 2.1 ■ 2 marks

Define the term *quality*.

Solution 2.1

Worked steps

a product being good enough for what customers need (2 for a clear definition; 1 for a partial idea).

Practice 2.2 ■ 2 marks

State the difference between *quality control* and *quality assurance*.

Solution 2.2

Method: Managing quality

Worked steps

quality control checks finished goods at the end and removes faulty ones; quality assurance builds quality into every stage to prevent faults (2 for a clear difference; 1 for a partial idea).

Practice 2.3 ■ 2 marks

Identify two benefits to a business of producing good-quality products.

Solution 2.3

Method: Managing quality

Worked steps

any two of: a strong brand and loyalty; fewer returns and complaints; can charge a higher price ($1 + 1$).

Exam-style 3.1 ■ 2 marks

Identify two problems caused by poor quality.

Solution 3.1

Worked steps

any two of: lost customers; damaged brand; more returns and complaints; wasted materials ($1 + 1$).

Exam-style 3.2 ■ 6 marks

Explain two benefits to a business of using quality assurance.

Solution 3.2

Method: Managing quality

Worked steps

[6] For **each** of two benefits: K 1 + An up to 2 — e.g. *fewer faults*: quality built in at each stage → faults caught early, not at the end → less waste. *Better reputation*: consistent quality → customers trust the brand → repeat sales. Maximum 3 each.

Exam-style 3.3 ■ 6 marks

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

Solution 3.3

Method: Managing quality

Worked steps

[6] Both sides + judgement. **For:** poor quality loses customers and damages the brand, so quality is vital for repeat sales. **Against:** price, promotion and place also matter — a high-quality product still fails if it is too dear or unknown. **Judgement (Ev):** quality is very important, but it must combine with the right price and good marketing — it is *a* key factor, not always *the* most important; it depends on the product and market.