

4.3 Achieving quality production

Name: _____ Class: _____ Date: _____

Total: 20 marks

KEY WORDS quality 质量 • quality assurance 质量保证 • customers 顾客
• quality control 质量控制 • brand 品牌

Objective

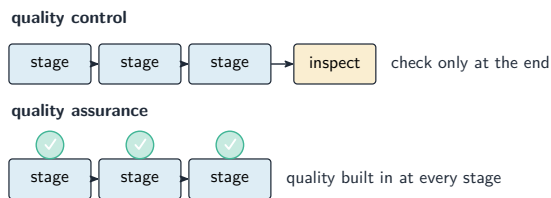
Build the skills to answer exam questions on **achieving quality production** 实现优质生产 — why **quality** 质量 matters, and the difference between **quality control** 质量控制 and **quality assurance** 质量保证.

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 Worked examples

■ Managing quality



Control finds faults; assurance prevents them

- **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).

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]
