

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

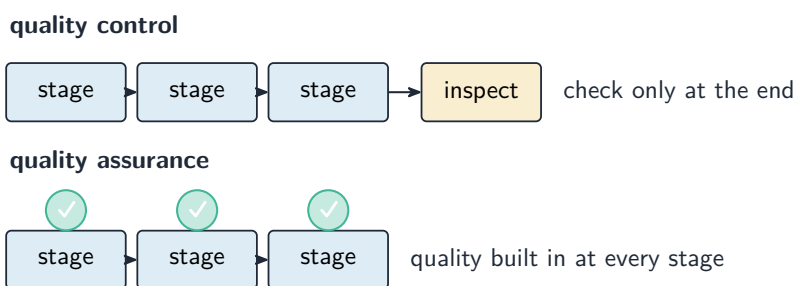
Build the skills to answer exam questions on **achieving quality production** 实现优质生产 — why **quality** 质量 matters, and the difference between **quality control** 质量控制 and **quality assurance** 质量保证.

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]

Solutions

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

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

2.2 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).

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

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

3.2 [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.

3.3 [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.