

CONCEPTS OF QUALITY

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PAPER

4

TOPIC

Define/Elaborate on the meaning of quality, quality control and quality assurance.

Quality: how goods/services satisfy customer's needs and expectations continuously.

Quality control: the inspection of a final product to ensure that it meets that required standards.

Quality assurance: the inspection of products/services should be carried out during and after the production process

Explain/Distinguish between difference between quality control and quality assurance.

QUALITY CONTROL	QUALITY ASSURANCE
Inspection of the final product to ensure that it meets the required standards	Inspection is carried out during after the production process to ensure required standards are met at every stage of the process
Includes setting targets/ measuring performance and taking corrective measures	Ensures every process is aimed at getting the product right the first time and prevents mistakes from happening again

Outline/Explain/Discuss the importance of quality for businesses.

- Enables businesses to have a good reputation and promotes brand awareness
- Consumers associate the image of the business with the quality of the product
- Quality products increase sales, profits, business growth and attracts prospective investors
- Business gains goodwill and support from the community

Quality in products (methods used to indicate quality)

- **Trademarks:** brand names, slogans or logo used by manufacturers
- **Samples:** a small sample product intended to show the customers how the real product will look
- **Grades:** a particular level that is used to rank the quality of the product
- **Commercial Standards:** the SABS approves commercial standards of products

Outline/Explain/Suggest quality indicators of the following business functions:

○ Human Resources function

- Low rate of staff turnover in the business
- A healthy relationship between employees and employers is maintained
- Market-related salaries should be offered
- Understands the interrelatedness of different departments

○ Administration function

- All documentation should be kept neatly and orderly in a safe place
- Vital information should be available to management when needed
- The latest technology should be used
- Complaints should be handled quickly and effectively

○ Financial function

- Financial Function has to obtain capital from the most suitable sources
- They should negotiate a lower/better interest rate to keep financial costs as low as possible
- They should draw a budget to ensure sufficient allocation of cash to prevent wastage
- Surplus funds should be invested to save for future projects/expansion/growth

○ General management

- They should continuously understand changes in the business environment
- Take responsibility for setting direction and prioritising responsibilities
- Communicate and share vision and values effectively
- Set an example of the expected behaviour in terms of ethics and professionalism

Explain/Discuss the correlation between management and the success of the business in achieving its objectives; strengths and weaknesses.

- Management plays an important in making the correct decisions and motivating employees to be productive
- Poor management can result in ineffective employees and loss of productivity

Identify the strength and weakness of a business from given scenarios/case studies.

Evaluate the strength and weakness of a business and make recommendations for improvement.