

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS  
Cambridge International Diploma in Management  
Professional Level

**MANAGING FOR QUALITY**

**4176/01**

**4249/01**

Core Module

Valid between 1 January 2004 and 31 December 2004

**READ THESE INSTRUCTIONS FIRST**

You should read the assignment carefully

It is important to complete the **Assignment Cover Sheet** when you have finished your work. You must complete the details and sign the declaration to confirm that the assignment is all your own work and your tutor must sign to verify that it is your own work.

The length of the assignment must be between 2000 and 3000 words.

This document consists of 2 printed pages.

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UNIVERSITY of CAMBRIDGE  
International Examinations

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**Professional Diploma Module 4176/4249****Managing for Quality – Core Module****Title: Creating and Controlling Quality**

The assignment should be prepared in the form of a professional consultancy document that could be presented to the senior management of the organisation that the candidate works for. Candidates should **not** answer each section separately but rather present a coherent report encompassing all of the tasks given below.

Candidates are expected to draw on appropriate research, breadth of academic reading, application of theory to practice and presentation skills. The report should use the number of words as given on the front cover and have any necessary supplementary information attached in appendices.

1. Describe your understanding of the term “quality” and how this is applied in your own organisation in the supply of its products or services. Describe the quality system used by your department, including the key measures.
2. Review the quality system, showing how it contributes to improved relationships between your organisation and its customers, and also how it contributes towards the overall quality management culture and practice within the company. Identify improvements that you believe could be made to the system.
3. Describe how your department’s continuous review system ensures the quality of the products or services and contributes to the long-term relationship of customers with your company.
4. Critically review the on-going quality assurance systems and comment upon their effectiveness in maintaining the quality of products and services. Consider, for example:
  - How these quality assurance actions are carried out
  - How the results are measured and recorded
  - What actions can be taken as a result
  - How frequently the company reviews its products and services
  - What communication takes place with customers
5. Using the information you now have, write a report summarising all your findings and make recommendations on how the quality monitoring system could be improved.

Discuss these recommendations with your manager and record the feedback.

You must include in your assignment all documentation, notes and materials generated from each stage.

You are not expected to include confidential information on your organisation, its personnel or performance.

Your recommendations do not have to be implemented for the assignment to be valid.