

5.3 Lean Production and Quality Management

terms of defect rates against the best high-end Swiss watch-makers was the initial starting point. These quality control processes quickly gave way to quality assurance systems, which have then progressed into industry leading total quality management (TQM) and an incorporation of Kaizen to ensure continuous improvement in the quality of watches at Killer Time. Killer Time has come to set the industry standard for design, craftsmanship and quality – all factors that Mrs Jacobson attributes to the young company being able to steadily increase its market share.

Source: www.BusinessManagementIB.com

25 MARKS, 45 MINUTES

1. Define the following terms:
 - i. Quality control
 - ii. Quality assurance

[4 marks]
2. Identify **three** advantages of producing quality products and services.

[3 marks]
3. Explain how quality assurance is different to quality control.

[4 marks]
4. Outline the advantages of quality assurance.

[2 marks]
5. Explain what benchmarking is **and** why a new company may choose benchmarking as a strategy to improve quality.

[4 marks]
6. Discuss the impact of total quality management (TQM) **and** lean production at Killer Time Ltd.

[8 marks]