

How do businesses get quality right, and where should they locate?

Syllabus section 4.5 Quality and location decisions

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Running case: Al Noor Frames · 55 minutes

How this topic is examined

Paper 1 • Short answer and data response

Define [2] • Identify [2] • Calculate [2]

Outline [4] • Explain [6]

Explain two... Which is most important? [6]

Do you think... Justify your answer [6]

Paper 2 • Case study

Explain two reasons why quality is important to... [8]

Consider three possible locations. Which should the business choose? Justify your answer [12]

Typical questions on this topic

Define 'quality control' or 'quality assurance'. [2]

Identify two reasons why quality is important to a business. [2]

Outline two factors [business] should consider when choosing a location. [4]

Explain one advantage and one disadvantage to [business] of using quality control. [6]

Do you think being close to customers is the most important location factor? Justify your answer. [6]

Consider two ways [business] could improve quality. Which should it choose? [12]

By the end of this lecture you can...

- 1 Explain what quality means and why it matters.
- 2 Compare quality control, quality assurance and total quality management.
- 3 Explain ways a business can improve quality.
- 4 Explain the factors affecting the location of manufacturing businesses.
- 5 Explain the factors affecting the location of service businesses.
- 6 Explain why businesses relocate, including abroad, and choose between sites.

END OF PREVIEW

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