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## Quality Control

Quality control is a process that is used to ensure a certain level of quality in a product or service. It might include whatever actions a business deems necessary to provide for the control and verification of certain characteristics of a product or service. Most often, it involves thoroughly examining and testing the quality of products or the results of services. The basic goal of this process is to ensure that the products or services that are provided meet specific requirements and characteristics.

The quality of products/services can be evaluated in several ways. It is important to identify different dimensions of quality Garrin (1987) under following criteria:

performance (Will the product do intended job?)

reliability (How often does the product fail?)

durability (How long does the product last?)

serviceability (How easy is it to repair the products?)

aesthetics (How does the product look like?)

features (What does the product do?)

perceived Quality (What is the reputation of the company?)

conformance to standards (Is the product made exactly as the design intended?)

Quality control performs many different functions.

Firstly, it sets the desirable norm or standard of quality expected of the article, product or service. This factor is composed of two attributes: the nature of the product and the consumer or user satisfaction that is expected of it. Thus for a sophisticated machine tool are an automobile part or aircraft component or a ball bearing the highest precision, quality and rigid tolerance are necessary. For an ordinary kerosene stove the different components need not observe such rigid quality standard. Secondly, quality control provides the desirable quality. Each article carries a quality assurance. It seeks to establish production condition, by which variations in the form of the expected quality standard are minimized.

The next point is to ensure that both excess quality and under-quality are avoided. In addition to it, the range and frequency of variability are minimized according to quality standard.

Lastly, cost and quality have to be optimally matched. In fact, almost any quality can be achieved if the price is paid for it. No businessperson aims at achieving quality at any cost. Good business consists in coordinating cost and quality, which puts the best margin between cost and sales.

The benefits of quality control are encourages quality consciousness, consumers satisfaction, reduction in production and inspection costs, improved techniques and methods of production, effective advertisement and increased sales.