 Province of the

EASTERN CAPE

EDUCATION

**DIRECTORATE SENIOR CURRICULUM MANAGEMENT (SEN-FET)**

**HOME SCHOOLING SELF-STUDY WORKSHEET**

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| **SUBJECT** | **BUSINESS STUDIES** | **GRADE** | **12** | **DATE** | **16/04/2020** |
| **TOPIC** | **BUSINESS OPERATIONS MARKS: 50** | **TERM 1****REVISION** |  | **TERM 2 CONTENT** | **X** |

|  |  |
| --- | --- |
| **QUESTION 1: BUSINESS OPERATIONS**  |  |
| 1.1 | 1.1.1 | Purchasing √√ | (2) |
|  |  |  |  |
|  | 1.1.2 | Financial √√ | (2) |
|  |  |  |  |  |
| 1.2 | **TQM element** |  |
|  | 1.2.1 | Total client/customer satisfaction√√ |  |
|  |  |  |  |
|  | 1.2.2 | Adequate financing and capacity√√ |  |
|  |  |  |  |
|  | 1.2.3 | Continuous skills development/education and training√√ |  |
|  |  |  |  |
|  | 1.4.4 | Top management involvement/commitment√√ (4 x 2) | (8) |
| 1.3 | **Negative impact on businesses if TQM is poorly implemented.**  |  |
|  | * Lack of training/skills development√ may lead to poor quality products. √
* Decline in sales√, as returns from unhappy customer's increase. √
* Decline in productivity√, because of stoppages. √
* Investors might withdraw investment√, if there is a decline in profits. √
* Bad publicity√ due to poor quality products supplied. √
* High staff turnover√, because of poor skills development. √
* Unrealistic deadlines√ may not be achieved. √
* Businesses may not be able to make/afford the necessary changes√ that will satisfy customers' needs. √
* Loss of customers√ may lead to bankruptcy/closure. √
* Undocumented quality control systems/processes√ could result in error/deviations from pre-set quality standards. √

Any other relevant answer related to the negative impact on businesses if TQM is poorly implemented.  | (8) |
|  |  | **[20]** |

|  |  |
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| **QUESTION 2: BUSINESS OPERATIONS**  |  |
| 2.1 | **Total Quality Management**  |  |
|  |  |  |
|  | 2.1.1 | **Benefits of a good quality management system from the scenario*** She indicated that her employees are trained on regular basis. √
* Time and resources are also used efficiently. √

NOTE: 1. Mark the first TWO (2) only.  2. Only award marks for responses that are quoted from the scenario. (2 x 1) (2)  | (2) |
|  |  |  |  |
|  | 2.1.2 | **Other benefits of a good quality management system.*** Effective customer services will be rendered√, resulting in increased customer satisfaction. √
* Productivity increases through proper time management√ and using high quality resources. √
* Products/Services are√ constantly improving. √
* Vision and mission/Business goals√ may be achieved. √
* The business may achieve a competitive advantage√ over its competitors. √
* Employers and employees will have a healthy working relationship√ which generally results in happy workers. √
* Increased market share/profitability may result√ in business growth/expansion. √
* Improved business image√, as there is less defects/faulty products/returns. √

Any other relevant answer related to other benefits of a good quality management system. **NOTE: Do not award marks for responses quoted in QUESTION 2.1.1** Max (8)  | (8) |
|  |  |  |
| 2.2 | **Contribution of quality of performance to the success of a business**  |  |
|  |  |  |  |
|  | 2.2.1 | **Administration function*** Ensure a fast and reliable√ data capturing and processing systems. √
* Make reliable information√ available to management on time. √
* Make relevant information√ available for quick decision-making. √
* Handle complaints√ quickly and effectively. √
* Use modern technology√ efficiently. √
* Implement effective risk management policies√ to minimise business losses. √
* Quality assurance/Control/Evaluation√ is recorded accurately. √
* All documentation√ is kept neatly and orderly in a safe place. √
* Easy to recall/find√ information/documentation. √
* All systems and processes√ are documented. √

Any other relevant answer related to how quality of performance in the administration function can contribute to the success of a business. Max (6) | (6) |
|  |  |  |  |
|  | 2.2.2 | **Marketing function*** Acquire a greater market share√ through good customer service. √
* Win customers’ loyalty√ by satisfying their needs and wants/ building positive relationships. √
* Adhere to ethical advertising practices√ when promoting products and services. √
* Identify competitive edge√ and conduct regular market research. √
* Differentiate products√ to increase the target market/ profitability. √
* Communicate effectively with customers√ to get their feedback about their experiences of the products and services sold. √
* Ensure that the production and advertising strategies√ are aligned. √
* Use pricing techniques√ to ensure a competitive advantage. √
* Measure the gaps between customer expectations and their actual experiences√ so that problems regarding quality of products can be diagnosed and addressed. √
* Make adjustments and changes to products and services√ based on feedback received from customers. √
* Use aggressive advertising campaigns√ to sustain the market share. √

Any other relevant answer related to how quality of performance in the marketing function can contribute to the success of a business. Max (6) | (6) |
|  |  |  |  |
| 2.3 | **Ways in which TQM can reduce the cost of quality** * Introduce quality circles/small teams of five to ten employees, who meet regularly to discuss ways of improving the quality of their work. √√
* Schedule activities to eliminate duplication of tasks/activities. √√
* Share responsibility for quality output between management and workers. √√
* Train employees at all levels, so that everyone understands their role in quality management. √√
* Develop work systems that empower employees to find new ways of improving quality. √√
* Work closely with suppliers to improve the quality of raw materials/ inputs. √√
* Improve communication about the quality challenges/deviations, so that everyone can learn from past experiences. √√
* Reduce investment on expensive, but ineffective inspection procedures in the production process. √√
* Implement pro-active maintenance programmes for equipment/machinery to reduce/eliminate breakdowns. √√

Any other relevant answer related to ways in which TQM can reduce the cost of quality. Max (8) | (8) |
|  |  | **[30]** |

 **TOTAL 50**