 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** |

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| **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**