education
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NORTH WEST PROVINCE

GRADE 12

TERM 2

REVISION QUESTIONS: QUALITY OF PERFORMANCE

2020

BUSINESS STUDIES

Sources: DBE Previous Exam Papers and other sources

Introduction:

- This document provides questions from previous DBE question papers intended to assist learners and teachers in focused revision.
- It addresses term 2 content from the broad topic Business Operations which covers quality of performance
- It seeks to address content which is in the Examination Guideline 2020 and possible questions drawn from Questions 5, Question 10 and partly on Question 6 (Miscellaneous) of past DBE papers and other sources
- The document will be helpful to assist learners with in preparing for the Paper 1 question paper.

Tips:

Study your notes based on a particular topic and try and answer questions to prepare thoroughly for the examination.

Trying to answer questions will expose you to different approaches in which same content can be asked.

TRY TO PRACTICE THE FOLLOWING QUESTIONS:

QUESTION PAPER	QUESTIONS
November 2014	Q5
November 2015	Q5 and Q6 Miscellaneous where applicable:
June 2015	Q5 and Q6 Miscellaneous where applicable:
March 2016	Q5 and Q10: essay Q6 Miscellaneous where applicable
June 2016	Q5 and Q6 Miscellaneous where applicable :
November 2016	Q5 and Q6 Miscellaneous where applicable
March 2017	Q5 and Q10: essay Q6 Miscelleneous where applicable
June 2017	Q5 and Q6 Miscellaneous where applicable
November 2017	Q5 and Q6 Miscelleneous where applicable
March 2018	Q5 and 10: essay
June 2018	Q5 and Q6 Miscellaneous where applicable
November 2018	Q5 and Q10: essay
June 2019	Q5
November 2019	Q5 and Q6 Miscelleneous where applicable Q10 essay

QUALITY OF PERFORMANCE

QUESTION 5 **DBE NOV 2014**

5.2 Recommend the quality indicators for each of the following business functions:

5.2.1 Public relations (8)
5.2.2 Administration (8)

QUESTION 5 **DBE/FEB-MARCH 2015**

5.4 Explain the following elements of total quality management (TQM):

5.4.1 Continuous skills development/Education and training (6)
5.4.2 Total clients/customer satisfaction (6)
5.4.3 Continuous improvements to systems and processes (6)

5.5 Describe how the quality of performance within the following business functions is the key to a successful business:

5.5.1 Marketing. (6)
5.5.2 Purchasing. (6)

QUESTION 5 **DBE 2015 SC**

5.5 Explain the advantages of implementing a good quality management system in a business. (8)

5.6 Analyse the impact of Total Quality Management (TQM) on large businesses with reference to continuous skills development. (8)

QUESTION 5 **DBE SCE 2016**

5.5 Outline the quality indicators of the marketing function. (8)

5.6 Discuss the benefits of implementing a good quality management system in a business. (8)

5.7 Elaborate on the advantages of total client satisfaction for large businesses. (8)

QUESTION 6 **DBE SCE 2016**

6.9 Identify the business function represented by quality performance in EACH of the scenarios below.

6.9.1 Susan is responsible for promoting the image of the business.
6.9.2 Don ensures that the business's expenditure are kept at a minimum.
6.9.3 Décor (Pty) Ltd uses an expensive filing system to keep the business documents organized. (6)

6.10 Advise businesses on how to apply the PDCA model/cycle as part of continuous improvement of systems and processes to improve the quality of their products. (6)

QUESTION 5 **DBE NOVEMBER 2016**

5.3 Discuss the benefits of a good quality management system. (8)

5.4 Distinguish between quality control and quality assurance. (4)

5.5 Suggest quality indicators for EACH of the following business functions.

5.5.1 General management (4)
5.5.2 Purchasing function (4)

5.6 Read the scenario below and answer the questions that follow.

COMFI LEATHER (CL)

Comfi Leather produces and sells leather products. The marketing department conducted customer surveys to analyse the needs of customers who use CL travelling and school bags. Customers were requested to comment on the quality of CL's bags and after sales service.

5.6.1 Name the TQM element that is applicable to the scenario above. Motivate your answer. (3)

5.6.2 Evaluate the impact of the TQM element identified in QUESTION 5.6.1, on CL as large business. (6)

5.6.3 Explain how CL could use PDCA-model/cycle to continuously improve their processes and systems. (8)

QUESTION 6 **DBE NOVEMBER 2016**

6.9 Identify the business function that is responsible for the activities in EACH of the following scenarios:

6.9.1 Sam ensures that business documents are kept in safe place.
6.9.2 Smart Cell runs brand awareness campaigns in the community in which it operates.
6.9.3 The management of Tshepi Butchery ensures that equipment and machines are regularly maintained. (3x2)

6.10 Advise business on how Total Quality Management (TQM) can reduce the cost of quality. (9)

QUESTION 5 **DBE/FEB-MARCH 2017**

5.5 Identify the total quality management (TQM) element illustrated in EACH statement below.

5.5.1 The management of JKM Fresh Fruits ensures that customer complaints are handled within 24hrs.
5.5.2 The employees of Tumi's Consulting regularly attend training courses on service delivery.
5.5.3 Home Appliances Manufacturers uses modern production technology to ensure their products are in line with the latest innovations.
5.5.4 The managing director of Themba's Holiday Lodge allows the staff to make inputs during strategic planning sessions.
5.5.5 Duncan Computers can afford to employ two additional experts in their Information Technology department. (10)

5.6 Explain how total quality management (TQM) can reduce the cost quality. (6)

5.7 Distinguish between quality performance and quality management. (4)

5.8 Suggest TWO quality indicators for EACH of the following business functions:

5.8.1 Marketing function. (4)

5.8.2 Administration function. (4)

QUESTION 6 **DBE/Feb-March 2017**

6.10 Analyse the negative impact of TQM if poorly implemented. (8)

QUESTION 10 **DBE/Feb-March 2017**

BUSINESS OPERATIONS (HUMAN RESOURCES AND QUALITY OF PERFORMANCE)

SHAKES MANUFACTURING LTD

Shakes Manufacturing Ltd is large business specializing in the manufacturing of school uniforms. Schools are not happy with quality of SML's products. The management of SML wants to recruit and appoint a production manager to monitor and evaluate their quality processes.

Provide a detailed report on the following aspects:

- Explain the recruitment procedure that SML should follow to fill the vacancy.
- Advise SML on the benefits of inducting the production manager.
- Elaborate on the advantages of monitoring and evaluating SML'S quality processes as a TQM element.
- Recommend ways in which the general manager of SML can contribute to the quality of performance of the business. **[40]**

QUESTION 5 **DBE SCE 2017**

5.4 Outline any THREE quality indicators of the marketing function. (6)
5.5 Explain the difference between quality control and quality assurance. (4)

5.6 Elaborate on the meaning of quality circles. (4)

5.7 Identify the business function that is responsible for improving the quality of performance in EACH statement below:

5.7.1 Gerald Ltd is not able to attract and retain skilled employees.
5.7.2 The customers of Pro Manufactures have returned faulty products due to factory defects.
5.7.3 The records of Thabo Consultants are not accurate as they use an outdated information technology system (ITS). (6)

5.8 Discuss the positive impact of monitoring and evaluation of quality processes as a TQM element on large businesses. (8)

QUESTION 10: **DBE SCE 2017**

Large and small businesses realise that total quality management (TQM) is crucial in winning customers' loyalty and to remain sustainable. All business functions play an important role in striving towards quality of performance in their respective departments.

Write an essay on quality of performance and include the following:

- Describe the term total quality management (TQM).
- Discuss the impact of the following elements of TQM on large businesses:
  - Continuous improvement to processes and systems
  - Total client/customer satisfaction
  - Continuous skills development
- Explain how the quality of performance in the financial and public relations functions can contribute the success of a business.
- Analyse the impact of TQM if poorly implemented by businesses. **[40]**

QUESTION 3: 52 marks 45 minutes (Source: GED)

3.1 Read the scenario below and answer the questions that follow.

Motse Architects specialises in designing and building houses. Their management is concerned about the following quality of performance of certain business functions:

- Poor management that has resulted in not achieving the objectives of the business.
- The buying of cheap and poor quality materials to keep their costs lower.
- No quality control measures during the manufacturing process.
- The business has lost the loyalty of their customers due to decline in sales.

3.1.1 Identify FOUR business functions that are represented by the scenario above Motivate your answer by quoting from the scenario above.

Use the following table as a guide to your answer.

BUSINESS FUNCTION	MOTIVATION
(a)	
(b)	
(c)	
(d)	

(12)

3.1.2 Suggest quality indicators for each business function identified in QUESTION 3.1.1.

QUESTION 5: BUSINESS OPERATIONS DBE NOV 2017

5.5 Describe any FOUR quality indicators of the purchasing function. (8)

5.6 Read the scenario below and answer the questions that follow.

COCO FRUIT LTD (CFL)
Coco Fruit Ltd supplies fruit juices. Speedy Supermarket complained to CFL that the juices go sour soon after delivery.

Investigations at CFL revealed that most of their employees are not trained properly, equipment is outdated, an effective organisational structure is not in place and management is ignoring issues. Speedy Supermarket decided to change to another supplier.

5.6.1 Quote FOUR reasons from the scenario why Speedy Supermarket changed to another supplier. (4)

5.6.2 Explain to CFL the advantages of monitoring and evaluating quality processes as element of total quality management (TQM). (6)

5.6.3 Discuss the importance of quality circles TQM. (4)

QUESTION 6: BUSINESS OPERATIONS **DBE NOV 2017**

6.6 Identify the total quality management (TQM) element applied by Imvelo Logistics in EACH case below.

6.6.1 Regular market research is conducted to determine the needs of consumers.

6.6.2 Sufficient capital and equipment are available to render quality service.

6.6.3 Employees are regularly trained to use the latest technology.

6.6.4 The CEO participates in decision-making at all levels of the company.

(8)

QUESTION 6: BUSINESS OPERATIONS **DBE/FEB-MARCH 2018**

6.10 Explain ways in which total quality management (TQM) can reduce of the cost of quality. (6)

QUESTION 5: BUSINESS OPERATIONS **DBE/FEB-MARCH 2018**

5.6 Read the scenario below and answer the questions that follow.

HUGO SHOE FACTORY(HSF)

Hugo Shoe Factory bought raw materials from Simba Suppliers who did not deliver on time. This resulted in delays in the manufacturing process. HSF is concerned about their productivity levels.

Redraw the table below in the ANSWER BOOK and then answer the questions below.

BUSINESS FUNCTIONS (5.6.1)	QUALITY INDICATORS (5.6.2)
(a)	
(b)	

5.6.1 Identify TWO business functions that are directly affected by the challenges in the scenario above. (4)

5.6.2 Advise HFL on the quality indicators for EACH business function identified in QUESTION 5.6.1 (8)

5.7 Explain the differences between quality control and quality assurance. (8)

5.8 Advise businesses on the role of quality circles in improving the quality of their products and services. (6)

QUESTION 10: BUSINESS OPERATIONS **DBE/FEB-MARCH 2018**

ZAMALEK LTD(ZL)

Zamalek Ltd (ZL) lost customers due to the poor quality of their products. Their management does not know how to implement total quality management(TQM) to ensure the continuous provision of quality products and services to their customers.

Consider the statement above and provide a detailed account of the following aspects:

- Discuss the ~~negative~~ impact on ZL if TQM is poorly implemented.
- Discuss the benefits of a good quality management system.
- Evaluate the impact of the following TQM elements on ZL:
  - Total client /customer satisfaction
  - Continuous skills development
- Advise ZL on how they should apply the PDCA model/cycle in order to improve quality of their products.

[40]

QUESTION 5 **DBE JUNE 2018**

5.5 Explain the difference between quality performance and quality management. (4)

5.6 Read the scenario below and answer the questions that follow.

NAIDOO SPICES (NS)

Naidoo Spices is a large business that specialises in selling different types of spices. The management of NS always requests their buyers to complete a questionnaire on the quality of their products and services.
NS has requested their quality circles to make suggestions on how to improve the quality of their products. Employees are also requested to bring new and innovative ideas on how to satisfy the needs of their clients.

5.6.1 Quote THREE statements from the scenario above and link EACH ONE to a specific element of total quality management (TQM).

Use the table below to answer this question.

STATEMENT FROM THE SCENARIO	TQM ELEMENTS

(9)

5.6.2 Discuss the importance of quality circles in TQM. (8)

5.7 Recommend ways in which businesses could improve the quality of performance within the purchasing function. (8)

QUESTION 6 **DBE SCE JUNE 2018**

6.9 Read the scenario below and answer the questions that follow.

NIVEN GRILLED CHICKEN (NGC)

Niven Grilled Chicken (NGC) sold grilled chicken to a variety of customers. NGC were known for the high quality of their chickens and obtained a large market share. Then the management of NGC neglected the implementation of certain total quality management (TQM) elements. NGC received poor publicity due to the low quality of some products. Their profits also declined resulting in investors withdrawing their money.

6.9.1 Quote TWO results of poor implementation of TQM by NGC from the scenario above. (2)

6.9.2 Explain the impact if TQM is poorly implemented by businesses, except those mentioned in QUESTION 6.9.1. (6)

6.9.3 Advise NGC on the benefits of a good quality management system. (6)

QUESTION 5 **DBE NOVEMBER 2018**

5.5 Read the scenario below and answer the questions that follow.

STRYDOM LEATHERS LIMITED (SLL)

Strydom Leathers Limited is a large business that specialises in the manufacturing of quality leather bags. They often upgrade their production process to stay ahead of their competitors. Customers are always requested to provide feedback about their products.

5.5.1 Identify the total quality management (TQM) elements applied by SLL. Motivate your answer by quoting from the scenario above.

Use the table below as a guide to answer QUESTION 5.5.1.

TQM ELEMENTS	MOTIVATION
1.	
2.	

(6)

5.5.2 Evaluate the impact of ONE TQM element, identified in QUESTION 5.5.1, on Strydom Leathers Limited as a large business. (8)

5.6 Explain the impact of TQM if it is poorly implemented by businesses. (6)

5.7 Advise businesses on the benefits of a good quality management system. (8)

QUESTION 10: **DBE NOV 2018**

Businesses implement quality assurance in order to produce quality products. Some managers believe that this can be achieved by focusing on quality management and quality performance. Others argue that the general management function and production function play an important role in implementing total quality management (TQM).

Give an in-depth analysis of quality of performance by referring to the following aspects:

- Elaborate on the meaning of quality assurance.
- Distinguish between quality management and quality performance.
- Suggest quality indicators of the general management function and the production function.
- Advise businesses on how TQM could reduce the cost of quality. **[40]**

QUESTION 5 **DBE JUNE 2019**

5.5 Read the scenario below and answer the questions that follow.

EXCLUSIVE CLOTHING ENTERPRISE (ECE)

Zinhle is the owner of Exclusive Clothing Enterprise. She was requested to share ideas on how she maintains the high quality standard of her products. She indicated that her employees are trained on a regular basis. Time and resources are used efficiently.

5.5.1 Quote TWO benefits of a good quality management system from the scenario above. (2)

5.5.2 Explain to Zinhle other benefits of a good quality management system. (8)

5.6 Describe how quality of performance in the following business functions can contribute to success of the business:

5.6.1 Administration

5.6.2 Marketing

5.7 Suggest ways in which total quality management (TQM) can reduce the cost of quality. (8)

QUESTION 5 **DBE NOV 2019**

5.5 Elaborate on the meaning of quality performance. (8)

5.6 Read the scenario below and answer the questions that follow.

PURPLE ENTERPRISE (PE)
Purple Enterprise is a large retail business that provides a variety of products. They prepare their own accounting records to ensure accurate tax payments. PE responded quickly when one of their clients was not happy with their service

Identify TWO business functions that are applicable to PE. Motivate your answer by quoting from the scenario above.

Use the table below as a guide to present your answer.

BUSINESS FUCNTIONS	MOTIVATION
1.	
2.	

(6)

5.7 Discuss the impact of TQM if poorly implemented by businesses. (8)

5.8 Explain the advantages of continuous improvement to processes and systems on large businesses. (6)

5.9 Recommend ways in which the quality of performance of the purchasing function could contribute to the success of the business. (6)

QUESTION 6 **DBE NOV 2019**

6.9 Name any THREE steps the PDCA model/cycle. (3)

QUESTION 10 **DBE NOV 2019**

Total quality management (TQM) enables businesses to strive for continuous growth and customer satisfaction. The effective implementation of TQM elements will enable business to keep abreast with changes and to reduce the cost of quality.

Write an essay on total quality management (TQM) in which you address the following aspects:

- Outline the benefits of a good quality management system.
- Distinguish between quality control and quality assurance.
- Discuss the impact of the following elements of TQM on large businesses:
  - Total client/customer satisfaction
  - Continuous skills development
  - Adequate financing and capacity
- Suggest ways in which TQM can reduce the cost of quality. **[40]**