1. KL manufactures low prices flip-flop shoes, it sells its flip-flop shoes through supermarkets across the country in towns and cities. ‘We need to use quality control, when we manufacture the flip-flops to make sure they are good quality or our customers will not be happy’, said the operations manager.
2. What is meant by ‘quality control’? [2]

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1. Identify **two** other methods, apart from quality control, of ensuring quality flip-flops are manufactured [2]

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1. Identify and explain **two** benefits of using quality control to KL. [4]

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1. Identify and explain **two** possible disadvantages of using quality control to KL. [4]

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1. Do you think the owners of KL should gain a quality mark, such as the ISO quality mark, for its flip-flop shoes? Justify your answer. [6]

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1. MN is a private limited company and it owns and operates three city cafes in a city centre. Customers expect the café to provide a quality service and also be ‘value for money.’ There has been an increasing number of customer complaints and the owners of LM are thinking of introducing quality assurance into their business. The city centre also has cafes which have a brand image of high quality and charge high prices.
2. What is meant by ‘quality service’? [2]

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1. Identify **two** possible reasons for an increasing number of customer complaints at the café. [2]

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1. Identify and explain **two** difficulties in introducing quality assurance into cafes. [4

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1. Identify and explain **two** reasons why the owner of LM wants to introduce quality assurance. [6]

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1. Do you think the owner of LM should charge higher prices in the café if quality assurance is introduced? Justify your answer. [6]

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