Solutions

IGCSE Business answers are marked by **level of response**: award **K** knowledge, **App** application, **An** analysis and **Ev** a justified judgement.

Each answer shows the steps, then the **result**.

2.1

- **quality** means a product is **good enough for what customers need** (K)

2.2

- **quality control**: checks **finished** goods and removes faults (K)
- **quality assurance**: builds quality into **every stage** to prevent faults (K)

2.3

- any **two** of: strong brand and loyalty / fewer returns / can charge a higher price (K, K)

3.1

- any **two** of: lost customers / damaged brand / more returns / wasted materials (K, K)

3.2

- for **each** of two benefits: K + An, max 3 each
- e.g. **fewer faults**: quality at each stage → faults caught early → less waste
- e.g. **better reputation**: consistent quality → trust → repeat sales

3.3

- **for**: poor quality loses customers and damages the brand
- **against**: price, promotion and place also matter
- **judgement (Ev)**: quality is a key factor, not always *the* most important — it depends on the product and market