Worksheet 4: Explain in context answers

1 The best answer is **B**

Answer A	One payment method could be using piece-rates. Piece-rates means that the workers will get paid for each dress that they make. This is likely to motivate the workers to produce more and make the business more revenue.	Although this response names the product (dresses) this is not contextual enough. Apart from the word 'dress', the rest of the answer would be true about any business using piece-rates, so not applied to the context.
Answer B	DC could pay the workers a salary. Since each dress is made to each customers' needs, a salary would mean that the highly skilled employees can concentrate on maintaining DC's reputation for quality by doing the best job possible, as opposed to making many dresses just to get paid more.	This response uses specific elements from the data (dresses are made to customer needs; the workers are highly skilled and DC's reputation) so it is clearly applied to the context and the best response.
Answer C	If the employees were paid using profit sharing, then they would be motivated to produce high quality products so that DC makes more profit, and their pay would be higher.	Nothing in this response is specific to DC. It is totally generic and therefore not applied to the context.

2 The best answer is **C**

Answer A	Job production is making one-off products that can be specific to each customer's needs This means that DC can charge a high price and make a high profit margin.	This response has good knowledge, but nothing here is specific to DC. Any business using job production can charge a high price and make a high profit margin, so this is not applied to the context.
Answer B	Each dress can be unique which means that it can be sold for a high price and make DC more profit.	This response is also true about any business using job production, so not applied to the context.
Answer C	Every dress will be made to the specifications gained when the designer meets the customer, meaning that customers will be more satisfied and pay a higher price to DC.	This response uses a specific piece of context (customers meet with the designers) so it is applied to the context and the best response.