

Grade 9 EMS Worksheet

How you are perceived

Discuss the questions below in your group and write your answers in your workbook.

- a) Why is it important to maintain a good name as a person? [2 marks]
- b) Why is a good image important for a business? [2 marks]
- c) Write down a definition in your own words for the concepts below. You can also consult a dictionary. [3 marks]
 - (i) Public relations
 - (ii) Social responsibility
 - (ii) Environmental responsibility

[Total: 7 marks]

Group assessment checklist

Criteria	Yes	No
Our group could explain why a good reputation is important.		
Our group could explain why a good image is important for a business.		
Our group could explain the meanings of public relations, social responsibility and environmental responsibility.		
Our group understands and respects the need to give back to the community and to protect the environment.		

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Suggested Solutions

Question number	Possible marks	Solution
1	7	<p>a) Maintaining a good name means having a good reputation. If your reputation is that of an honest person with integrity, that is how people will regard you. That will be your image. [2 marks]</p> <p>b) When a business has a good image people will want to do business with it and support it. This will increase the profitability of the business. [2 marks]</p> <p>c) Public relations: Public relations is the practice of establishing a favourable relationship between the business and the public in order to build the image of the business. [1 mark]</p> <p>Social responsibility: Social responsibility refers to the principle that a business should contribute to the welfare of the community from which it makes its profits. [1 mark]</p> <p>Environmental responsibility: Environmental responsibility in business refers to steps taken by businesses to prevent and reduce the negative effects they could have on the environment. [1 mark]</p>

Appendix of Assessment Tools

Group assessment checklist

Criteria	Yes	No
Our group could explain why a good reputation is important.		
Our group could explain why a good image is important for a business.		
Our group could explain the meanings of public relations, social responsibility and environmental responsibility.		
Our group understands and respects the need to give back to the community and to protect the environment.		