



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

BUSINESS STUDIES P1

NOVEMBER 2022

MARKS: 150

TIME: 2 hours

This question paper consists of 9 pages.

INSTRUCTIONS AND INFORMATION

Read the following instructions carefully before answering the questions.

- This question paper consists of **THREE** sections and covers **TWO** main topics.

SECTION A: **COMPULSORY**

SECTION B: Consists of **THREE** questions.

Answer any **TWO** of the three questions in this section.

SECTION C: Consists of **TWO** questions.

Answer any **ONE** of the two questions in this section.

- Read the instructions for each question carefully and take note of what is required.

Note that **ONLY** the answers to the first **TWO** questions selected in **SECTION B** and the answers to the **FIRST** question selected in **SECTION C** will be marked.

- Number the answers correctly according to the numbering system used in this question paper. **NO** marks will be awarded for answers that are numbered incorrectly.
- Except where other instructions are given, answers must be written in full sentences.
- Use the mark allocation and nature of each question to determine the length and depth of an answer.
- Use the table below as a guide for mark and time allocation when answering each question.

SECTION	QUESTION	MARKS	TIME (minutes)
A: Objective-type questions COMPULSORY	1	30	20
B: THREE direct/indirect-type questions CHOICE: Answer any TWO.	2	40	70
	3	40	
	4	40	
C: TWO essay-type questions CHOICE: Answer any ONE.	5	40	30
	6	40	
TOTAL		150	120

- Begin the answer to **EACH** question on a **NEW** page, e.g. **QUESTION 1** – new page, **QUESTION 2** – new page.
- You may use a non-programmable calculator.
- Write neatly and legibly.

SECTION A (COMPULSORY)**QUESTION 1**

1.1 Various options are provided as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question numbers (1.1.1 to 1.1.5) in the ANSWER BOOK, e.g. 1.1.6 D.

1.1.1 This Act creates a framework for acceptable employment practices and safety regulations in the workplace:

- A Basic Conditions of Employment Act (BCEA), 1997 (Act 75 of 1997)
- B Compensation for Occupational Injuries and Diseases Amendment Act (COIDA), 1997 (Act 61 of 1997)
- C Consumer Protection Act (CPA), 2008 (Act 68 of 2008)
- D Broad-Based Black Economic Empowerment Act (BBBEE), 2003 (Act 53 of 2003)

1.1.2 Bavaro Limited used ... as a BBBEE pillar when they requested their black employees to participate in the decision-making process.

- A ownership
- B enterprise and supplier development
- C skills development
- D management control

1.1.3 Dyna Auto Motors operate in the ... sector as they manufacture luxury cars.

- A economic
- B secondary
- C primary
- D tertiary

1.1.4 The process of matching an employee's skills and abilities with the requirements of a job:

- A Recruitment
- B Selection
- C Placement
- D Induction

1.1.5 The ... function is responsible for keeping documents orderly and in a safe place.

- A administration
- B purchasing
- C general management
- D public relations

(5 x 2) (10)

- 1.2 Complete the following statements by using the word(s) provided in the list below. Write only the word(s) next to the question numbers (1.2.1 to 1.2.5) in the ANSWER BOOK.

fair and honest dealings; description; performance; SWOT; forward vertical; PESTLE; specification; choose; management; backward vertical
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- 1.2.1 Ann exercised her right to ..., as stipulated in the Consumer Protection Act (CPA), 2008 (Act 68 of 2008), when she requested a written quotation from Tido Trading.
- 1.2.2 ZZ Butchery bought Mike Cattle Farm to have greater control over the supply of meat products. This is known as the ... integration strategy.
- 1.2.3 Vally Trading compiled a ... analysis to identify good practices and challenges within the business.
- 1.2.4 The job ... outlines the minimum acceptable qualifications and skills needed for the job.
- 1.2.5 Quality ... can be obtained if all departments work together for the same quality standard. (5 x 2) (10)

1.3 Choose a description from COLUMN B that matches a term in COLUMN A. Write only the letter (A–J) next to the question numbers (1.3.1 to 1.3.5) in the ANSWER BOOK, e.g. 1.3.6 K.

COLUMN A		COLUMN B	
1.3.1	Black Economic Empowerment	A	employees are paid for the number of items produced in a month
1.3.2	Strategic management process	B	provides regular and positive press releases
1.3.3	Time-related	C	candidates who applied for a vacancy are all invited to attend the interview
1.3.4	Screening	D	benefited only a few previously disadvantaged people
1.3.5	Public relations function	E	developing an action plan that includes tasks to be done
		F	employees are paid for the number of hours worked
		G	candidates who meet the minimum requirements are separated from others
		H	benefited a broader base of previously disadvantaged people
		I	developing an action plan to share with competitors
		J	uses pricing techniques to ensure a competitive advantage

(5 x 2) (10)

TOTAL SECTION A: 30

SECTION B

Answer ANY TWO questions in this section.

NOTE: Clearly indicate the QUESTION NUMBER of each question that you choose. The answer to EACH question must start on a NEW page, e.g. QUESTION 2 on a NEW page, QUESTION 3 on a NEW page.

QUESTION 2: BUSINESS ENVIRONMENTS

- 2.1 Name any TWO types of defensive strategies. (2)
- 2.2 Outline the advantages of diversification strategies. (6)
- 2.3 Identify the PESTLE elements that pose a challenge to Simmy Traders in EACH statement below:
- 2.3.1 Many customers cannot afford their products due to low income levels, resulting in a decline in sales.
- 2.3.2 They do not have internet facilities to cater for customers who prefer to make online purchases.
- 2.3.3 Simmy Traders can no longer afford to deliver goods due to the increase in the fuel price. (6)
- 2.4 Explain the steps in strategy evaluation. (6)
- 2.5 Read the scenario below and answer the questions that follow.

EXCEL BANK (EB)

Excel Bank offers various financial products to prospective clients. The bank conducts an affordability assessment before credit is granted. EB ensures that their clients receive information in an understandable language. They also allow clients to access and challenge their credit records.

- 2.5.1 Quote TWO consumer rights in terms of the National Credit Act (NCA), 2005 (Act 34 of 2005) from the scenario above. (2)
- 2.5.2 Discuss the impact of the National Credit Act on businesses. (6)
- 2.6 Explain *overtime* as one of the provisions of the Basic Conditions of Employment Act (BCEA), 1997 (Act 75 of 1997). (4)
- 2.7 Advise businesses on how they could apply the following forces of the Porter's Five Forces model to analyse their position in the market environment:
- 2.7.1 Power of buyers (4)
- 2.7.2 Threat/Barriers to new entrants to the market (4)

[40]

QUESTION 3: BUSINESS OPERATIONS

- 3.1 Name any THREE examples of fringe benefits. (3)
- 3.2 Outline the role of the interviewer before the interview. (4)
- 3.3 Read the scenario below and answer the questions that follow.

MAPS COMPUTERS (MC)

Maps Computers specialise in the manufacturing of computers. MC advertised a vacancy for a project manager on their business noticeboard.

- 3.3.1 Identify the method of recruitment used by MC. Motivate your answer by quoting from the scenario above. (3)
- 3.3.2 Explain the advantages of the method of recruitment identified in QUESTION 3.3.1 for a business. (4)
- 3.4 Discuss the reasons for the termination of an employment contract. (6)
- 3.5 Outline the quality indicators of the financial function. (4)
- 3.6 Read the scenario below and answer the questions that follow.

RASHID MANUFACTURERS (RM)

Rashid Manufacturers implement total quality management (TQM) to reduce the cost of quality. The employees of RM attend regular training sessions to understand their role in quality management. RM share good practices with business partners. They also work closely with suppliers to improve the quality of their raw materials.

- 3.6.1 Quote TWO ways in which TQM reduces the cost of quality from the scenario above. (2)
- 3.6.2 Explain other ways in which TQM can reduce the cost of quality. (4)
- 3.7 Discuss the impact of total quality management (TQM) if poorly implemented by businesses. (4)
- 3.8 Advise large businesses on the advantages of adequate financing and capacity as a total quality management (TQM) element. (6)

[40]

QUESTION 4: MISCELLANEOUS TOPICS

BUSINESS ENVIRONMENTS

4.1 Name any TWO types of business environments and state the extent of control businesses have over EACH business environment.

Use the table below as a GUIDE to answer QUESTION 4.1.

BUSINESS ENVIRONMENTS	EXTENT OF CONTROL
1.	
2.	

(4)

4.2 Outline the role of SETAs in supporting the Skills Development Act (SDA), 1998 (Act 97 of 1998).

(4)

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

TOM TRADING ENTERPRISE (TTE)

Tom Trading Enterprise wanted to increase the sale of their products. TTE employed additional sales representatives to distribute their products to other provinces.

4.3.1 Identify the type of intensive strategy used by TTE in the scenario above.

(2)

4.3.2 Explain TWO other types of intensive strategies.

(6)

4.4 Suggest ways in which businesses could comply with the Employment Equity Act (EEA), 1998 (Act 55 of 1998).

(4)

BUSINESS OPERATIONS

4.5 State FOUR aspects that should be included in an employment contract.

(4)

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

TUMISHO CONSULTANTS (TC)

Tumisho Consultants recently employed Mandy as a senior cashier. The management of TC agreed that Mandy will be offered in-service training to improve her skills. TC drew up a programme to ensure a smooth induction process. Mandy will be given the opportunity to experience different departments.

4.6.1 Quote TWO purposes of induction from the scenario above.

(2)

4.6.2 Describe the benefits of induction for businesses.

(4)

4.7 Explain how businesses can apply any TWO steps of the PDCA model to improve the quality of their products.

(6)

4.8 Advise businesses on the quality indicators of the purchasing function.

(4)

[40]

TOTAL SECTION B:

80

SECTION C

Answer ANY ONE question in this section.

NOTE: Clearly indicate the QUESTION NUMBER of the chosen question. The answer to the question must start on a NEW page, e.g. QUESTION 5 on a NEW page OR QUESTION 6 on a NEW page.

QUESTION 5: BUSINESS ENVIRONMENTS (LEGISLATION)

The Labour Relations Act (LRA), 1995 (Act 66 of 1995) makes provision for the rights of employees in the workplace. Businesses are expected to have a sound knowledge of this Act for effective implementation. Many businesses implement legal advice to avoid penalties for non-compliance with the LRA.

Write an essay on the Labour Relations Act in which you include the following aspects:

- Outline the rights of employees in terms of the Labour Relations Act.
- Explain the purpose of the Labour Relations Act.
- Discuss the impact of the Labour Relations Act on businesses.
- Advise businesses on penalties they may face for non-compliance with this Act.

[40]**QUESTION 6: BUSINESS OPERATIONS (QUALITY OF PERFORMANCE)**

Businesses implement quality control and quality assurance processes to produce high quality products. They also enjoy the benefits of a high quality management system. Continuous skills development and total client satisfaction contribute towards the effective implementation of total quality management (TQM). Other businesses prefer to use the services of quality circles to achieve the desired outcome.

Write an essay on quality of performance in which you include the following aspects:

- Outline the differences between *quality control* and *quality assurance*.
- Explain the benefits of a good quality management system.
- Discuss the impact of the following TQM elements on large businesses:
 - Continuous skills development/Education and training
 - Total client/customer satisfaction
- Advise businesses on the role of quality circles as part of continuous improvement to processes and systems.

[40]

TOTAL SECTION C: 40
GRAND TOTAL: 150