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SENIOR CERTIFICATE EXAMINATIONS/ NATIONAL SENIOR CERTIFICATE EXAMINATIONS

BUSINESS STUDIES P1

2021

MARKS: 150

TIME: 2 hours

This question paper consists of 9 pages.

INSTRUCTIONS AND INFORMATION

Read the following instructions carefully before answering the questions.

1. 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.

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

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

3. 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.
4. Except where other instructions are given, answers must be written in full sentences.
5. Use the mark allocation and nature of each question to determine the length and depth of an answer.
6. 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	30
B: THREE direct/indirect-type questions CHOICE: Answer any TWO.	2	40	30
	3	40	30
	4	40	30
C: TWO essay-type questions CHOICE: Answer any ONE.	5	40	30
	6	40	30
TOTAL		150	120

7. Begin the answer to **EACH** question on a **NEW** page, e.g. **QUESTION 1** – new page, **QUESTION 2** – new page.
8. You may use a non-programmable calculator.
9. 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 Cosmetics Ltd complied with the ... by providing the same work opportunities for people who are physically challenged.

- A Basic Conditions of Employment Act (BCEA), 1997 (Act 75 of 1997)
- B Employment Equity Act (EEA), 1998 (Act 55 of 1998)
- C Labour Relations Act (LRA), 1995 (Act 66 of 1995)
- D Compensation for Occupational Injuries and Diseases Amendment Act (COIDA), 1997 (Act 61 of 1997)

1.1.2 Workers are entitled to a meal break of ... minutes after five continuous hours of work.

- A 90
- B 45
- C 60
- D 15

1.1.3 Businesses add unrelated products to their existing products which may appeal to new customers. This is an example of a ... diversification strategy.

- A conglomerate
- B horizontal
- C concentric
- D diagonal

1.1.4 Mano and Sons used the ... recruitment method when they advertised a vacancy on their business noticeboard.

- A agencies
- B online
- C internal
- D external

1.1.5 The implementation of change on a wider scale by Themba Constructions is the ... step of the PDCA model.

- A plan
- B do
- C check
- D act

(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.

learnership; some control; management; headhunting; internship;
opportunity; performance; no control; strength; walk-ins

- 1.2.1 The owner of Luke Bed & Breakfast identified a/an ... when Mandy Bed & Breakfast closed down.
- 1.2.2 Businesses have ... over the market environment.
- 1.2.3 A/An ... agreement includes practical work experience that can lead to a recognised occupational qualification.
- 1.2.4 A well-experienced auditor from Zaks Consultants received an employment offer from Zizi's Consultants. This is known as ...
- 1.2.5 Adrian Manufacturers applied quality ... when they measured the total output of each department against specified standards. (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	Overtime	A	termination of an employment contract due to restructuring
1.3.2	Skills development levy	B	number of goods and services that satisfy the needs of customers
1.3.3	Screening	C	workers are allowed to work 11 hours per week outside their normal working hours
1.3.4	Quality	D	employers and employees contribute 1% of their payroll to SARS to train employees
1.3.5	Dismissal	E	candidates' skills and abilities are matched with the requirements of the job
		F	workers are allowed to work three hours per day outside their normal working hours
		G	ability of goods to meet the specific needs of customers
		H	employers contribute 1% of their payroll to SARS to train employees
		I	candidates' application forms are checked against the requirements of the job
		J	termination of an employment contract due to misconduct

(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 provisions of leave as stipulated in the Basic Conditions of Employment Act (BCEA), 1997 (Act 75 of 1997). (2)
- 2.2 Outline the rights of employees in terms of the Labour Relations Act (LRA), 1995 (Act 66 of 1995). (6)
- 2.3 Identify the PESTLE elements that pose a challenge to Berry Farm in EACH of the following statements:
- 2.3.1 Employees are unable to operate the modern machinery that has been purchased recently.
- 2.3.2 Management received a fine for dumping their waste material in the river.
- 2.3.3 Berry Farm can no longer export their products due to the unfavourable exchange rate. (6)
- 2.4 Explain the purpose of the Compensation for Occupational Injuries and Diseases Amendment Act (COIDA), 1997 (Act 61 of 1997). (6)
- 2.5 Read the scenario below and answer the questions that follow.

MONEY BANK (MB)

Money Bank charges the same interest rates regardless of the client's level of income. The National Credit Regulator (NCR) imposed a fine on Money Bank for reckless granting of credit. MB was instructed to bear all the costs related to the removal of the names of blacklisted clients from the credit bureau.

- 2.5.1 Quote TWO penalties imposed on MB for non-compliance with the National Credit Act (NCA), 2005 (Act 34 of 2005) from the scenario above. (2)
- 2.5.2 Describe the positive impact of the National Credit Act on businesses. (6)
- 2.6 Discuss any TWO types of defensive strategies. (6)
- 2.7 Suggest ways in which businesses could comply with the Consumer Protection Act (CPA), 2008 (Act 68 of 2008). (6)

[40]

QUESTION 3: BUSINESS OPERATIONS

- 3.1 State FOUR aspects that should be included in an employment contract. (4)
- 3.2 Outline the benefits of induction for businesses. (6)
- 3.3 Read the scenario below and answer the questions that follow.

SIPHO STATIONERS (SS)

Sipho Stationers advertised a vacancy for a bookkeeper in a local newspaper. The advertisement stated that the prospective candidate should have a relevant formal qualification. The bookkeeper must be able to draw up financial statements.

- 3.3.1 Identify TWO components of a job analysis highlighted by Sipho Stationers. Motivate your answer by quoting from the scenario above.

Use the table below as a GUIDE to answer QUESTION 3.3.1.

COMPONENTS OF A JOB ANALYSIS	MOTIVATIONS
1.	
2.	

- 3.3.2 Explain the advantages of external recruitment for businesses. (6)
- 3.4 Elaborate on the meaning of *quality management*. (4)
- 3.5 Read the scenario below and answer the questions that follow.

IKHAYA BRICKS MANUFACTURER (IBM)

The employees of Ikhaya Bricks Manufacturer are not adequately trained, resulting in the production of poor quality products. IBM is experiencing a decline in sales as more goods are returned by unhappy customers. The management of IBM maintains that the business has a good image regardless of these challenges.

- 3.5.1 Quote TWO results of poor implementation of TQM by IBM from the scenario above. (2)
- 3.5.2 Advise the management of IBM on the impact of TQM if poorly implemented, except for those quoted in QUESTION 3.5.1. (4)
- 3.6 Explain how the quality of performance of the administration function can contribute to the success of the business. (4)
- 3.7 Evaluate the impact of adequate financing and capacity as a total quality management (TQM) element on large businesses. (6)

[40]

QUESTION 4: MISCELLANEOUS TOPICS**BUSINESS ENVIRONMENTS**

- 4.1 Outline the role of SETAs. (4)
- 4.2 Read the scenario below and answer the questions that follow.

CAREL TELEVISIONS (CT)

Carel Televisions specialise in the manufacturing of smart television sets. They signed a contract with Thuli Distributors (TD) to deliver their products to customers. CT wants to implement intensive strategies for sustainable growth in the market.

- 4.2.1 Identify the type of business sector in which CT and TD operate. Motivate your answer by quoting from the scenario above.

Use the table below as a GUIDE to answer QUESTION 4.2.1.

	BUSINESS SECTORS	MOTIVATIONS
Carel Televisions (CT)		
Thuli Distributors (TD)		

- 4.2.2 Explain the advantages of intensive strategies. (4)
- 4.3 Suggest ways in which businesses could apply enterprise and supplier development (ESD) as a BBBEE pillar in the workplace. (6)

BUSINESS OPERATIONS

- 4.4 State TWO salary determination methods that businesses could apply to remunerate their employees. (2)
- 4.5 Read the scenario below and answer the questions that follow.

SUKI CONSULTING (SC)

Suki, the owner of Suki Consulting, will be conducting interviews for a vacant position. She prepared a set of questions that will be asked during the interviews. Suki also booked a suitable venue for the interviews.

- 4.5.1 Quote TWO roles of Suki, as the interviewer, before the interview, from the scenario above. (2)
- 4.5.2 Explain the purpose of an interview as a human resources activity. (6)
- 4.6 Discuss the importance of quality circles as part of continuous improvement to processes and systems. (4)
- 4.7 Advise businesses on the benefits of a good quality management system. (6)

[40]**TOTAL SECTION B: 80**

SECTION C

Answer ONE question in this section.

NOTE: Clearly indicate the QUESTION NUMBER of the chosen question. The answer to EACH 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 (BUSINESS STRATEGIES)

Businesses need to develop suitable strategies to deal with challenges in the business environment. Integration strategies could be implemented in response to findings from applying Porter's Five Forces model. Businesses need to evaluate their strategies.

Write an essay on business strategies in which you include the following aspects:

- Outline the steps in developing a strategy.
- Discuss THREE types of integration strategies.
- Explain how businesses could apply the following Porter's Five Forces model to analyse their position in the market environment:
 - Power of suppliers
 - Power of competitors/Competitive rivalry
 - Threat of substitution/Substitutes
- Advise businesses on the steps they should consider when evaluating strategies.

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

A good management system includes the quality control and quality assurance of products. Businesses need to manage the purchasing and marketing functions so that the end product satisfies the customer. A sound knowledge of continuous improvement to processes and systems, as a total quality management (TQM) element, can reduce the cost of quality.

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

- Outline the differences between *quality control* and *quality assurance*.
- Explain the quality indicators for the following business functions:
 - Purchasing
 - Marketing
- Evaluate the impact of continuous improvement to processes and systems as a TQM element on large businesses.
- Suggest ways in which TQM can reduce the cost of quality.

[40]

TOTAL SECTION C:	40
GRAND TOTAL:	150