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Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

BUSINESS STUDIES P1

NOVEMBER 2021

POINTS: 150

TIME: 2 hours

This question paper consists of 11 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.

SECTION C: Answer any TWO of the three questions in this section. Consists of TWO questions.

Answer any ONE of the two questions in this section.

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

Note that ONLY the first TWO questions in SECTION B and the first ONE 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 incorrectly numbered answers.

4. Except where other instructions are given, answers must be 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 guideline for mark and time allocation when answering each question.

SECTION	QUESTION	MARKS	TIME (minute)
A: Objective type of questions COMPULSORY	1	30	20
B: THREE direct / indirect types of 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

7. Start 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 given 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 requires businesses to provide pre-agreement statements to prospective clients:

- A Consumer Protection Act, 2008 (Act 68 of 2008) National
- B Credit Act, 2005 (Act 34 of 2005)
- C Employment Equity Act, 1998 (Act 55 of 1998) Occupational
- D Injuries Compensation and Amendment Act - diseases, 1997 (Act 61 of 1997)

1.1.2 Jerome, a farmer, applied the... integration strategy when he bought the fruit and vegetable stall selling his products.

- A forward
- B conglomeration
- C horizontal
- D backwards

1.1.3. A business has full control over the environment.

- A economic
- B macro
- C market-
- D micro-

1.1.4 This benefit is compulsory by law for employees:

- A Housing allowance
- B Medical aid
- C Unemployment Insurance Fund Car
- D Allowance

1.1.5 The marketing function is responsible for the... for a business.

- A design of advertising campaigns
- B augmentation of quality products
- C providing strategic plans providing
- D reliable information

(5 x 2) (10)

- 1.2 Complete the following statements using the word (s) 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.

quality managers; safety rules; SOOOs (SETAs); market development;
adequate funding; quality circles; compensation; product
development; service providers; total customer satisfaction

1.2.1 Siya Sonslim registered their apprenticeship agreements with....

1.2.2 Joan Enterprises has implemented... as an intensive strategy
when they opened a second branch in another city.

1.2.3 Tsego Manufacturers have included... in their induction program.

1.2.4 Large businesses monitor... by conducting market research to analyze
their buyers' needs.

1.2.5 Businesses use... to improve their processes and systems in the
workplace.

(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 National Credit regulator	A identify the business's strengths in the market environment
1.3.2 SSGB analysis	B describes the duties and responsibilities of a specific position
1.3.3 Dismissal	C can be obtained if all the business functions work together
1.3.4 Job description	D requires businesses offering loans to submit annual compliance reports
1.3.5 Quality management	E termination of an employment contract due to insolvency
	F identify a business's strengths and weaknesses
	G requires businesses to display information on their packaging
	H termination of an employment contract due to misconduct
	I can be used in each of the business functions for liability
	J describes the minimum personal attributes required for a job

(5 x 2) (10)

TOTAL SECTION A: 30

SECTION B

Answer ANY TWO questions in this section.

PLEASE NOTE: Clearly indicate the QUESTION NUMBER of each question you select. 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 FOUR forces from Porter's Five Forces model. (4)
- 2.2 Briefly describe the benefits of intensive strategies. (4)
- 2.3 Read the scenario below and answer the questions that follow.

ANDREW GARDEN SERVICES (AT)

Andrew Garden Services has experienced a decline in demand for their services. They decided to sell some of their tractors to pay off their debts.

- 2.3.1 Identify the type of defensive strategy that AT has applied. Motivate your answer by quoting from the scenario above. (3)
- 2.3.2 Explain ONE other type of defensive strategy that can be considered by AT. (3)
- 2.4 Discuss punitive measures that businesses may face for non-compliance with the Occupational Injuries Compensation Amendment Act and diseases (COIDA), 1997 (Act 61 of 1997). (6)

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

BANZI TRADERS (BH)

The management of Banzi Traders complies with the Basic Conditions of Employment Act (BCEA), 1997 (Act 75 of 1997). Pregnant employees are allowed to take leave for four consecutive months. Clark, the car driver, qualifies for one day's leave for every 17 days he worked.

Identify TWO types of leave that BH complied with, as stipulated in the BCEA. Motivate your answer by quoting from the scenario above.

Use the table below as a GUIDELINE to answer QUESTION 2.5.

TYPES OF LEAVE	MOTIVATIONS
1.	
2.	

(6)

2.6 Explain the rights of employees in terms of the Law on Labor Relations (LRA), 1995 (Act 66 of 1995).

(6)

2.7 Recommend ways in which businesses can apply the following pillars of the Broad-Based Black Economic Empowerment Act (BBBEE), 2003 (Act 53 of 2003) in the workplace:

2.7.1 Ownership

(4)

2.7.2 Enterprise and Supplier Development (OVO)

(4)

[40]

QUESTION 3: BUSINESS OPERATIONS

- 3.1 Name TWO salary determination methods. (2)
- 3.2 Expand on the meaning of *placement* as a human resource activity. (4)
- 3.3 Read the scenario below and answer the questions that follow.

LUNIC ENTERPRISE (LO)

Lunic Enterprise advertised a vacancy for a stock controller in the local newspaper. Preliminary interviews were conducted because many people applied for the vacancy. LO invited the shortlisted candidates for interviews.

- 3.3.1 Quote TWO aspects of the selection procedure that LO applied in the scenario above. (2)
- 3.3.2 Explain the role of the interviewer during the interview. (6)
- 3.4 Evaluate the impact of fringe benefits on businesses. (6)
- 3.5 Briefly describe the quality indicators of the public relations function. (4)
- 3.6 Read the scenario below and answer the question that follows.

DAIRY'S LIMITED (DB)

Dairy's Limited offered a variety of perishable products to their customers. They have developed ideas to improve their processes and systems. DB has decided to implement change on a small scale.

Identify TWO steps of the BDKH model that DB applied. Motivate your answer by quoting from the scenario above.

Use the table below as a GUIDELINE to answer QUESTION 3.6.

STEPS OF BDKH MODEL	MOTIVATIONS
1.	
2.	

- 3.7 Discuss the impact of total quality management (TQM) if businesses implement it poorly. (6)
- 3.8 Advise businesses on the difference between *quality control* and *quality assurance*. (4)

[40]

QUESTION 4: MISCELLANEOUS TOPICS**BUSINESS ENVIRONMENTS**

- 4.1 Name any THREE consumer rights as stipulated in the Consumer Protection Act (WMA), 2008 (Act 68 of 2008). (3)
- 4.2 Read the scenario below and answer the questions that follow.

KHANYA COMMUNICATION (KK)

Khanya Communications offers internet services for different clients. Their employees participated in a legal strike due to unsuccessful salary negotiations. Regular load shedding forced KK to close on certain days earlier. KK also ceded many customers to Greg Kommunikasjon, which offers similar services at lower prices.

- 4.2.1 Identify the business sector in which KK does business. Motivate your answer by quoting from the scenario above. (3)
- 4.2.2 Quote THREE challenges for KK from the scenario above. (3)
- 4.2.3 Classify KK's challenges according to the THREE business environments.

Use the table below as a GUIDELINE to answer QUESTIONS 4.2.2 and 4.2.3.

CHALLENGES (4.2.2)	BUSINESS ENVIRONMENTS (4.2.3)
1.	
2.	
3.	

- 4.3 Explain how the Sectoral Education and Training Authorities (SETAs) are funded. (4)
- 4.4 Advise businesses on the steps they should consider when evaluating strategies. (4)

BUSINESS OPERATIONS

4.5 Name FOUR sources of internal recruitment. (4)

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

GIANT TRADERS (GH)

Lisa, the manager of the human resource function at Giant Traders, is expected to pay the same to employees who do work of equal value. GH makes sure they have a good relationship with their employees. Lisa was requested to post a summary of the Employment Equity Act (WGI) for easy access and referral upon receipt.

4.6.1 Quote TWO implications of the WGI on the human resource function of GH from the scenario above. (2)

4.6.2 Explain other implications of the WGI on the human resource function. (4)

4.7 Explain the benefits of a good quality management system. (4)

4.8 Evaluate the impact of continuous skills development / education and training as an element of total quality control (TGB) on large businesses. (6)
[40]

TOTAL SECTION B: 80

SECTION C

Answer ANY ONE question in this section.

PLEASE NOTE: Clearly indicate the QUESTION NUMBER of each question you select. The answer to EVERY 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)

A strategic management process enables businesses to implement appropriate strategies to overcome the challenges posed by the business environments. Many businesses prefer to diversify their products to stay sustainable in the market. Others apply the PESTWO factors to identify challenges in the macro environment and to find ways to address these challenges.

Write an essay on the business strategies that include the following aspects:

- Briefly describe the *process of strategic management*.
- Explain THREE types of diversification strategies.
- Discuss how the following PESTWO factors pose challenges for businesses:
 - o Economic
 - o Social
 - o Technologies
- Recommend ways in which businesses can address the challenges posed by the PESTWO factors above.

[40]**QUESTION 6: BUSINESS OPERATIONS (HUMAN RESOURCE FUNCTION)**

Businesses must follow the correct recruitment procedure to find suitable candidates. Some businesses prefer the external recruitment method and ensure that new employees receive proper induction. It is important that new employees sign a legal employment contract.

Write an essay on the human resource function in which you discuss the following aspects:

- Briefly describe the *recruitment procedure*.
- Explain the impact of external recruitment on businesses.
- Discuss the benefits of induction for businesses.
- Advise businesses on the legal requirements of the employment contract.

[40]

TOTAL SECTION C:	40
GRAND TOTAL:	150