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**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

BUSINESS STUDIES P1

SEPTEMBER 2022

MARKS: 150

TIME: 2 hours



EBSTDP1

This question paper consists of 10 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 carefully 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 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

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 number (1.1.1 to 1.1.5) in the ANSWER BOOK, e.g. 1.1.6 D.

1.1.1 The purpose of the Labour Relations Act, 1995 (Act 66 of 1995) is to ...

- A use the workplace as an active learning environment.
- B provide a procedure for dispute resolution.
- C ensure affirmative actions.
- D set the conditions for employment.

1.1.2 Bright Cooldrink Manufacturer added tyres to their product line. They implemented the ... diversification strategy.

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

1.1.3 The process of choosing the five most suitable candidates for the job is known as ...

- A shortlisting.
- B placement.
- C reference checking.
- D recruitment.

1.1.4 Square Wholesale terminated the employment contracts of some employees due to insolvency. This is known as ...

- A resignation.
- B redundancy.
- C retrenchment.
- D retirement.

1.1.5 The ... function is responsible for setting direction and establishing priorities for the business.

- A financial
- B general management
- C administration
- D purchasing

(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 number (1.2.1 to 1.2.5) in the ANSWER BOOK.

primary; National Skills; SWOT; secondary; time-related;
adequate financing and capacity; Human Resource; PESTLE;
piecemeal; monitoring and evaluation

- 1.2.1 The ... Development strategy aims at achieving faster economic growth and reduced levels of poverty.
- 1.2.2 SMART Paints operates in the ... sector as they specialise in the manufacturing of paint.
- 1.2.3 Rajid Constructions conducted a ... analysis when they discovered that some of their employees lack the necessary skills to perform new tasks.
- 1.2.4 Curio Pots compensates employees based on the number of hours spent making pots. This method of salary determination is known as ...
- 1.2.5 Baloyi Trading can afford market researchers to gather information. This is the advantage of ... as a TQM element.

(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 number (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 Act	A process of placing a job advertisement in the appropriate media
1.3.2 Strategic management process	B aims at satisfying the needs of consumers beyond their expectations
1.3.3 Employment contract	C includes taking over the market environment
1.3.4 Induction	D eliminates unfair discrimination when making appointments
1.3.5 Total quality management	E agreement between the employer and trade unions
	F eliminates reckless buying
	G requires management to focus only on continuous improvement to business processes
	H process of introducing new employees to the business and its related aspects
	I agreement between the employer and employee
	J includes environmental scanning

(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 THREE provisions of the Basic Conditions of Employment Act (BCEA), 1997 (Act 75 of 1997). (3)
- 2.2 Outline the role of SETAs in supporting the Skills Development Act (SDA), 1998 (Act 97 of 1998). (4)
- 2.3 Identify the consumer right applicable to Megan Traders in EACH statement below:
- 2.3.1 Megan Traders may not use physical force and harass customers.
- 2.3.2 Customers may reject goods that are not similar to the samples marketed.
- 2.3.3 Megan Traders should honour credit vouchers and prepaid services offered to customers. (6)
- 2.4 Explain how businesses could apply the following forces of the Porter's Five Forces model to analyse their position in the market environment:
- 2.4.1 Power of buyers (4)
- 2.4.2 Threats/Barriers of new entrance to the market (4)
- 2.5 Read the scenario below and answer the questions that follow.

LEGENDARY BOUTIQUE (LB)

The cashier position at Legendary Boutique was advertised in the newspaper. People with disabilities were encouraged to apply for the vacant position.

- 2.5.1 Identify the Act that was applied by LB. Motivate your answer by quoting from the scenario above. (3)
- 2.5.2 Explain the advantages of the Act identified in QUESTION 2.5.1 for businesses. (4)
- 2.6 Discuss any TWO types of defensive strategies. (6)
- 2.7 Suggest ways in which businesses could comply with the National Credit Act (NCA), 2005 (Act 34 of 2005). (6)

[40]

QUESTION 3: BUSINESS OPERATIONS

- 3.1 Name any TWO aspects that should be included in an employment contract. (2)
- 3.2 Outline the role of the interviewer before an interview. (6)
- 3.3 Read the scenario below and answer the question that follows.

NEO SHUTTLE SERVICES (NSS)
<p>Neo Shuttle Services compiled a job advertisement and included the following information:</p> <ul style="list-style-type: none"> The prospective candidate should have a valid driver's license. The successful candidate will be in charge of transporting clients from the airport to the final destination.

Identify TWO components of a job analysis highlighted by NSS. Motivate your answer by quoting from the scenario above.

Use the table below as a GUIDE to answer QUESTION 3.3.

COMPONENTS OF A JOB ANALYSIS	MOTIVATIONS
1.	
2.	

- 3.4 Explain the link between salary determination and the Basic Conditions of Employment Act (BCEA), 1997 (Act 75 of 1997). (6)
- 3.5 Outline the quality indicators of the marketing function. (4)
- 3.6 Explain the benefits of a good quality management systems. (4)
- 3.7 Read the scenario below and answer the questions that follow.

FAIR PRICE MANUFACTURERS (FPM)
<p>Fair Price Manufacturers use quality circles services to continuously improve their processes and systems. Quality circles investigate problems and suggest solutions to management. They also ensure that the business maintains a competitive advantage in the market. Quality circles contribute towards the improvement and development of the organisation.</p>

- 3.7.1 Quote TWO roles of quality circles from the scenario above. (2)
- 3.7.2 Discuss other roles of quality circles as part of continuous improvement to processes and systems. (4)
- 3.8 Advise businesses on how they could apply "check" as part of the PDCA steps. (6)

[40]

QUESTION 4: MISCELLANEOUS TOPICS**BUSINESS ENVIRONMENTS**

4.1 Name any FOUR pillars of the Broad-Based Black Economic Empowerment Act (BBBEE), 2003 (Act 53 of 2003). (4)

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

BABA FARM (BF)

BABA Farm specialises in the production of crops. BF buys their equipment from Gerald Suppliers who have increased their prices by more than 15%. Jane, the supervisor does not have a good working relationship with her employees. BF can no longer export their products due to an increase in the exchange rates.

4.2.1 Quote THREE challenges for BF from the scenario above. (3)

4.2.2 Classify BF's challenges according to the THREE business environments. (3)

4.2.3 State the extent of control that BF has over EACH business environment mentioned in QUESTION 4.2.2. (3)

Use the table below as a GUIDE to answer QUESTIONS 4.2.1 to 4.2.3.

CHALLENGES (4.2.1)	BUSINESS ENVIRONMENTS (4.2.2)	EXTENT OF CONTROL (4.2.3)
1.		
2.		
3.		

4.3 Discuss any ONE type of integration strategy. (3)

4.4 Advise businesses on the penalties they may face for non-compliance with the Compensation for Occupational Injuries and Diseases Amendment Act (COIDA), 1997 (Act 61 of 1997). (4)

BUSINESS OPERATIONS

- 4.5 Name any TWO examples of fringe benefits. (2)
- 4.6 Outline the placement procedure as a human resources activity. (4)
- 4.7 Explain the advantages of internal recruitment for businesses. (4)
- 4.8 Describe the quality indicators of the production function. (4)
- 4.9 Read the scenario below and answer the questions that follow.

SOFT FINISH PAINTERS (SFP)

Soft Finish Painters is well-known for providing high-quality products to a wide range of customers. SFP measures the total performance of each department against a specified standard. They are also aware of the impact of total quality management (TQM) if it is poorly implemented.

- 4.9.1 Identify the quality concept applied by SFP in the scenario above. (2)
- 4.9.2 Advise the management of SFP on the impact of TQM if poorly implemented. (4)
- [40]**

TOTAL SECTION B: 80

SECTION C

Answer **ANY ONE** question in this section.

NOTE: Clearly indicate the QUESTION NUMBER of the question chosen. 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)

Diversification strategies are used by many businesses to remain productive and sustainable in the market. Some businesses prefer intensive strategies to deal with the challenges posed by the micro and market environments. Others agree that using PESTLE analysis allows them to identify challenges posed by the macro-environment and evaluate chosen strategies.

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

- Outline the advantages of diversification strategies.
- Describe THREE types of intensive strategies.
- Explain how any THREE PESTLE factors pose challenges to businesses.
- Advise businesses on steps they should consider when evaluating strategies.

[40]

QUESTION 6: BUSINESS OPERATIONS (QUALITY OF PERFORMANCE)

Many businesses in the manufacturing industry implement quality control and quality assurance to remain competitive in the market. The administration function ensures the efficient performance of all departments in an organisation. Some businesses use total management quality (TQM) elements to reduce the cost of quality.

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

- Outline the differences between *quality control* and *quality assurance*.
- Explain how quality of performance of the administration function can contribute to the success of the business.
- Discuss the impact of the following TQM elements on large businesses.
 - Total client/customer satisfaction
 - Continuous skills development/Education and training
- Recommend ways in which TQM can reduce the cost of quality.

[40]

TOTAL SECTION C: 40
GRAND TOTAL: 150