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GRADE 12

SEPTEMBER 2022

BUSINESS STUDIES P1

MARKS: 150

TIME: 2 hours

This question paper consists of 8 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 particular 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 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 numbers (1.1.1 to 1.1.5) in the ANSWER BOOK, for example 1.1.6 D.

1.1.1 This Act regulates the implementation of affirmative action when businesses make new appointments:

- A Consumer Protection Act, 2008 (Act 68 of 2008)
- B Employment Equity Act, 1998 (Act 55 of 1998)
- C Broad-Based Black Economic Empowerment Act, 2003 (Act 53 of 2003)
- D Labour Relations Act, 1995 (Act 66 of 1995)

1.1.2 Tau, a livestock farmer, implemented the ... integration strategy when he bought Kagiso Butchery.

- A forward vertical
- B backward vertical
- C intensive
- D horizontal

1.1.3 It is easy for Power Electric to influence prices as there are limited businesses that provide electricity. This refers to the ... as an element of Porter's Five Forces model.

- A threats/barriers for new entrants to the market
- B threat of substitution/substitutes
- C power of buyers
- D power of suppliers

1.1.4 It is compulsory for businesses to offer ... for their employees as a benefit.

- A housing allowances
- B car allowances
- C Unemployment insurance fund
- D bonuses

1.1.5 The ... function is responsible for ensuring that effective strategic plans are monitored.

- A administration
- B general management
- C human resource
- D financial

(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.

assurance; retirement; privacy; secondary; description;
promotion; control; resignation; specification; tertiary

- 1.2.1 Consumers can object to unwanted promotional e-mails. This is referred to as a right to ...
- 1.2.2 Coastal Furniture operates in the ... sector as they specialise in the manufacturing of wooden furniture.
- 1.2.3 Core Enterprise specified the prospective candidate's duties and responsibilities in their job advertisement. This is an example of job ...
- 1.2.4 Nande, decided to leave Grand Traders after being offered a better job opportunity. This is known as ...
- 1.2.5 Quality ... refers to checks carried out during and after the production process.

(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, for example 1.3.6 K.

COLUMN A	COLUMN B
1.3.1 SETAs	A aims at maximising the business profits
1.3.2 Divestiture	B makes reliable information available to management on time
1.3.3 Time-related	C provides employment opportunities
1.3.4 PDCA cycle	D selling all assets to pay creditors
1.3.5 Administration function	E workers are paid according to the number of items produced
	F provides accreditation for skills development facilitators
	G aims at continuous improvement to processes and systems
	H workers are paid according to the number of hours spent on a task
	I makes changes to products based on feedback from customers
	J selling some assets that are no longer profitable

(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 intensive strategies. (2)

2.2 Outline the rights of employers in terms of the Labour Relations Act (LRA), 1995 (Act 66 of 1995). (4)

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

TECH WORLD (TW)

Tech World is well-known throughout the country for selling high-quality computers. They recently began selling cellphones and accessories to various customers.

2.3.1 Identify the type of diversification strategy applied by TW in the scenario above. (2)

2.3.2 Explain TWO other types of diversification strategies. (6)

2.4 Discuss the advantages of the Broad-Based Black Economic Empowerment Act (BBBEE), 2003 (Act 53 of 2003) for businesses. (6)

2.5 Read the scenario below and answer the question that follows.

MOODLEY MANUFACTURERS (MM)

Moodley Manufacturers specialises in the production of winter jackets. Employees at MM are only permitted to work an additional three hours per day beyond their normal working hours. MM also ensures that children over the age of 15 do not do work that is harmful to their health.

Identify TWO provisions as stipulated in the Basic Conditions of Employment Act (BCEA), 1997 (Act 75 of 1997) that MM complied with. Motivate your answer by quoting from the scenario above.

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

PROVISIONS	MOTIVATIONS
1.	
2.	

(6)

2.6 Explain how the following PESTLE factors pose challenges to businesses:

2.6.1 Legal (4)

2.6.2 Environmental (4)

2.7 Suggest ways in which business could comply with the National Credit Act (NCA), 2005 (Act 34 of 2005). (6)

[40]

QUESTION 3: BUSINESS OPERATIONS

- 3.1 State any FOUR aspects that should be included in an induction programme. (4)
- 3.2 Outline any TWO legal requirements of an employment contract. (4)
- 3.3 Read the scenario below and answer the questions that follow.

LIFE TRADERS (LT)

Life Traders has a vacancy for an administration clerk. The human resources manager prepared a job analysis to identify the recruitment needs of the business. LT also compiled a shortlist of candidates. The vacancy was internally advertised via internal email. The management of LT conducted interviews to assess the competency of selected candidates.

- 3.3.1 Quote TWO steps of the recruitment procedure that LT applied in the scenario above. (2)
- 3.3.2 Explain the role of the interviewer during the interview. (6)
- 3.4 Advise businesses on the benefits of induction. (4)
- 3.5 Outline the quality indicators of the marketing function. (4)
- 3.6 Read the scenario below and answer the question that follows.

AUTO CARS LIMITED (ACL)

Auto Cars Limited is a large business that specialises in the production of sport cars. ACL always request their customers to give feedback on the quality of their products. ACL can afford to pay market researchers to gather information.

Identify TWO total quality management (TQM) elements applied by ACL. Motivate your answer by quoting from the scenario above.

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

TQM ELEMENTS	MOTIVATIONS
1.	
2.	

- (6)
- 3.7 Explain the benefits of a good quality management system. (6)
- 3.8 Advise businesses on the role of quality circles as part of continuous improvement to processes and systems. (4)

[40]

QUESTION 4: MISCELLANEOUS TOPICS

BUSINESS ENVIRONMENTS

- 4.1 Define the meaning of *learnership*. (2)
- 4.2 Read the scenario below and answer the questions that follow.

HENNIE CONSTRUCTION (HC)

Hennie Construction specialises in building of low-cost housing. The suppliers of HC do not always deliver materials on time. The recent increase in the fuel price is affecting their sales. The management of HC lacks necessary skills to run the business successfully.

Use the table below as a GUIDE to answer QUESTION 4.2.1 and 4.2.2.

CHALLENGES (4.2.1)	BUSINESS ENVIRONMENTS (4.2.2)
1.	
2.	
3.	

- 4.2.1 Quote THREE challenges for HC from the scenario above. (3)
- 4.2.2 Classify HC’s challenges according to the THREE business environments. (3)
- 4.3 Explain the *strategic management process*. (6)
- 4.4 Evaluate the impact of the Compensation for Occupational Injuries and Diseases Amendment Act (COIDA), 1997 (Act 61 of 1997) on businesses. (6)

BUSINESS OPERATIONS

- 4.5 Name FOUR sources of external recruitment. (4)
- 4.6 Outline the selection procedure as a human resource activity. (6)
- 4.7 Read the scenario below and answer the questions that follow.

DUMI LIGHTING (DL)

Dumi Lighting specialises in the selling of light fittings. DL places orders on time and follows up on a regular basis to ensure that goods are delivered on time.

- 4.7.1 Name the business function that applies to the scenario above. (2)
- 4.7.2. Explain other quality indicators of the business function mentioned in QUESTION 4.7.1. (4)
- 4.8 Advise businesses on the impact of total quality management (TQM) if poorly implemented by businesses. (4)

[40]

TOTAL SECTION B: 80

SECTION C

Answer ONE question in this section.

NOTE: Clearly indicate the QUESTION NUMBER of each question chosen.
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 Consumer Protection Act (CPA), 2008 (Act 68 of 2008) promotes the social and economic welfare of consumers in South Africa. The consumer rights stipulated in the CPA protects consumers against unfair business practices. Businesses may face penalties for non-compliance with the CPA.

Write an essay on the Consumer Protection Act in which you include the following aspects:

- Outline the purpose of the Consumer Protection Act.
- Explain the following consumer rights as stipulated in the CPA:
 - Right to choose
 - Right to information about products and agreements/Right to disclosure and information
 - Right to equality in the consumer market place
- Discuss the impact of the CPA on businesses.
- Advise businesses on penalties that they may face for non-compliance with this Act.

[40]

QUESTION 6: BUSINESS OPERATIONS (QUALITY OF PERFORMANCE)

The production function plays an important role in ensuring that businesses remain productive and sustainable. Many businesses realise the importance of quality management and quality performance in achieving their objectives. They also implement continuous skills development and monitoring and evaluation of quality processes as part of total quality management (TQM) elements. Large businesses agree that TQM reduces the cost of quality.

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

- Outline the quality indicators of the production function.
- Explain the differences between *quality management* and *quality performance*.
- Discuss the impact of the following TQM elements on large businesses:
 - Continuous skills development/Education and training
 - Monitoring and evaluation of quality processes
- Suggest ways in which TQM can reduce the cost of quality.

[40]

TOTAL SECTION C: 40
GRAND TOTAL: 150