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**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

BUSINESS STUDIES P1

PREPARATORY EXAMINATION

SEPTEMBER 2023

MARKS: 150

TIME: 2 hours

This question paper consists of 11 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 two questions in this section.

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

Note that ONLY 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 guide for mark and time allocation when answering each question.

SECTION	QUESTION	MARKS	TIME (minutes)
A: Objective-type questions COMPULSORY	1	20	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 makes it possible for consumers to access debt counselling:

- A Consumer Protection Act (CPA), 2008 (Act 68 of 2008).
- B Employment Equity Act, 1998 (Act 55 of 1998).
- C National Credit Act (NCA), 2005 (Act 34 of 2005.)
- D Labour Relations Act, 1995 (Act 66 of 1995).

1.1.2 Scar Motors Manufacturers has taken over ZB Tyre Suppliers. They have applied... integration strategy.

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

1.1.3 In application of the PDCA model, the step where the business implement the change in a small scale is...

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

1.1.4 Khule, a new employee at Ntuzu Supermarket was recently assigned to a management position. This is known as...

- A skills development.
- B induction.
- C selection.
- D placement.

1.1.5 Smart IT can afford market researchers and product researchers to gather information. This is a positive impact of...as a TQM element

- A adequate financing and capacity
- B continuous improvement to processes and systems
- C continuous skills development
- D monitoring and evaluating quality processes

(5x2) (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.

20 employees; Basic Conditions of Employment Act; piecemeal; PESTLE analysis; quality performance; Labour Relations Act; 50 employees; time related; quality management; SWOT analysis;

- 1.2.1 Ziyabuya Construction contravened ... by preventing the establishment of workplace forum in the workplace.
- 1.2.2 Businesses with... or more should appoint skills development facilitator as a compliance to Skills Development Act.
- 1.2.3 Businesses compile ... to identify weaknesses in their operation.
- 1.2.4 Azure Furniture Suppliers use ...salary determination method as workers are paid according to the number of tables produced.
- 1.2.5 The techniques that businesses use to improve quality of their product is referred to as...

(5x2) (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 Learnership	A checking of applicant's documents against the requirements of the job.
1.3.2 Legal factor	B enables businesses to improve on delivery of service to satisfy the needs of customers.
1.3.3 Induction	C business should include black people in shareholding.
1.3.4 Total Quality Management	D business should obtain trading licence for establishment purpose.
1.3.5 Management control	E an agreement includes practical work experience that can lead to a recognised occupational qualification.
	F ability of a service to satisfy a specific need.
	G process of introducing new employees to the business and its related aspects.
	H involve black people in the decision making.
	I research recent government policies.
	J formal program to provide practical experience for beginners in an occupation or profession.

(5×2) (10)

TOTAL SECTION A: [30]

SECTION B

Answer ANY TWO questions from 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 FOUR consumer rights according to Consumer Protection Act (CPA), 2008 (Act 68 of 2008). (4)
- 2.2 Outline the purpose of the Employment Equity Act (EEA), 1998 (Act 55 of 1998). (6)
- 2.3 Read the scenario below and answer the questions that follow.

MABIZA CONSTRUCTION (MB)

Mabiza Construction specialises in road construction. During the past year there had been many injuries on duty. The management prevents employees from reporting the accidents. MB does not pay its annual fees to the Compensation Fund. They also force employees to make contribution to this fund.

- 2.3.1 Quote actions regarded as non-compliance by the Compensation for Occupational Injuries and Diseases Amended Act, 1997 (Act 61 of 1997). (2)
- 2.3.2 Explain other actions regarded as non-compliance by the Compensation for Occupational Injuries and Diseases Amended Act, 1997 (Act 61 of 1997). (4)
- 2.4 Describe the advantages of intensive strategies. (6)

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

PILLAYS SPORTSWEAR (PS)

Pillay Sportswear suffered a financial set back due to severe floods. PS sold unproductive assets to secure cash and pay off debts.

2.5.1 Identify the type of defensive strategy applied by PS. Motivate your answer by quoting from the scenario above. (3)

2.5.2 Describe any ONE other type of defensive strategies. (3)

2.6 Discuss the positive impact of Skills Development Act (SDA), 1998 (Act 97 of 1998). (6)

2.7 Recommend ways in which businesses can deal with the challenges posed by technological factor as a PESTLE element. (6)

[40]

QUESTION 3: BUSINESS OPERATIONS

3.1 Name any THREE sources of internal recruitment. (3)

3.2 Outline the legal requirements of an employment contract. (4)

3.3 Read the scenario below answer the questions that follow.

JONES AGENCIES (JA)

The marketing manager at Jones Agencies identified the need to employ additional customer service consultant. An advertisement for a vacant post was placed in the local newspapers.

3.3.1 Identify the type of recruitment method that JA used. Motivate your answer by quoting from the scenario above. (3)

3.3.2 Discuss the impact of the type of recruitment identified in QUESTION 3.3.1. (6)

3.4 Describe TWO components of the job analysis (6)

- 3.5 Identify the business function applicable to ZOZ Caterers in the statements below:
- 3.5.1 Employees of ZOZ Caterers were awarded in the year-end function for good work done.
- 3.5.2 ZOZ Caterers offers free cooking lessons to unemployed members of the local community.
- 3.5.3 Manager of ZOZ Caterers ensures that business obtains loans from reliable sources. (6)
- 3.6 Read the scenario below and answer the questions that follow.

NTOKOZO EXCLUSIVE BAGS (NEB)

Ntokozo Exclusive Bags specialises in manufacturing of fashionable bags. NEB has introduced quality circles to improve quality of their products. Their bags have constantly improved which has resulted in increased level of customer satisfaction. NEB image has improved as there are less returns.

- 3.6.1 Quote TWO benefits of good quality management system from the scenario above. (2)
- 3.6.2 Discuss other benefits of good quality management system to NEB. (4)
- 3.7 Advise businesses on the impact of TQM if poorly implemented by businesses. (6)
- [40]**

QUESTION 4: MISCELLANEOUS TOPICS**BUSINESS ENVIRONMENTS**

4.1 Name any TWO types of diversification strategies. (2)

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

SMITH REAL ESTATE (SRE)

Smith Real Estate is selling modern houses. The recent increase in interest rate has impacted negatively on the demand for SRE properties. SRE is losing its clients to Khaya Real Estate who is renting out property. Employees are demotivated as they are struggling to get more customers.

4.2.1 Identify the business sector in which SRE is operating. (2)

4.2.2 Quote THREE challenges for SRE from the scenario. (3)

4.2.3 Classify SRE challenges according to the THREE business environment. (3)

Use the table below as a GUIDE to answer QUESTION 4.2.2 to 4.2.3

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

4.3 Explain how SETAs are funded. (6)

4.4 Advise businesses on family responsibility leave as a provision stipulated in the Basic Conditions of Employment Act (BCEA), 1997 (Act 75 of 1997). (4)

BUSINESS OPERATIONS

4.5 Name any FOUR aspects that should be included in an induction programme. (4)

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

PROMISE TRAVEL AND TOURISM(PTT)

Sissy is an employee at Promise Travel and Tourism. Above her salary package, she also receives medical aid fund and pension fund. She is also registered with Unemployment Insurance Fund (UIF) as a beneficiary.

4.6.1 Quote TWO fringe benefits provided by PTT from the scenario above. (2)

4.6.2 Explain Unemployment insurance Fund as a benefit required by law. (4)

4.7 Discuss ways in which TQM reduces the cost of quality. (4)

4.8 Evaluate the impact of continuous improvement to processes and system on large businesses. (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 conduct strategic management process to overcome challenges. Application of Porter's Five Forces model is essential for business sustainability. Businesses benefit from implementing various intensive strategies in addressing identified challenges. Business strategies should be consistently evaluated for future improvements.

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

- Outline the strategic management process.
- Explain how businesses could apply the following Porter's Five Forces to analyse their position in the market.
 - Power of buyers.
 - Power of competitors.
- Discuss THREE types of intensive strategies.
- Advise businesses on the steps that should be considered when evaluating strategies.

[40]

QUESTION 6: BUSINESS OPERATIONS (HUMAN RESOURCES FUNCTION)

Proper selection procedure must be followed to ensure that suitable employees fill in vacancies. The interviewees must be aware of their roles during the interview process. Businesses should offer employees attractive salary packages including fringe benefits. Successful applicants are required to sign employment contracts, which can be terminated for various reasons.

Give an in-depth analysis of human resources function by referring to the following aspects:

- Outline the selection procedure as human resources activity.
- Explain the role of the interviewee during an interview.
- Discuss the impact of fringe benefits on businesses.
- Advise businesses on the reasons for termination an employment contract.

[40]

TOTAL SECTION C: 40
TOTAL MARKS: [150]