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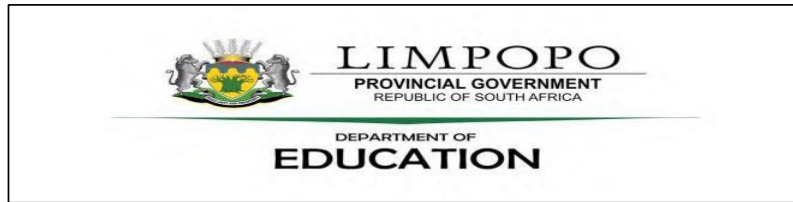
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**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

BUSINESS STUDIES P1

SEPTEMBER 2023

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 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	30
B: THREE direct/indirect-type questions CHOICE: Answer any TWO.	2	40	60
	3	40	
	4	40	
C: TWO essay-type questions CHOICE: Answer any ONE.	5	40	30
	6	40	
TOTAL		150	120 minutes

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 This Act compels businesses to display the prices of all goods and services.

- A National Credit Act (NCA) 2005, (Act 34 of 2005)
- B Labour Relations Act, 1995 (Act 66 of 1995)
- C Consumer Protection Act, 2008 (Act 68 of 1998)
- D Basic Conditions of Employment Act, 1997 (Act 75 of 1997)

1.1.2 Businesses apply the ... to analyse their position in the market.

- A SWOT analysis
- B PESTLE model
- C Porter's Five Forces
- D Environmental scanning

1.1.3 A business that takes over its suppliers to reduce the risk of dependency applies the ... integration strategy.

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

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

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

1.1.5 Jay Jay Supermarket terminated the employment contracts of some employees due to insolvency. This is known as ...

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

(5x 2) (10)

- 1.2 Complete the following statements by using the words 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.

forty; quality control; marketing; time-related; National Debt Counsellor;
public relations; quality assurance; forty five; National Credit Regulator;
piecemeal

- 1.2.1 The...is responsible to register businesses that allow customers to use their products and pay installments.
- 1.2.2 Workers at More Carpenters may not work more than ... hours in any week.
- 1.2.3 Jones Manufactures applies ... salary method by paying workers according to the number of units produced.
- 1.2.4 Bianca electronics implemented ...when they inspected their final products to ensure that required standards are met.
- 1.2.5 The ...function is responsible for conducting an aggressive advertising campaign to attract more customers.

(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 Concentric diversification	A group of workers responsible to solve problems related to quality and implements improvements
1.3.2 Learnership	B set specific dates for planning and implementation
1.3.3 Strategy evaluation	C adding new products that are unrelated to existing products but may appeal to existing customers
1.3.4 Job analysis	D theoretical or practical training opportunities that can lead to a recognised qualification
1.3.5 Quality circles	E tool used by managers to recruit candidates internally and externally
	F adding a new product that is related to existing product and which will appeal to new customers
	G set specific dates for control and follow up
	H tool used by managers to obtain and analyse information about business workforce
	I theoretical training that requires employers to only attend external practical courses
	J group of workers who investigate problems and suggest solutions to employees

(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.

- 2.1 Name THREE types of business sectors. (3)
- 2.2 Outline the strategic management process to solve business related problems. (6)
- 2.3 Identify the force of Porter's Five Forces model applied by Top Tee Wholesalers in EACH statement below.
- 2.3.1 It was easy for Top Tee Wholesalers to enter the market as they only need a trading certificate.
- 2.3.2 Trevor Manufacturers is the only provider of raw materials for Top Tee Wholesalers.
- 2.3.3 A new wholesaler selling the same product as Top Tee Wholesalers has been established nearby. (6)
- 2.4 Read the scenario below and answer the questions that follow:

PRINGLE CLOTHING FACTORY (PCF)

Pringle Clothing Factory is committed to comply with the Employment Equity Act. The business ensures that all racial groups are promoted to senior management. Employees at PCF who do work of equal value are paid equally. PCF also accommodate people from different designated groups.

- 2.4.1 Quote THREE ways in which PCF is complying with the Employment Equity Act from the scenario above. (3)
- 2.4.2 Describe other ways in which PCF can comply with the Employment Equity Act. (6)
- 2.5 Explain the National Skills Development Strategy as Sector Education and Training Authorities. (4)
- 2.6 Discuss the rights of consumers in terms of the National Credit Act (NCA), 2005 (Act 34 of 2005). (4)
- 2.7 Recommend ways in which businesses can deal with the challenges posed by the following PESTLE factors.
- 2.7.1 Technological (4)
- 2.7.2 Economic (4)

[40]

QUESTION 3: BUSINESS OPERATIONS

- 3.1 Name any TWO sources of external recruitment. (2)
- 3.2 Outline the placement procedure as human resource activity. (4)
- 3.3 Read the scenario below and answer the questions that follow.

SPEEDY COURIER SERVICES (SCS)

Speedy Courier Services offered Caryl an employment contract that included remuneration, hours of work, probation period, tour to the premises and leave.

- 3.3.1 Quote any TWO aspects of the employment contract from the scenario above. (2)
- 3.3.2 Explain the legal requirements of the employment contract. (6)
- 3.4 Describe the importance of training skills development in human resources. (6)
- 3.5 Explain the following steps of the PDCA model to improve the quality of the business products
- 3.5.1 Plan (2)
- 3.5.2 Check/analyse (2)
- 3.6 Read the scenario below and answer the questions that follow.

E-LEARNING SOFTWARES (ELS)

E-Learning Softwares sell variety of educational support materials. The purchasing manager monitors and reports on minimum stock levels to avoid running out of stock. He places orders timeously and follow-up to ensure that goods are delivered on time.

- 3.6.1 Quote TWO quality indicators of the purchasing function from the scenario above. (2)
- 3.6.2 Explain other quality indicators of the purchasing function (4)
- 3.7 Discuss the negative impact of total quality management (TQM) if poorly implemented by businesses. (4)
- 3.8 Suggest ways in which total quality management (TQM) can reduce the cost of quality. (6)

[40]

QUESTION 4: MISCELLANEOUS TOPICS**BUSINESS ENVIRONMENTS**

- 4.1 State any FOUR provisions as stipulated in the Basic Conditions of Employment (BCEA), 1997 (Act 75 of 1997). (4)
- 4.2 Outline the role of SETAs in supporting the Skills Development Act (SDA), 1998 (Act 97 of 1998). (6)
- 4.3 Read the scenario below and answer the questions that follow:

DESREE UPHOLSTERY FACTORY (DUF)

Desree's upholstery offers antique refurbished furniture. Frequent load shedding forced DUF to close earlier on most of the days. DUF also lost many clients to Tracy upholstery who offer similar services at lower prices. The management of DUF is not experienced to control the decline in profitability

Use the table below as a GUIDE to answer QUESTION 4.3.1 to 4.3.2

CHALLENGES (4.3.1)	BUSINESS ENVIRONMENTS (4.3.2)
1.	
2.	
3.	

- 4.3.1 Quote THREE challenges for DUF from the scenario above. (3)
- 4.3.2 Classify DUF's challenges to the THREE business environments. (3)
- 4.4 Advise businesses on the advantages of intensive strategies. (4)

BUSINESS OPERATIONS

- 4.5 State FOUR aspects that must be included in the induction programme. (4)
- 4.6 Describe the Unemployment Insurance Fund (UIF) as a benefit required by law. (6)
- 4.7 Explain the difference between *quality management* and *quality performance*. (4)
- 4.8 Advise businesses on the advantages of continuous improvement to processes and systems as a total quality management (TQM) element 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 (LEGISLATION)

The Broad-Based Black Economic Empowerment Act (BBBEE), 2003 (Act 53 of 2003) (amended in 2013) was introduced to overcome the challenges of Black Economic Empowerment (BEE). Businesses are now compelled to comply with this Act. The government also uses the Skills Development Act (SDA), 1998 (Act 97 of 1998) to support the implementation of the BBBEE.

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

- Outline the differences between BEE and BBEE Act.
- Explain the impact of BBBEE on businesses.
- Discuss the implications of the following BBBEE pillars of businesses.
 - Management control.
 - Enterprise and supplier development.
- Advise businesses on penalties they may face for non-compliance with the Act.

[40]

QUESTION 6: BUSINESS OPERATIONS (HUMAN RESOURCES FUNCTION)

The human resource managers should follow correct selection procedures and prepare for the interviews. They should also implement a comprehensive induction programme to the advantage of the business. Businesses that offer fringe benefits stand to benefit more than their competitors.

Write an essay on human resources in which you address the following aspects:

- Outline the selection procedure as a human resource activity.
- Explain the role of the interviewer before the interview.
- Discuss the benefits of induction for businesses.
- Advise businesses on the impact of fringe benefits.

[40]

TOTAL SECTION C: 40
GRAND TOTAL: 150