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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 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 answers to the first **TWO** questions selected in **SECTION B** and the answers to the **FIRST** question selected 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 a 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 ONE only	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, e.g. 1.1.6 D.

1.1.1 This Act encourages workers to participate in learning programmes.

- A Basic Conditions of Employment Act (BCEA), 1997 (Act 75 of 1997)
- B Skills Development Act (SDA), 1998 (Act 97 of 1998)
- C Labour Relations Act (LRA), 1995 (Act 66 of 1995)
- D Employment Equity Act (EEA), 1998 (Act 55 of 1998)

1.1.2 Bloem Car Manufacturers implemented the ... Integration strategy, when they bought Tommy Motor Suppliers.

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

1.1.3 Khumalo's clothing has limited control over the ... environment.

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

1.1.4 This benefit is by law compulsory for employees:

- A Housing allowance
- B Unemployment insurance fund
- C Medical aid
- D Provident fund

1.1.5 The ... function place orders timeously and do regular follow-ups to ensure that goods are delivered on time.

- A public relations
- B marketing
- 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 numbers (1.2.1 to 1.2.5) in the ANSWER BOOK.

weaknesses; selection; production;
national skills; quality circles; threat; recruitment;
human resources; general; quality

- 1.2.1 The ... development strategy addresses skills shortages in the South African workforce.
- 1.2.2 High employee turnover is one of the ... in the SWOT analysis tool.
- 1.2.3 Maru Agencies received application forms and evaluated CV's during the ... process.
- 1.2.4 The ... function empower workers so that they can take pride in their workmanship.
- 1.2.5 The ... discusses ways of improving the quality of work 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 Rights of Employers according to LRA	A avoid discriminating type of questions
1.3.2 National Credit Regulator	B many private and public sectors businesses use this method
1.3.3 Role of interviewee	C ensure that required standards have been met at every stage of the process
1.3.4 Time related	D requires businesses that offer loans to submit annual compliance reports
1.3.5 Quality control	E embark on legal strikes as a remedy for grievances
	F ask clarity seeking questions
	G ensure that finished products meet the required standards
	H form a bargaining council for collective bargaining purposes
	I mostly used in factories particularly in the technology industries
	J requires businesses to display information on their packaging

(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 FOUR Consumer rights as stipulated in the Consumer Protection Act (CPA), 2008 (Act 68 of 2008) (4)
- 2.2 Outline the purpose of National Credit Act (NCA), 2005 (Act 34 of 2005). (6)
- 2.3 Identify the Broad-Based Black Economic Empowerment Act (BBBEE), 2003 (Act 53 of 2003) pillar that applies to ZeZe Consultants in EACH statement below:
- 2.3.1 Zeze Consultants appointed black people in senior executive positions.
- 2.3.2 They invited some of their black employees to buy shares in the business.
- 2.3.3 Zeze Consultants registered their employees with learnerships and learning programmes. (6)
- 2.4 Explain the advantages of Intensive strategies. (6)
- 2.5 Read the scenario below and answer the questions that follow.

KASI BUTCHERY (KB)

Kasi Butchery is situated in a busy area. KB is well known for processing beef meat into delicious boerewors. They buy raw meat from the local farmer. KB has opened branches across the country.

- 2.5.1 Identify TWO business sectors that are applicable to the scenario above. Motivate your answer by quoting from the scenario.

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

BUSINESS SECTORS	MOTIVATIONS
1.	
2.	

- (6)
- 2.6 Discuss any TWO types of diversification strategies. (6)
- 2.7 Advise businesses on the positive impact of the Labour Relations Act, LRA, 1995 (Act 66 of 1995). (6)

[40]

QUESTION 3: BUSINESS OPERATIONS

- 3.1 Name any FOUR aspects that should be included in the employment contract. (4)
- 3.2 Outline the placement procedure as a human resources activity. (6)
- 3.3 Read the scenario below and answer the questions that follow:

MIGHTY DESIGNS (MD)

Mavis is the manager of the human resources function at Mighty Designs. She is expected to promote equal opportunities in the workplace, and protects the rights of employees as outlined in the constitution. Mavis must also ensure that the workplace represents the demographic of the country at all levels.

- 3.3.1 Quote TWO implications of the Employment Equity Act (EEA), 1998 (Act 55 of 1998) on the human resources function at MD from the above scenario. (2)
- 3.3.2 Explain other implications of the Employment Equity Act (EEA), 1998 (Act 55 of 1998) on the Human Resource function. (4)
- 3.4 Discuss the link between salary determination and the Basic Conditions of Employment Act (BCEA), 1997 (Act 75 of 1997). (4)
- 3.5 Elaborate on the meaning of Total Quality Management. (4)
- 3.6 Read the scenario below and answer the questions that follow.

RELIABLE CARPET CLEANERS (RCC)

Reliable Carpet Cleaners provides excellent cleaning services. The management of RCC can afford to use the services of the quality circles to stay ahead of their competitors. They are also equipped to get things done right the first time.

- 3.6.1 Identify TWO Total Quality Management (TQM) elements, applied by RCC. 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.	

- 3.7 Explain to the business on how they could apply “plan” as part of the PDCA Model. (6)
- 3.8 Advise businesses on the impact of TQM if poorly implemented. (4)

[40]

QUESTION 4: MISCELLANEOUS TOPICS**BUSINESS ENVIRONMENTS**

- 4.1 Name any FOUR provisions of the Basic Conditions of Employment Act (BCEA), 1997 (Act 75 of 1997). (4)
- 4.2 Outline the role of SETA's 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.

PHUMELELA CONSTRUCTION (PC)

Phumelela Construction specialises in the construction of buildings. The management at PC ensures that accidents and illnesses that occur in the workplace are reported immediately.

- 4.3.1 Identify the Act that is applicable to the scenario above. (2)
- 4.3.2 Explain the advantages of the Act, identified in QUESTION 4.3.1 for businesses. (4)
- 4.4 Recommend ways in which businesses can deal with *social* as a PESTLE factor. (4)

BUSINESS OPERATIONS

- 4.5 Name any FOUR sources of Internal Recruitment. (4)
- 4.6 Read the scenario below and answer the questions that follow:

ORA LOGISTICS (OL)

The management of ORA logistics held interviews for the sales consultant position. OL conducted interviews to determine whether the applicant is suitable for the position. OL reviewed candidates' application for any information that might need to be clarified. They also compared the applicant's information to the job requirements.

- 4.6.1 Quote TWO purposes of an interview from the scenario above. (2)
- 4.6.2 Discuss other purposes of an interview for the business. (4)
- 4.7 Explain the benefits of a good quality management system. (4)
- 4.8 Advise businesses on ways in which Total Quality Management (TQM) can reduce the cost of quality. (6)

[40]**TOTAL SECTION B: 80**

SECTION C

Answer ANY ONE question in this section.

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

Businesses realise the importance of the strategic management process when devising business strategies. Some businesses apply Porter's Five Forces model to analyse their position in the market environment. Others implement defensive strategies to deal with challenges posed by some business environments. Businesses need to evaluate the effectiveness of their strategies.

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

- Outline the strategic management process.
- Explain how businesses could apply the following Forces of the Porter's Five Model to analyse their position in the market:
 - Threat of substitution/substitutes
 - Threat/Barriers of new entrants to the market
- Discuss the THREE types of defensive strategies.
- Advise businesses on the steps that they should consider when evaluating strategies.

[40]

QUESTION 6: BUSINESS OPERATIONS (HUMAN RESOURCE FUNCTION)

The human resource manager is responsible for compiling the job description and job specification. Businesses must ensure that the employment contract complies with the legal requirements of employment. Some businesses prefer the external recruitment method and ensure that new employees are properly inducted.

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

- Outline the differences between *job description* and *job specification*.
- Explain the legal requirements of the employment contract.
- Discuss the impact of external recruitment.
- Advise businesses on the benefits of induction for businesses.

[40]

TOTAL SECTION C: 40
GRAND TOTAL: 150



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Business Studies NW/September 2023 ADDENDUM

QUESTION	RESPONSES IN THE MARKING GUIDELINE	REASONS	CORRECT RESPONSES OF THE MARKING GUIDELINES	WAY FORWARD
1.1.2	A	Incorrect answer due to the last part Tommy Motors Suppliers The name indicate the business supply Bloem Car Manufactures with products or services	The correct answer is letter D	There is only ONE answer in Section A
2.1	Consumer rights as stipulated in the Consumer Protection Act (CPA), 2008 (Act 68 of 2008) <ul style="list-style-type: none"> Privacy and confidentiality X Information about product and agreement/disclosure and information X Fair /responsible marketing /promotion X 	Consumer rights are differently stated in the amended Act	The correct amended CPA <ul style="list-style-type: none"> Right to privacy ✓ Right to disclosure and information ✓ Right to fair and responsible marketing ✓ 	The following consumer rights are no longer accepted <ul style="list-style-type: none"> Privacy and confidentiality X Information about product and agreement/disclosure and information X Fair /responsible marketing /promotion X The correct amended CPA were included in the 2022 June SCE addendum and reported in the 2022 Diagnostic Report.
2.4	Increase in sales/income and profitability ✓	The bullet was elaborated in the revised notes		Allocate only one mark if the answer is not elaborated:



			Increase in sales/income and profitability ✓ due to a variety of advertising campaigns✓	Increase in sales/income and profitability ✓
4.1	The following provisions of BCEA should be not accepted as independent: Working time/Hours of work Overtime Meal breaks and rest periods Public Holidays Child and forced labour	As it appears in the notes and previous NSC/SCE marking guidelines before the Act was adjusted	The provision of BCEA should be accepted as follows: <ul style="list-style-type: none"> • Regulation of working time/Ordinary hours of workers/Overtime /Meal intervals and rest periods/Sunday work/public holidays. ✓ • Leaves/ annual/ sick/family responsibility/maternity/paternity/parental ✓ • Prohibition of employment of children and forced labour. ✓ 	Responses to these provisions of the BCEA will no longer be accepted due to the following reasons: It was included in the 2022 June SCE addendum and reported in the 2022 Diagnostic Report.
4.5	In the marking guideline: Internal e mails ✓ Word of Mouth ✓ Business newsletter circulars ✓ Internal management referrals	As it appears in the notes and previous NSC/SCE marking	Accept the other alternatives : Internal e mails/Intranet/ web sites to staff ✓ Word of mouth/Staff meetings ✓ Business news letters/circulars to staff ✓ Office notice board ✓	Other alternatives to the sources of internal recruitment should be accepted when marking.



Provincial Internal Moderator: _____

