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**Western Cape  
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Education

**FOR YOU**

**BUSINESS STUDIES  
GRADE 12**

**TRIAL EXAMINATION  
PAPER 1  
13 SEPTEMBER 2023**

**MARKS: 150  
TIME: 2 HOURS**

**EXAMINER:  
METRO SOUTH EDUCATION DISTRICT**

**MODERATOR:  
METRO NORTH EDUCATION DISTRICT**

**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 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 guide for mark and time allocation when answering each question.

SECTION	QUESTION	MARKS	TIME
<b>A: Objective-type questions COMPULSORY</b>	<b>1</b>	<b>30</b>	<b>20 minutes</b>
<b>B: THREE direct/indirect-type questions CHOICE: Answer any TWO.</b>	<b>2</b>	<b>40</b>	<b>70 minutes</b>
	<b>3</b>	<b>40</b>	
	<b>4</b>	<b>40</b>	
<b>C: TWO essay-type questions CHOICE: Answer any ONE.</b>	<b>5</b>	<b>40</b>	<b>30 minutes</b>
	<b>6</b>	<b>40</b>	
<b>TOTAL</b>		<b>150</b>	<b>120 minutes</b>

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 Providing false information about the country of origin of products is considered non-compliance according to the ...
- A Compensation for Occupational Injuries and Diseases Amendment Act (COIDA), 1997 (Act 61 of 1997).
  - B National Credit Act (NCA), 2005 (Act 34 of 2005).
  - C Labour Relations Act (LRA), 1995 (Act 66 of 1995).
  - D Consumer Protection Act (CPA), 2008 (Act 68 of 2008).
- 1.1.2 The competitors of Thomas Trading cannot adapt to customer needs. This is an example of a(n) ... in SWOT Analysis.
- A strength
  - B weakness
  - C opportunity
  - D threat
- 1.1.3 Businesses use ... as sources of external recruitment to fill vacant posts.
- A social media and networking
  - B word of mouth and office notice boards
  - C management referrals and electronic media
  - D recruitment agencies and business newsletters
- 1.1.4 The implication of the Basic Conditions of Employment Act (BCEA), 1997 (Act 75 of 1997) on the human resources function is that employers ...
- A can easily dismiss employees.
  - B remunerate employees for working overtime.
  - C promote equality between employees in the workplace.
  - D ensure that training is formalised in the workplace.
- 1.1.5 The negative impact of monitoring and evaluation of quality processes as a total quality management (TQM) for Sapphire Limited is that it...
- A allows the business to reduce product defects.
  - B results in higher profitability for the business.
  - C often takes longer to detect problems.
  - D feedback from customers may be inaccurate.

(5 × 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.

resignation ; administration ; National Skills Authority (NSA); financial ; Sector and Education Training Authorities (SETAs) ; primary; economic ; retirement ; secondary ; environmental
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- 1.2.1 Workplace skills plans and annual training reports submitted by Greef Publishers are approved by the ...
- 1.2.2 The ... sector is often referred to as manufacturing industries as raw materials are converted into functional products.
- 1.2.3 Kamohelo Enterprises implements recycling measures to prevent pollution in order to deal with ... factors that form part of PESTLE Analysis.
- 1.2.4 Employment contracts are terminated due to ... when employees have reached a pre-determined age.
- 1.2.5 Fast and reliable data capturing and processing systems at Robertson Logistics is a quality indicator of the ... function.

(5 × 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 Employment Equity Act	A occurs when all departments work together towards the same quality standards
1.3.2 Macro environment	B required to have good body language and show confidence during the interview
1.3.3 Conglomerate diversification	C businesses have some control over challenges emanating from this business environment
1.3.4 Interviewer	D promotes affirmative action in the workplace
1.3.5 Quality performance	E adding new products that are unrelated to existing products which may appeal to existing customers
	F businesses have no control over challenges emanating from this business environment
	G occurs when businesses focuses on the means to achieve consistency
	H required to explain the purpose of the interview during the interview
	I promotes sound relations between employers and employees in the workplace
	J adding new products that are unrelated to existing products which may appeal to new customers

(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 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 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). (6)

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

<b>GREYTON DESIGNERS (GD)</b>		
<p>Greyton Designers requested all their shareholders to attend an urgent meeting because of the recent challenges faced by the business. The employees of GD are not conversant with the local language of customers. GD also lacks the capacity to cater for online transactions.</p>		

Use the table below as a GUIDE to answer QUESTIONS 2.3.1 to 2.3.3.

CHALLENGES (2.3.1)	PESTLE FACTORS (2.3.2)	RECOMMENDATIONS (2.3.3)
1.		
2.		

2.3.1 Quote TWO challenges for GD from the scenario above. (2)

2.3.2 Classify EACH challenge identified in QUESTION 2.3.1 according to a relevant PESTLE factor. (2)

2.3.3 Recommend ways in which GD can deal with the challenges posed by EACH PESTLE factor, identified in QUESTION 2.3.2. (4)

2.4 Explain the purpose of the National Credit Act (NCA), 2005 (Act 34 of 2005). (6)

2.5 Discuss the implication of any TWO pillars of the Broad-Based Black Economic Empowerment Act (BBBEE), 2003 (Act 53 of 2003) on businesses. (6)

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

**BOPHELO FINANCING (BF)**

Bophelo Financing ensures that employees are paid equally for work of the same value. BF encouraged the financial clerk to engage in a learnership programme. Opportunities have also been provided to all employees to improve their workplace expertise and capabilities.

- 2.6.1 Quote TWO ways in which BF complied with the Skills Development Act (SDA), 1998 (Act 97 of 1998). (2)
- 2.6.2 Explain the negative impact of the Skills Development Act (SDA), 1998 (Act 97 of 1998) on businesses. (4)
- 2.7 Advise businesses on the steps in strategy evaluation. (6)

**[40]**



**QUESTION 3: BUSINESS OPERATIONS**

- 3.1 List TWO examples of fringe benefits. (2)
- 3.2 Outline the difference between *piecemeal* and *time-related* salary determination methods. (4)
- 3.3 Identify the component of job analysis applicable to the job advertised by Shereen Printing (SP) in EACH of the following statements.
- 3.3.1 SP provided a written description of the qualifications and experience required for the job. (2)
- 3.3.2 The key performance areas and responsibilities of the job have been clearly stipulated by SP. (2)
- 3.4 Explain the advantages of induction for businesses. (4)
- 3.5 Discuss the selection procedure as a human resources activity. (6)
- 3.6 Outline the quality indicators of the marketing function. (4)
- 3.7 Read the scenario below and answer the questions that follow.

**COETZEE MANUFACTURERS (CM)**

Coetzee Manufacturers implemented the desired change on a small scale. After a while, CM implemented the change on a larger scale due to positive outcomes. CM is also evaluating the impact of total customer satisfaction as a total quality management (TQM) element on their operations.

- 3.7.1 Identify TWO steps of the PDCA model applied by CM. Motivate your answer by quoting from the scenario above.

Use the table below as a GUIDE to answer QUESTION 3.7.1.

STEPS OF THE PDCA MODEL	MOTIVATIONS
1.	
2.	

- (6)
- 3.7.2 Describe the impact of *total customer satisfaction* as a total quality management (TQM) element on large 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 FOUR consumer rights in terms of the Consumer Protection Act (CPA), 2008 (Act 68 of 2008). (4)
- 4.2 Explain the advantages of diversification strategies. (6)
- 4.3 Read the scenario below and answer the question that follows.

##### SIERAAJ RENOVATIONS (SR)

Sieraaj Renovations sold some of their unproductive assets to pay for the debts of the business. As a last resort, SR declared bankruptcy and sold all assets to repay creditors.

Identify TWO types of defensive strategies implemented by SR. Motivate your answer by quoting from the scenario above.

Use the table below as a GUIDE to answer QUESTION 4.3.

DEFENSIVE STRATEGIES	MOTIVATIONS
1.	
2.	

- 4.4 Discuss the impact of the Compensation for Occupational Injuries and Diseases Amendment Act (COIDA), 1997 (Act 61 of 1997) on businesses. (4)

#### BUSINESS OPERATIONS

- 4.5 Name THREE aspects that should be included in an employment contract. (3)
- 4.6 Read the scenario below and answer the questions that follow.

##### LULAMA ATTORNEYS (LA)

Lulama Attorneys specialises in providing various legal services. LA has positioned the successful candidates where they will function optimally in the business.

- 4.6.1 Identify the human resources activity applicable to LA. Motivate your answer by quoting from the scenario above. (3)
- 4.6.2 Explain the procedure that LA should follow when implementing this human resources activity (based on your answer in QUESTION 4.6.1). (4)
- 4.7 Discuss how the purchasing function contributes to the success of the business. (4)
- 4.8 Advise businesses on the impact of total quality management (TQM) if poorly implemented by businesses. (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)**

The strategic management process plays an integral part in responding to business challenges that stem from the business environments. The Porter's Five Forces model is applied by businesses to analyse their position in the market. Some businesses choose to implement integration strategies, whereas others choose to implement intensive strategies to improve their business operations.

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

- Outline the strategic management process.
- Explain how businesses could apply any TWO forces of Porter's Five Forces model to analyse their position in the market.
- Discuss any TWO types of integration strategies.
- Advise businesses on the advantages of intensive strategies.

[40]

**QUESTION 6: BUSINESS OPERATIONS (QUALITY OF PERFORMANCE)**

Successful businesses implement quality concepts such as quality control and quality assurance to derive the benefits of a good quality management system. The total quality management (TQM) elements impact positively and negatively on the operations of large businesses. Businesses should also understand the role of quality circles as part of continuous improvement to processes and systems.

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

- Outline the differences between *quality control* and *quality assurance*.
- Explain the benefits of a good quality management system.
- Discuss the impact of the following TQM elements on large businesses:
  - Continuous skills development/Education and training
  - Adequate financing and capacity
- Advise businesses on the role of quality circles as part of continuous improvement to processes and systems.

[40]

**TOTAL SECTION C [40]**

**GRAND TOTAL [150]**