



Province of the
EASTERN CAPE
EDUCATION



NATIONAL SENIOR CERTIFICATE

GRADE 12

SEPTEMBER 2023

**BUSINESS STUDIES P1
(DEAF)**

MARKS: 150

TIME: 2 hours

This question paper has 9 pages.

INSTRUCTIONS AND INFORMATION

Read the instructions. Answer the questions.

- This question paper has **THREE sections** and **TWO main topics**.

SECTION A: COMPULSORY

SECTION B: THREE questions

Answer any TWO questions.

SECTION C: TWO questions

Answer any ONE question.

- Read **instructions**. Do what is asked.

We ONLY **mark** the **first TWO questions** you answered in SECTION B.

We ONLY **mark** the **FIRST question** you answered in SECTION C.

- Give the **answers** the **same numbers** as the **questions**.

You get **NO marks** for **answers** that are **numbered incorrectly**.

- Answer in **full sentences**.

We will **tell you** if it is **different**.

- The **mark allocation** at each **question** will tell you **how much** and **what** you must **write**.

- The **table** shows the **marks** and **time** for **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

- Answer **EACH question** on a **NEW page**, e.g. QUESTION 1 – new page, QUESTION 2 – new page.
- Use a **non-programmable calculator**.
- Write neatly**.
Your work must be **easy** to **read**.

SECTION A (COMPULSORY)**QUESTION 1****1.1 Choose the answer.**

Write the **letter** (A–D) next to the **question numbers** (1.1.1 to 1.1.5) in the **ANSWER BOOK**.

Example: 1.1.6 D.

1.1.1 This **Act provides** for the **right** of **employees** to **join** a **trade union** of **their choice**:

- A Basic Conditions of Employment (BCEA), 1997 (Act 75 of 1997)
- B Labour Relations Act (LRA), 1995 (Act 66 of 1995)
- C Employment Equity Act (EEA), 1998 (Act 55 of 1998)
- D Consumer Protection Act (CPA), 2008 (Act 68 of 2008)

1.1.2 Andile Garden Services could **easily acquire**_(get) a **trading licence**. This **refers** to the ... as a **force** of the **Porter's Five Forces model**.

- A barrier of new entrants to the market
- B threat of substitution
- C power of competitors
- D power of buyers

1.1.3 Peak Textiles **operates** in the ... sector as they **specialise** in the **manufacturing** of **clothing**.

- A primary
- B tertiary
- C economic
- D secondary

1.1.4 This **benefit** is **by law compulsory** for **employees** to **contribute 1%** of their **basic salary**:

- A Unemployment Insurance Fund
- B Funeral benefits
- C Housing allowance
- D Clothing allowance

1.1.5 Ockert Manufacturers **applied quality** ... **when** they **measured** the **total output** of **each department** **against specified**_(stated) **standards**.

- A control
- B assurance
- C performance
- D management

(5 x 2) (10)

1.2 Complete the statements.

Use the **word(s)** in the **list**.

Write the **word(s)** **next** to the **question numbers** (1.2.1 to 1.2.5) in the ANSWER BOOK.

interview; quality; BEE; micro; BBBEE Act; induction programme;
do; market; total quality management; act as needed

1.2.1 Global Trading **complied**_(obeyed) with ... when they **provided previously disadvantage employees** with **learning programmes**.

1.2.2 Crisp Clothing has **full control** over the ... **environment**.

1.2.3 The **purpose** of an ... is to **evaluate** the **personal characteristics**_(features) of the **applicant**.

1.2.4 Mega Bakeries **implements change** on a **large scale after seeing** that the **change** was **successful**. This is **known** as the ... **step** in the **PDCA model**.

1.2.5 Viwe Manufacturer uses ... to **continuously**_(ongoing) **improve** on **processes** and **systems** in order to satisfy customers' needs beyond their expectations. (5 x 2) (10)

1.3 Choose a **description** from COLUMN B that **matches a term** in COLUMN A.

Write 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	Privacy and confidentiality	A	written agreement specifying the use of property for a certain period
1.3.2	Divestiture	B	uses pricing techniques to ensure a competitive advantage
1.3.3	Employment contract	C	consumers have the right to be protected in lay-by agreements
1.3.4	Piecemeal	D	selling all assets with the aim of closing down the business
1.3.5	Marketing function	E	employees are paid for the number of items produced in a month
		F	consumers have the right to stop unwanted direct marketing
		G	written agreement specifying terms and conditions to perform duties
		H	used to buy raw material in bulk at lower prices
		I	selling some assets that are no longer profitable
		J	employees are paid for the number of hours worked

(5 x 2) (10)

TOTAL SECTION A: 30

SECTION B

Answer **ANY TWO** questions.

NOTE: Write the **QUESTION NUMBER** of each question that you choose.
Answer **EACH** question on a **NEW** page.

QUESTION 2: BUSINESS ENVIRONMENTS

2.1 Name any **TWO** types of diversification strategies. (2)

2.2 Outline the advantages of intensive strategies. (6)

2.3 Read the text. Answer the questions.

YUKI MANUFACTURERS (YM)

Yuki Manufacturers specialises in the manufacturing of yoghurt and want to expand_(enlarge) their activities. YM combined with Dairy Farm, their supplier of milk. They need to evaluate if this strategy has been successful.

2.3.1 Identify the **type** of integration strategy used by YM in the text above. (2)

2.3.2 Explain the **steps** in strategy evaluation. (6)

2.4 **Compensation for Occupational Injuries and Diseases Amendment Act (COIDA), 1997 (Act 61 of 1997).**
Explain the **purpose** of this act. (6)

2.5 Read the text. Answer the questions.

NICO ENTERPRISE (NE)

Nico Enterprise is a large retail business that provides a variety_(number) of products. The management prepared an employment equity plan in consultation with employees. They also implemented affirmative action measures promoting diversity in the workplace.

2.5.1 Quote **TWO** ways in which Nico Enterprise complied with the **Employment Equity Act, 1998 (Act 55 of 1998)** from the text above. (2)

2.5.2 Evaluate the **impact**_(effect) of the **Employment Equity Act, 1998 (Act 55 of 1998)** on businesses. (6)

2.6 Explain the **penalties** that **businesses** may **face**_(get) for **non-compliance** with the **National Credit Act (NCA), 2005 (Act 34 of 2005)**. (6)

2.7 Advise businesses.
Tell them **how** they could **apply** the **power of the suppliers** as **one** of the **forces** of the **Porter's Five Forces** model to **analyse** their position in the **market environment**. (4)

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QUESTION 3: BUSINESS OPERATIONS

- 3.1 Name any **THREE** sources of external recruitment. (3)
- 3.2 Explain the **placement procedure** as a human resources activity. (4)
- 3.3 **Read the text. Answer the questions.**

HOPE LOGISTICS (HL)

Hope Logistics advertised a vacancy for a manager on their business noticeboard. HL indicates that the successful candidate will receive fringe benefits.

- 3.3.1 Give the **method** of recruitment used by HL.
Motivate your **answer** by **quoting** from the **text**. (3)
- 3.3.2 Explain the **advantages** of fringe benefits for businesses. (4)
- 3.4 Discuss the **role** of the interviewer before the interview. (6)
- 3.5 Give the **quality indicators** of the production function. (4)
- 3.6 **Read the text. Answer the questions.**

RICHARDS SHOES (RS)

Richards Shoes is a large shoe manufacturer that are struggling to implement total quality management (TQM) successfully. The reputation of RS is suffering because of poor quality products. RS is also experiencing a high staff turnover because of poor skills development.

- 3.6.1 Use the text.
Quote TWO ways in **which** the **poor implementation** of **TQM** has **impacted** on RS from the text. (2)
- 3.6.2 Explain the **other impact** of **TQM** if **poorly implemented** by businesses. (4)
- 3.7 Differentiate (Tell the difference) between **quality control** and **quality assurance**. (4)
- 3.8 Evaluate the **impact** of **continuous skills development** as a **total quality management (TQM) element** on large businesses. (6)

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QUESTION 4: MISCELLANEOUS TOPICS**BUSINESS ENVIRONMENTS**

- 4.1 **The Basic Conditions of Employment Act (BCEA), 1997 (Act 75 of 1997).**
State any **FOUR provisions** of this Act. (4)
- 4.2 Explain the **strategic management process**. (6)
- 4.3 Identify the **PESTLE elements** that **pose a challenge** to Secure Manufacturer in EACH statement below:
- 4.3.1 The packaging material Secure Manufacturer uses cannot be recycled.
- 4.3.2 They are struggling to make the monthly payment on their loan due to the high interest rate.
- 4.3.3 Employees are unable to operate modern machinery that has been purchased. (3 x 2) (6)
- 4.4 Advise businesses.
Tell them about the **implications**(effects) of **management control** as one of the **pillars** of the **Broad-Based Black Economic Empowerment Act (BBEE), 2003 (Act 53 of 2003)** for businesses. (4)

BUSINESS OPERATIONS

- 4.5 State any **FOUR aspects** that should be **included** in an **induction programme**. (4)
- 4.6 Explain the **link** between **salary determination** and the **Basic Conditions of Employment Act**. (6)
- 4.7 **Read the text. Answer the questions.**

JUMPING GYMS (JG)

Jumping Gyms specialises in on-line gym workouts. They use modern technology efficiently. The administration department also make reliable information available to management on time.

- 4.7.1 Use the text.
Quote **TWO quality indicators** of the **administration function**. (2)
- 4.7.2 Explain other **quality indicators** of the **administration function**. (4)
- 4.8 Recommend(say) **ways** in which **total quality management (TQM)** can **reduce the cost of quality**. (4)

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

SECTION C

Answer **ANY ONE** question.

NOTE: Write the QUESTION NUMBER of the chosen question.
The answer must start on a NEW page.

QUESTION 5: BUSINESS ENVIRONMENTS (LEGISLATION)

The establishment of Sector Education and Training Authorities (SETAs) ensure the effective implementation of the Skills Development Act (SDA), 1998 (Act 97 of 1998). SDA was developed in response to the demands for redress and equity. Businesses are required to comply with this Act.

Skills Development Act

Write an essay.

Write about:

- Explain the **role** of **SETAs** in **supporting** the Skills Development Act
- Explain the **purpose** of the Skill Development Act
- Discuss the **impact** of the SDA on businesses
- Suggest **ways** in which **businesses could comply** with the SDA

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QUESTION 6: BUSINESS OPERATIONS (HUMAN RESOURCES FUNCTION)

The job description and job specification must first be drafted by the human resources manager before a thorough selection process can guarantee the best candidate is selected. Businesses will reap benefits of inducting the newly appointed employee and ensuring that the employment contract comply with the legal requirements of employment.

Human resources function

Write an essay.

Write about:

- Give the **differences** between *job description* and *job specification*
- Explain the **selection procedure**
- Discuss the **benefits** of **induction** for businesses
- Tell businesses about the **legal requirements** of the **employment contract**

[40]

TOTAL SECTION C: 40
GRAND TOTAL: 150