



**NATIONAL  
SENIOR CERTIFICATE**

**GRADE 12**

**JUNE 2023**

**BUSINESS STUDIES P1  
(DEAF)**

**MARKS: 150**

**TIME: 2 hours**

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This question paper has 9 pages.

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## INSTRUCTIONS AND INFORMATION

Read the instructions. Answer the questions.

1. 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.

2. 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.

3. Give the **answers** the **same numbers** as the **questions**.  
 You get **NO** marks for **answers** that are **numbered incorrectly**.
4. Answer in **full sentences**. We will **tell you** if it is **different**.
5. The **mark allocation** at each **question** will tell you **how much** and **what** you must **write**.
6. The **table** shows the **marks** and **time** for **each question**.

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

7. Answer **EACH** question on a **NEW** page, e.g. QUESTION 1 – new page, QUESTION 2 – new page.
8. Use a **non-programmable** calculator.
9. **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 promotes diversity** in the **workplace** by **ensuring people of diverse**<sup>(different)</sup> **backgrounds are appointed**:

- 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 David Traders **deals** with **challenges** of the ... factor as a **PESTLE element** by **borrowing** money from **Wealth Bank** when **interest rates** are **favourable**.

- A economic
- B political
- C social
- D legal

1.1.3 Blow Mines **operates** in the ... sector as they **specialise** in the **extraction**<sup>(mining)</sup> **Of coal**.

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

1.1.4 The **process** of **matching** an **employee's skills** and **abilities** with the **requirements** of a **job**:

- A Employment
- B Selection
- C Recruitment
- D Placement

1.1.5 The ... function is **responsible** for **developing effective strategic plans**.

- A general management
- B public relations
- C financial
- D production

(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.

quality circles; dismissal; PESTLE; two; resignation; three; no; total quality management; SWOT; some
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1.2.1 **Employees** can **work** a **maximum** of ... **hours overtime per day**.

1.2.2 Lumo Lights has ... **control** over **political change**.

1.2.3 Andile Dealers **compiled**<sup>(collected)</sup> a ... **analysis** to **identify challenges** in their **internal environment**.

1.2.4 The **termination**<sup>(ending)</sup> of an **employment contract** due to **misconduct** is known as ...

1.2.5 Businesses use ... 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, e.g. 1.3.6 K.

COLUMN A		COLUMN B	
1.3.1	Broad-Based Black Economic Empowerment Act	A	can be used for accountability in each of the business functions
1.3.2	Concentric diversification	B	implements change on a small scale to improve the quality of products
1.3.3	Job analysis	C	benefited only a few previously disadvantaged people
1.3.4	Act as needed	D	business adds a new product that is related to existing products
1.3.5	Quality performance	E	the process of introducing new employees to the business aspects
		F	benefited a broader base of previously disadvantaged people
		G	implements change on a wider scale to improve the quality of products
		H	description of the duties and the specific qualifications needed for the position
		I	business adds a new product that is unrelated to existing products
		J	can be obtained if all business functions work together

(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 **FOUR** pillars of the **Broad-Based Black Economic Empowerment Act (BBBEE), 2003 (Act 53 of 2003)**. (4)
- 2.2 Outline the rights of consumers in terms of the National Credit Act (NCA), 2005 (Act 34 of 2005). (6)
- 2.3 Read the text. Answer the questions.

**FRESH VEGS (FV)**

Fresh Veggies specialises in the selling of fruit and vegetables. Large scale flooding in the area had damaged their storeroom. The employees of FV requested<sup>(asked)</sup> huge salary increases. Monster Fruits also opened a new branch across the street from Fresh Veggies.

Use the table. It will help to answer QUESTION 2.3.1 and 2.3.2.

CHALLENGES (2.3.1)	BUSINESS ENVIRONMENTS (2.3.2)
1.	
2.	
3.	

- 2.3.1 Quote **THREE** challenges for FV from the text. (3)
- 2.3.2 Classify FV's challenges according to the **THREE** business environments. (3)
- 2.4 Explain *right to disclosure and information* as **one** of the **consumer rights** in terms of the **Consumer Protection Act (CPA), 2008 (Act 68 of 2008)**. (6)
- 2.5 Read the text. Answer the questions.

**ROYAL MOTORS (RM)**

Royal Motors manufacture hybrid<sup>(mixed)</sup> vehicles. Every accident in the factory that results in **employee injuries**, is reported by RM's management.

- 2.5.1 Identify the **Act** that RM is **complying** with in the text. (2)
- 2.5.2 Explain the **penalties** that RM may face<sup>(get)</sup> for **non-compliance** to the **Act** identified in **QUESTION 2.5.1**. (6)
- 2.6 Discuss how **businesses** could **apply** the **threat of substitution** as part of **Porter's Five Forces model** to analyse their **position** in the **market environment**. (4)
- 2.7 Evaluate the **impact** of the **Basic Conditions of Employment (BCEA), 1997 (Act 75 of 1997)** on **businesses**. (6)

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**QUESTION 3: BUSINESS OPERATIONS**

- 3.1 Name **THREE** sources of external recruitment. (3)
- 3.2 Give the selection procedure. (6)
- 3.3 Read the text. Answer the questions.

**STAR HAIR SALON (SHS)**

Star Hair Salon offers various hair treatments to their clients.  
The employees at SHS are paid R200 for each treatment they do.

- 3.3.1 Identify the salary determination methods used by SHS to remunerate<sub>(pay)</sub> their employees. (2)
- 3.3.2 Explain ONE other salary determination methods that businesses could use to remunerate<sub>(pay)</sub> their employees. (3)
- 3.4 Discuss the benefits of induction for businesses. (6)
- 3.5 Give the advantages of a good quality management system. (4)
- 3.6 Read the text. Answer the questions.

**CHIPS TRADING (CT)**

Chips Trading is a large retail business and uses an aggressive advertising campaign to increase their market share.  
CT places orders on time and follows up on a regular basis to ensure that their stock is delivered on time.  
Management maintains stock control systems to ensure the security of stock.

- 3.6.1 Use the text.  
Give TWO quality indicators of the purchasing function. (2)
- 3.6.2 Explain other quality indicators of the purchasing function. (4)
- 3.7 Differentiate<sub>(give difference)</sub> between *quality control* and *quality assurance*. (4)
- 3.8 Advise large businesses on the advantages of total client/customer satisfaction as a total quality management (TQM) element. (6)

**[40]**

**QUESTION 4: MISCELLANEOUS TOPICS****BUSINESS ENVIRONMENTS**

- 4.1 Give any **TWO types** of integration strategies. (2)
- 4.2 Briefly **outline** the role of **SETAs** in **supporting** the **Skills Developments Act, 1998 (Act 97 of 1998)**. (4)
- 4.3 **Read the text. Answer the questions.**

**SILVER DOORS (SD)**

Silver Doors **specialises** in the **manufacturing** of **aluminium doors** in the **Eastern Cape**.

**Recently** they **opened** a **new branch** in the **Free State**.

- 4.3.1 **Use the text.**  
**Identify** the **type** of **intensive strategy** used by Silver Doors. (2)
- 4.3.2 **Explain** the **advantages** of **intensive strategies**. (6)
- 4.4 Suggest ways in which businesses could comply with the Labour Relations Act (LRA), 1995 (Act 66 of 1995). (6)

**BUSINESS OPERATIONS**

- 4.5 Give any **FOUR examples** of **fringe benefits**. (4)
- 4.6 Give the **advantages** of **internal recruitment** for businesses. (6)
- 4.7 **Read the text. Answer the questions.**

**TILE LIMITED (TL)**

Tile Limited is a **large business** that **specialises** in the production of high **quality ceramic tiles**.

TL **conducts**<sub>(does)</sub> **regular checks** to **avoid replacing machinery unnecessarily**.

They can **afford** to have **systems** in place to **prevent defects**<sub>(faults)</sub> in their **tiles**.

- 4.7.1 **Identify TWO total quality management (TQM) elements applied**<sub>(used)</sub> by TL.  
**Prove** your answer. **Quote** from the text.

**Draw the table** in your ANSWER BOOK. Answer **QUESTION 4.7.1** in the **table**.

TQM ELEMENTS	MOTIVATIONS
1.	
2.	

- 4.8 Suggest ways in which **total quality management (TQM)** can **reduce**<sub>(decrease)</sub> 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 (BUSINESS STRATEGIES)**

Businesses **use** the **strategic management process** to **address challenges posed** by their **environment**.

Many **businesses implement different types** of **defensive strategies** and others **apply** the **PESTLE factors** to **identify challenges** in the **macro environment**.

Businesses need to understand how to evaluate their strategies.

**Write an essay.**

**Write about business strategies. Include the following aspects:**

- **Give the strategic management process**
- **Discuss THREE types** of **defensive strategies**
- **Explain** how the following **PESTLE factors** pose **challenges** to **businesses**:
  - Technological
  - Legal
- **Advise businesses** on the **steps** they should **consider** when **evaluating strategies**

[40]

**QUESTION 6: BUSINESS OPERATIONS (HUMAN RESOURCES FUNCTION)**

The **human resources manager ensures** that the **correct recruitment procedure** be **followed** and **plays an important role** during the **interview process**.

The **successful candidate** will be **offered fringe benefits** and **businesses** must **understand** the **link** between **salary determination** and the **Basic Conditions of Employment Act (BCEA), 1997 (Act 75 of 1997)**.

**Write an essay.**

**Write about the human resources activities. Include the following aspects:**

- **Outline** the **recruitment procedure**
- **Explain** the **role** of the **interviewer** during the **interview**
- **Discuss** the **impact** of **fringe benefits** on **businesses**
- **Advise businesses** on the **link** between **salary determination** and the **Basic Conditions of the Employment Act**

[40]

**TOTAL SECTION C: 40**  
**GRAND TOTAL: 150**