



Province of the
EASTERN CAPE
EDUCATION



**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

NOVEMBER 2023

**BUSINESS STUDIES P1
(DEAF)**

MARKS: 150

TIME: 2 hours

This question paper has 10 pages.

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)
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

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 The **impact** of ... on **businesses** as a **socio-economic issue** may **lead to employees** having to **repeat** a **work task**.

- A ethical misconduct
- B economic crime
- C exhaustion of natural resources
- D lack of skills

1.1.2 Freedom Bank **operates** in the ... **sector** as they **specialise** in **offering banking services**.

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

1.1.3 The **component** of the **marketing communication policy** that is **not paid for by** the **business**, is known as ...

- A publicity.
- B advertising.
- C sales promotion.
- D personal selling.

1.1.4 Fred Juices **use** ... during **production planning** to **work out** the **time needed** for **performing** of **each task** in their **production system**.

- A planning
- B routing
- C scheduling
- D loading

1.1.5 The **purpose** of a/an ... is to **determine** the **candidate's suitability** for a **position** based on their **skill, experience** and **qualification**.

- A induction programme
- B employment contract
- C recruitment process
- D interview

(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.

psychographics; full; external; go-slow; intermediaries; demographics;
strike; internal; no; suppliers

1.2.1 The **statistics** of the **population** such as **gender, age, race** and **level of education**, is known as ...

1.2.2 Kebu Logistics has ... **control** over the **economic environment**.

1.2.3 **Employees participate**^(take part) in a ... when they **deliberately**^(knowingly) **delayed** their **productivity at work**.

1.2.4 The **middlemen** that **act** as **negotiators between producers** and the **consumer**, are known as ...

1.2.5 Floor Trading **used** ... **recruitment** when **advertising** the **vacancy** of **store manager** in the **local newspaper**.

(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 Customers	A the process of classifying agricultural products into categories according to their quality
1.3.2 Difficult employees	B involves any adjustments (changes) made to the planning process
1.3.3 Standardisation	C the new employee's skills are matched with the requirements of the position
1.3.4 Corrective action	D component of the market environment
1.3.5 Placement	E employees that often compete for promotions
	F the new employee is introduced to their new workplace environment
	G component of the macro environment
	H involves the checking of the quality of the production process and the final product
I the process of ensuring that all goods produced are of equal quality	
J employees that often complain about work systems	

(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 **THREE** components of the **micro environment**. (3)
- 2.2 Briefly outline the **functions** of **trade unions**. (6)
- 2.3 **Read** the text.
Answer the questions.

ULNA TRADERS (UT)

The **management** at Ulna Traders is desperately **trying** to **control** its **environment** and the **behaviour** of **other businesses** by **forming power relationships**.

They **gained valuable advice** from **powerful influential people** after **inviting them** to be **part** of their **board of directors**.

- 2.3.1 **Use** the **text**.
Identify the **way** UT had **formed** a **power relationship**. (2)
- 2.3.2 **Describe ONE** other **way** in **which businesses** can **form** a **power relationship**. (3)
- 2.4 **Explain** the **negative impact** of **strikes** as a **socio-economic issue** on **businesses**. (6)
- 2.5 **Read** the text.
Answer the questions.

KUHLE FOODS (KF)

Kuhle Foods **is experiencing many challenges**.

They **are struggling** to **find** a **reliable provider** of **vegetables**.

The **management** of KF **do not have** a **clear plan** of **where** the **business is going**.

Two other food retailers have also **opened** in the **same area**.

- 2.5.1 **Use** the **text**.
Quote TWO **challenges** of the **market environment** for KF. (2)
- 2.5.2 Explain ways in which businesses can overcome competition in the market. (6)
- 2.6 **Discuss** the **relationship** between the **primary, secondary** and **tertiary sectors**. (6)
- 2.7 **Suggest ways** in **which businesses** can have a **direct influence** on the **environment**. (6)

[40]

QUESTION 3: BUSINESS OPERATIONS

- 3.1 **Name any TWO quality control bodies.** (2)
- 3.2 **Outline the advantages of production planning.** (4)
- 3.3 **Read the text.**
Answer the questions.

ZAJEED MANUFACTURERS (ZM)

Zajeed Manufacturers **specialise** in the **manufacturing** of **office furniture**.
 ZM make **use** of **intermediaries** to **distribute** their **products**.
 They **use other businesses** to **sell to consumers** in **small quantities**.

- 3.3.1 **Identify the type of intermediary used by ZM.** (2)
- 3.3.2 **Explain the reasons why ZM as a manufacturer may prefer to make use of indirect distribution methods.** (6)
- 3.4 **Describe any TWO categories of consumer goods.** (6)
- 3.5 **Discuss the purpose of advertising.** (4)
- 3.6 **Read the text.**
Answer the questions.

ECO TRADING (ET)

Eco Trading **advertised** the **position** for a **purchasing manager** on the **business notice board**.
 They **indicated**^(showed) that the **person** should **preferably** have a **diploma** in **management**.
 The **purchasing manager** will be **responsible** for **ordering stock** and **liaising** with **suppliers**.

- 3.6.1 **Quote from the text.**
Identify TWO components of the job analysis applicable to the position at ET.

Draw the table in your ANSWER BOOK. Answer QUESTION 3.6.1 in the table.

COMPONENTS OF THE JOB ANALYSIS	MOTIVATIONS
1.	
2.	

- 3.7 **Differentiate between *piecemeal* and *time-related salary determination*.** (4)
- 3.8 **Advise businesses on the legal requirements of an employment contract.** (6)

[40]

QUESTION 4: MISCELLANEOUS TOPICS**BUSINESS ENVIRONMENTS**

- 4.1 **State** any **TWO** challenges in the macro environment. (2)
- 4.2 Outline **THREE** examples of contemporary_(current) legislation that may affect business operations. (6)
- 4.3 **Read** the text.
Answer the questions.

SOLAR DRONES (SD)

Solar Drones **developed** a **drone** that is **operated** with **solar power** and **no batteries** need to be **replaced**.

SD was **worried** that **other businesses** would **copy** their **design**, so they **registered** their **new invention**.

They also **used** a **very special symbol** of a **glowing sun** to **enable customers** to **identify** their **drones**.

- 4.3.1 **Quote** from the text.
Identify TWO solutions to piracy implemented by SD.

Draw the **table** in your ANSWER BOOK. **Answer QUESTION 4.3.1** in the **table**.

SOLUTIONS TO PIRACY	MOTIVATIONS
1.	
2.	

- 4.4 **Explain** the **purpose** of the **Labour Relations Act (LRA), 1995 (Act 66 of 1995)**. (6)

BUSINESS OPERATIONS

- 4.5 **State** any **FOUR** types of **packaging**. (4)
- 4.6 Outline the selection procedure as a human resources activity. (4)

- 4.7 **Read** the text.
Answer the questions.

SOFTY BLANKETS (SB)

Softy Blankets **specialises** in **manufacturing** of **blankets**.
The **management** ensures that SB **comply** with the **Occupational Health and Safety Act**.
SB **ensures** that their **first aid boxes** are **always available**.
They also **make fire extinguishers available** in the **workplace**.

- 4.7.1 **Quote** from the **text**.
Identify **TWO ways** in which SB **complies** with the **Occupational Health and Safety Act**. (2)
- 4.7.2. **Explain other ways** in which SB **can comply** with the **Occupational Health and Safety Act**. (4)
- 4.8 **Tell businesses** the **precautionary**_(safety) **measures** that **should take** when **handling machinery**. (6)

[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 (ADAPTING TO CHALLENGES OF THE BUSINESS ENVIRONMENT)

Businesses use **networking** and **lobbying** to **meet** their **specific needs** and **activities**.

Successful businesses have the **ability** to **adapt** to the **many challenges** that their **businesses face**.

Businesses should **undertake projects** that can **benefit their community** due to the **benefits** of **these projects** for **businesses** and the **community**.

Adapting to challenges of the business environment

Write an **essay**.

Write about:

- **Explain** the **advantages** of **networking**.
- **Explain** the following **types** of **lobbying**:
 - **Hedging** against **inflation**
 - **Bargaining sessions** between **management** and **unions**
- **Discuss** any **THREE ways** in which **businesses** can **adapt** to **challenges** of the **business environments**.
- **Recommend projects** that can be **undertaken** by **businesses** as part of **social responsibility**.

[40]

QUESTION 6: BUSINESS OPERATIONS (MARKETING FUNCTION)

All businesses are aware of the **importance** of **pricing** to ensure **financial success**; therefore **marketing managers** often **experiment** with **different pricing techniques**.

It is **important** for **businesses** to **analyse** all the **factors** that will **influence** their **prices**, and to **make use** of **sales promotions** to **remain competitive** in the **market**.

The marketing function

Write an **essay**.

Write about:

- **Explain** the importance of **pricing**.
- **Explain** the following **pricing techniques**:
 - **Cost-based pricing**
 - **Competition based pricing**
- **Discuss** any **FOUR factors** that **influence pricing**.
- **Tell businesses** about the **purpose** of **sale promotions**.

[40]

TOTAL SECTION C: 40
GRAND TOTAL: 150