



Province of the
EASTERN CAPE
EDUCATION



NATIONAL SENIOR CERTIFICATE

GRADE 12

JUNE 2024

BUSINESS STUDIES P1

MARKS: 150

TIME: 2 hours

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 particular 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 (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. Begin the answer to EACH question on a NEW page, for example QUESTION 1 – new page, QUESTION 2 – new page, et cetera.
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, for example 1.1.6 D.

1.1.1 This Act protects employers from a financial burden should employees be involved in an accident at the workplace:

- A Consumer Protection Act, 2008 (Act 68 of 2008)
- B Skills Development Act (SDA), 1998 (Act 97 of 1998)
- C Compensation for Occupational Injuries and Diseases Act (COIDA), 1997 (Act 61 of 1997)
- D Labour Relations Act (LRA), 1995 (Act 66 of 1995)

1.1.2 Vusi, a vegetable farmer, implemented the ... integration strategy when he bought the fruit and vegetable stall that sells his products.

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

1.1.3 Khanya Paints operates in the ... sector as they specialise in the manufacturing of paint.

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

1.1.4 The human resources activity which ensures that all CVs received are evaluated against pre-determined criteria:

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

1.1.5 The implementation of change on a smaller scale by Thembi Cosmetics, is the ... step of the PDCA model.

- A plan
- B act
- C check
- D do

(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.

Porters' Five Forces; skills development strategy; total client satisfaction; employment contract; Basic Conditions of Employment Act; SWOT analysis; skills development levy; lease contract; adequate financing; Employment Equity Act

- 1.2.1 Global Express contributes 1% of their payroll to SARS as a ... to train employees.
- 1.2.2 Environmental scanning technique that studies both internal and external business environments. This is known as ...
- 1.2.3 A/An ... specify duties carried out by employee in exchange for remuneration by the employer.
- 1.2.4 The ... outlines the minimum requirements that a human resources manager must consider when a salary package is offered to a new employee.
- 1.2.5 Blue Sky Airlines apply ... by conducting market research to analyse the needs of their customers.

(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, for example 1.3.6 K.

COLUMN A		COLUMN B	
1.3.1	Labour Relation Act, 1995 (Act 66 of 1995)	A	workers are paid according to the number of hours spent on a task
1.3.2	National Credit Regulator	B	provide high quality products according to specifications
1.3.3	Divestiture	C	promote and implement collective bargaining at the workplace
1.3.4	Piecemeal	D	regulates reckless granting of credit to consumers
1.3.5	Administration function	E	selling all assets with the aim of closing down the business
		F	promote and implement affirmative action in the workplace
		G	workers are paid according to the number of items produced
		H	regulates and ensure economic welfare of consumers
		I	selling some assets that are no longer profitable
		J	provides reliable data to management timeously

(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, etc.

QUESTION 2: BUSINESS ENVIRONMENTS

- 2.1 List FOUR pillars of the Broad-Based Black Economic Empowerment Act (BBBEE), 2003 (Act 53 of 2003). (4)
- 2.2 Outline the role of SETAs in supporting the Skills Development Act, 1998 (Act 97 of 1998). (6)
- 2.3 Read the scenario below and answer the questions that follow.

KING POWER SOLUTION (KPS)

King Power Solution provides electricity to the immediate communities around Gqeberha. Recently KPS has increased the price of electricity due to high demand. Amandla Solar is waiting for the operational license from the local municipality. KPS generates its electricity through solar.

- 2.3.1 Identify TWO types of Porter's Five Forces applied from the scenario above. Motivate your answer by quoting from the scenario above.

Use the table below as a GUIDE to answer QUESTION 2.3.1.

TYPES OF PORTER'S FIVE FORCES	MOTIVATION
1.	
2.	

(6)

- 2.4 Explain the *strategic management process*. (4)
- 2.5 Discuss ways in which businesses can comply with the Employment Equity Act (EEA), 1998 (Act 55 of 1998). (6)

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

TAU ALUMINIUM (TA)

Tau Aluminium manufactures different types of windows and garage doors. TA employees were embarking on a strike for better wages and were dismissed. Employees were not allowed to join trade unions. TA supports the establishment of workplace forums.

2.6.1 Name the Act that is applicable to Tau Aluminium. (2)

2.6.2 Quote TWO actions regarded as non-compliance by the Act identified in QUESTION 2.6.1. (2)

2.6.3 Explain other actions regarded as non-compliance by the Act. (4)

2.7 Suggest ways in which businesses could comply with the Consumer Protection Act (CPA), 2008 (Act 68 of 2008). (6)

[40]

QUESTION 3: BUSINESS OPERATIONS

3.1 Name any FOUR reasons for the termination of an employment contract. (4)

3.2 Outline the role of the interviewee during the interview. (6)

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

KING ENTERPRISE (KE)

KE advertised the position of a financial manager. Five years' experience in financial management at a middle level is required. The successful applicant will be entitled to medical and house subsidy benefits. Payment of salary will be based on the Basic Conditions of Employment Act (BCEA).

3.3.1 Quote an example of a job description and job specification from the scenario above. (2)

3.3.2 Evaluate the impact of fringe benefits on businesses. (4)

3.4 Discuss the benefits of induction for businesses. (4)

3.5 Outline the roles of quality circles as part of continuous improvement to processes and systems. (6)

3.6 Elaborate on the meaning of *TQM*. (4)

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

NANDY BEAUTY BOUTIQUE (NBB)

Nandy Beauty Boutique offers different beauty treatments for women. NBB has acquired a greater market share through effective customer service. She delivers high quality service that promotes her brand to all her customers. The aim of NBB is to maximise profit.

3.7.1 Identify TWO quality indicators applied by NBB. Motivate your answer by quoting from the scenario above.

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

BUSINESS FUNCTION	MOTIVATION
1.	
2.	

3.8 Advise businesses on the impact of TQM if poorly implemented. (4)

[40]

QUESTION 4: MISCELLANEOUS TOPICS**BUSINESS ENVIRONMENT**

- 4.1 State any FOUR consumer rights as stipulated in the Consumer Protection Act (CPA), 2008 (Act 68 of 2008). (4)
- 4.2 Read the scenario below and answer the questions that follow.

SUPER MILLING LTD (SML)

Super Milling Ltd produces flour and maize meal. SML bought its packaging material from Vusi Packaging which is always out of stock. Their employees are regularly absent from work. SML is required to register their products with South African Bureau of Standards (SABS).

- 4.2.1 Quote TWO challenges for SML's business and classify EACH challenge according to the business environment.

Use the table below as a GUIDE to answer QUESTION 4.2.1.

CHALLENGE	BUSINESS ENVIRONMENT
1.	
2.	

- 4.3 Explain the following provisions of the Basic Conditions of Employment Act (BCEA), 1997 (Act 75 of 1997): (4)
- 4.3.1 Parental leave (4)
- 4.3.2 Overtime (4)
- 4.4 Advise businesses on the advantages of diversification strategies. (4)

BUSINESS OPERATIONS

- 4.5 Identify each of the method of recruitment used by ZK Enterprise in each of the statements below:
- 4.5.1 ZK Enterprise used its intranet to recruit suitable employees
- 4.5.2 The recruitment sources and processes are very expensive and requires background checks (4)
- 4.6 Outline the *placement procedure*. (4)
- 4.7 Explain the Unemployment Insurance Fund (UIF) as a benefit required by law. (4)
- 4.8 Discuss advantages of adequate financing and capacity as a total quality management (TQM) element on large businesses. (4)
- 4.9 Advise businesses on the quality indicators of the production function. (4)

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

SECTION C

Answer ONE question in this section.

NOTE: Clearly indicate the QUESTION NUMBER of each question chosen.
The answer to the question must start on a NEW page, e.g.
QUESTION 5 on NEW page or QUESTION 6 on a NEW page.

QUESTION 5: BUSINESS ENVIRONMENT (BUSINESS STRATEGIES)

Businesses use various strategies and aggressive marketing campaigns to improve the performance of their products in the market. The PESTLE analysis is applied to identify and evaluate challenges in the business environment. Businesses must evaluate strategies according to the current demands of the market.

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

- Outline the advantages of intensive strategies.
- Explain THREE types of intensive strategies.
- Discuss how the following PESTLE factors pose challenges to businesses:
 - Economic
 - Legal
 - Environmental
- Advise businesses on the steps in strategy evaluation.

[40]

QUESTION 6: BUSINESS OPERATIONS (QUALITY OF PERFORMANCE)

Businesses implement quality control and quality assurance to ensure effective quality management system. Effective monitoring and evaluation as TQM elements will enable businesses to keep abreast with changes and to reduce the cost of quality.

Keeping the above statement in mind, write an essay on the following aspects:

- Outline the difference between *quality control* and *quality assurance*.
- Explain the benefits of a good quality management system.
- Discuss the impact of monitoring and evaluation as an element of TQM on large businesses.
- Suggest ways in which TQM can reduce the cost of quality.

[40]

TOTAL SECTION C: 40
GRAND TOTAL: 150