



**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

JUNE 2024

**BUSINESS STUDIES P1
(DEAF)**

MARKS: 150

TIME: 2 hours

This question paper has 10 pages.

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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**.

- Read the instructions. Do what we ask.

We **ONLY** mark the answers to the **first TWO** questions you chose in **SECTION B**.
 We only **mark** the answers to the **FIRST** question that you chose 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**.

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, e.g. 1.1.6 D.

1.1.1 This **Act protects employers** from a **financial burden**_(problem) 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**_(used) 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 sentences.

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.

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**_(doing) **market research** to **analyse** the **needs** of their **customers**.

(5 x 2) (10)

1.3 Match a description from COLUMN B with the term(word/s) in COLUMN A. Write the letter (A–J) next to the question numbers (1.3.1 to 1.3.5) in the ANSWER BOOK. 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 _(controls) reckless granting _(giving) 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 _(right time)

(5 x 2) (10)

TOTAL SECTION A: 30

SECTION B

Answer **ANY TWO** questions.

NOTE: Write the **QUESTION NUMBER** of each question you choose.

Write **EACH** answer on a **NEW page**.

Example: QUESTION 2 on a NEW page, QUESTION 3 on a NEW page.

QUESTION 2: BUSINESS ENVIRONMENTS

- 2.1 Give **FOUR pillars** of the **Broad-Based Black Economic Empowerment Act (BBEE), 2003 (Act 53 of 2003)**. (4)
- 2.2 Explain the role of **SETAs** in supporting the **Skills Development Act, 1998 (Act 97 of 1998)**. (6)
- 2.3 Read the text. Answer the question.

KING POWER SOLUTION (KPS)

King Power Solution provides electricity to the immediate^(neighbouring) 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^(used) from the extract.

Motivate your answer. Quote^(give) from the text. .

Draw the table in your ANSWER BOOK. Answer QUESTION 2.3.1.

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

- 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 text. Answer the questions.

TAU ALUMINIUM (TA)

Tau Aluminium **manufactures**_(makes) different types of **windows** and **garage doors**.

TA **employees** were **embarking**_(went) on a **strike** for **better wages** and were **dismissed**_(fired).

Employees were **not allowed** to **join trade unions**.

TA supports the establishment of workplace forums.

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

2.6.2 **Quote**_(give) from the **text** **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**_(obey) 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_(end) of an employment contract.** (4)
- 3.2 **Explain the role of the interviewee during the interview.** (6)
- 3.3 **Read the text. Answer the questions.**

KING ENTERPRISE (KE)

KE advertised the position of a financial manager. Five years' experience in financial management at a middle level is required_(needed). 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_(give) an example of a job description and job specification from text.** (2)
- 3.3.2 **Evaluate the impact of fringe_(outlying) benefits on businesses.** (4)
- 3.4 **Discuss the benefits of induction for businesses.** (4)
- 3.5 **Explain the roles of quality circles as part of continuous improvement to processes and systems.** (6)
- 3.6 **Explain more on the meaning of TQM.** (4)
- 3.7 **Read the text. Answer the question.**

NANDY BEAUTY BOUTIQUE (NBB)

Nandy Beauty Boutique offers different beauty treatments for women. NBB has acquired_(achieved) 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. Quote_(give) from the text.**

Draw the table in your ANSWER BOOK. Answer QUESTION 3.7.1.

BUSINESS FUNCTION	MOTIVATION
1.	
2.	

- 3.8 **Give advice businesses on the impact of total quality management (TQM) if poorly implemented.** (4)

[40]

QUESTION 4: MISCELLANEOUS TOPICS

BUSINESS ENVIRONMENT

4.1 Give any **FOUR consumer rights** as stipulated_(prescribed) in the **Consumer Protection Act (CPA), 2008 (Act 68 of 2008)**. (4)

4.2 Read the text. Answer the question.

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_(is forced) to register their products with the **South African Bureau of Standards (SABS)**.

4.2.1 Quote_(Give) from the text **TWO challenges** for SML's business. Classify **EACH challenge** according to the **business environment**.

Draw the table in your **ANSWER BOOK**. Answer **QUESTION 4.2.1**.

CHALLENGE	BUSINESS ENVIRONMENT
1.	
2.	

(4)

4.3 Explain the following provisions of the **Basic Conditions of Employment Act (BCEA), 1997 (Act 75 of 1997)**:

4.3.1 Parental leave (4)

4.3.2 Overtime (4)

4.4 Give advice to 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:

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_(need) background checks (4)

4.6 Explain the *placement procedure*. (4)

4.7 Explain the **Unemployment Insurance Fund (UIF)** as a benefit required_(needed) by law. (4)

4.8 Discuss advantages of adequate_(enough) financing and capacity as a total quality management (TQM) element on large businesses. (4)

4.9 Give advice to businesses on the **quality indicators of the production function**. (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 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.

Business strategies

Write an **essay**.

Write **about**:

- The **advantages** of intensive strategies.
- **Explain THREE types** of intensive strategies.
- **Discuss** how the following **PESTLE factors** pose_(present) challenges to businesses:
 - Economic
 - Legal
 - Environmental
- **Give advice 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_(up) with changes and to reduce the cost of quality.

Business operations

Write an **essay**.

Write **about**:

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

[40]

TOTAL SECTION C: 40
GRAND TOTAL: 150