



Province of the
EASTERN CAPE
EDUCATION

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NATIONAL SENIOR CERTIFICATE

GRADE 11

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BUSINESS STUDIES P1

PUNTE: 150

TYD: 2 uur



* I B U S T E 1 *

This question paper consists of 9 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 a 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 The ... is an example of contemporary legislation that guard against discriminatory appointments in business operations.

- A Labour Relations Act (LRA), 1995 (Act 66 of 1995)
- B Basic Conditions of Employment Act (BCEA), 1997 (Act 75 of 1997)
- C Employment Equity Act (EEA), 1998 (Act 55 of 1998)
- D Compensation for Occupational Injuries and Disease Act (COIDA), 1997 (Act 61 of 1997)

1.1.2 Paw Prints and Pet Food are two retailers combined to become one business. This is called a/an ...

- A merger.
- B takeover.
- C acquisitions.
- D alliances.

1.1.3 Goods enter South Africa from China at a price that is cheaper than the normal value of the goods in a domestic country. This is known as ...

- A globalisation.
- B dumping.
- C economic crime.
- D exports.

1.1.4 The type of packaging where cooldrink cans have the flags of all the countries competing in the Olympic Games in Paris.

- A Speciality packaging
- B Kaleidoscopic packaging
- C Packaging for double use
- D Combination packaging

1.1.5 The Human Resources activity where a new employee is placed where he/she will function optimally and add value.

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

(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.

demographics; penetration; lock-out; loading; go-slow;
Unemployment Insurance Fund; psychographics; mark-up; routing;
Compensation Fund

- 1.2.1 A form of industrial action where employers refuse employees entry during a strike action is called a ...
- 1.2.2 Tasco Manufacturers studied the attitudes and tastes of their target market. This is an example of ...
- 1.2.3 The ... pricing is where products are sold at a very low price, to attract customers to a new product in the market.
- 1.2.4 The production process where tasks are allocated to the responsible employee, is known as ...
- 1.2.5 It is compulsory for Liozzi Ltd to contribute 1% of employees' salary towards the ... (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 Vision	A these are low priced goods purchased by consumers without much thought
1.3.2 Micro-lending	B identify the most suitable candidate for the vacancy
1.3.3 Quality assurance	C granting of mortgage bonds to people who cannot obtain credit from banks
1.3.4 Shopping goods	D refers to what the business wants to achieve in the long term
1.3.5 Recruitment	E granting of small loans to people who cannot obtain credit from banks
	F refers to what the business provides/produces
	G identify vacancies to attract suitable candidates
	H quality checks that are done after the production process
	I these are high priced goods and require time and effort to be purchase by consumers
	J quality checks are done during and after the production process

(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, for example QUESTION 2 on a NEW page, QUESTION 3 on a NEW page.

QUESTION 2: BUSINESS ENVIRONMENTS

- 2.1 Name TWO types of business sectors. (2)
- 2.2 Outline the advantages of networking. (6)
- 2.3 Read the scenario below and answer the questions that follow.

HAPPY STICKS (HS)

Happy Sticks sells sport equipment at reasonable prices. All Sports is a new sport shop, and is becoming popular among HS customers. Some of HS employees are regularly absent from work. Happy Sticks' main supplier sometimes deliver orders late.

- 2.3.1 Quote TWO challenges of the market environment in the scenario above. (2)
- 2.3.2 Suggest ways in which businesses can overcome competition in the market. (4)
- 2.4 Describe projects that can be undertaken by businesses as part of their social responsibility. (6)
- 2.5 Read the scenario below and answer the questions that follow.

GOOD SUPERMARKET (GS)

Good Supermarket is a general dealer in a rural town in the Eastern Cape. They are struggling to find employees that are trained to perform their duties. Most of the community members cannot read or write. There was a decline in their profitability during the past financial year.

- 2.5.1 Identify TWO socio-economic issues from the scenario above. (4)
- 2.5.2 Explain the negative impact of ONE of the socio-economic issues identified in QUESTION 2.5.1. (4)
- 2.6 Discuss the following types of lobbying:
- 2.6.1 Hedging against inflation. (4)
- 2.6.2 Influencing supervisory body/regulators. (4)
- 2.7 Suggest ways in which businesses can have a direct influence on the environment. (4)

[40]

QUESTION 3: BUSINESS OPERATIONS

- 3.1 Name TWO aspects that must be considered during production control. (2)
- 3.2 Outline the importance of pricing. (4)
- 3.3 Read the scenario below and answer the questions that follow.

AMAZING SNACKS (AS)

Amazing Snacks (AS) is a catering business that provides platters for business functions. The management of AS uses a sales promotion strategy to increase sales. AS conducts personal selling of their products to add value to customers. The business has established strong brand recognition around Gqeberha.

- 3.3.1 Quote TWO components of the marketing communication policy in the scenario above. (2)
- 3.3.2 Explain the role of public relations in publicity. (4)
- 3.4 Recommend precautionary measures that businesses should take when handling machinery. (4)
- 3.5 Explain Total Quality Management (TQM) as part of the quality management system. (4)
- 3.6 Read the scenario below and answer the questions that follow.

TASKER'S FASHION (TF)

Tasker's Fashion is a clothing store in Makhanda. They placed an advert on the business's notice board for a new secretary. TF also advertised the vacancy in the local newspaper. TF calculates the salaries of employees by using different salary determination methods.

- 3.6.1 Identify TWO methods of recruitment applicable to TF in the scenario above. Quote from the scenario above to motivate your answer.

Use the table below as a GUIDE to answer QUESTION 3.6.1.

METHOD OF RECRUITMENT	MOTIVATIONS
1.	
2.	

(6)

- 3.6.2 Discuss TWO salary determination methods. (6)
- 3.7 Explain the purpose of induction. (4)
- 3.8 Advise businesses on the requirements of a good trademark. (4)

[40]

QUESTION 4: MISCELLANEOUS TOPICS**BUSINESS ENVIRONMENTS**

- 4.1 Name any FOUR components of the macro environment. (4)
- 4.2 Outline the reasons why businesses lobby. (4)
- 4.3 Read the scenario below and answer the questions that follow.

WINNING WAYS (WW)

Winning Ways is a consulting business that helps businesses to overcome challenges in the business environments. WW helps businesses to work together to build on the expertise of one another. Winning Ways also assists businesses in identifying Corporate Social Responsibility projects to be involved in.

- 4.3.1 Identify from the scenario above the way in which businesses can form a power relationship. (2)
- 4.3.2 Discuss TWO other ways in which businesses can form power relationships. (6)
- 4.4 Advise businesses on *information management* as a way to adapt to challenges in the business environments. (4)

BUSINESS OPERATIONS

- 4.5 Identify the pricing technique in EACH of the statements below:
- 4.5.1 Fashions Ltd sold winter clothing at the end of the winter season at low prices. (2)
- 4.5.2 Prestige Cellphones sells their new cell phone models at higher prices because of their prestige value. (2)
- 4.6 Explain the importance of product development. (6)
- 4.7 Discuss the reasons why manufacturers may prefer to make use of direct distribution methods. (6)
- 4.8 Advise businesses on the reasons why they must manage safety in the workplace. (4)

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

SECTION C

Answer any ONE question in this section.

NOTE: Clearly indicate the QUESTION NUMBER of the chosen question. The answer to the question must start on a NEW page, for example QUESTION 5 on a NEW page OR QUESTION 6 on a NEW page.

QUESTION 5: BUSINESS ENVIRONMENTS (SOCIO-ECONOMIC ISSUES)

Trade unions play an important role to assist businesses on any illegal activities in the workplace. Piracy can have a negative impact on businesses and must be reported to find solutions. The Labour Relations Act protects the rights of the employer and employee.

Write an essay on contemporary socio-economic issues in which you include the following aspects:

- Outline the functions of trade unions.
- Explain the negative impact of piracy on businesses.
- Discuss solutions to piracy.
- Advise businesses on the purpose of the Labour Relations Act.

[40]**QUESTION 6: BUSINESS OPERATIONS (HUMAN RESOURCES)**

The Human Resources manager draw up a job analysis in order to determine the job description and job specification. The selection procedure is implemented thereafter. The interviewer invites prospective candidates for interviews. The successful candidate must sign an employment contract.

Write an essay on Human Resources in which you include the following aspects:

- Distinguish between a *job description* and *job specification* as components of a job analysis.
- Explain the selection procedure.
- Discuss the role of the interviewer during the interview.
- Advise businesses on the legal requirements of an employment contract.

[40]

TOTAL SECTION C: 40
GRAND TOTAL: 150

