



Province of the  
**EASTERN CAPE**  
EDUCATION

Iphondo leMpuma Kapa: Isebe leMfundo  
Provinsie van die Oos Kaap: Departement van Onderwys  
Porafensie Ya Kapa Botjhabela: Lefapha la Thuto

# **NATIONAL SENIOR CERTIFICATE**

## **GRADE 12**

### **SEPTEMBER 2024**

#### **BUSINESS STUDIES P2**

**MARKS: 150**

**TIME: 2 hours**

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This question paper consists of 9 pages.

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## INSTRUCTIONS AND INFORMATION

Read the following instructions carefully before answering the questions.

- 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.

- Read the instructions for each question carefully and take 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.

- 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.
- Except where other instructions are given, answers must be written in full sentences.
- Use the mark allocation and nature of each question to determine the length and depth of an answer.
- Use the table below as a guide for mark and time allocation when answering 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>

- Begin the answer to EACH question on a NEW page, e.g. QUESTION 1 – new page, QUESTION 2 – new page.
- You may use a non-programmable calculator.
- Write neatly and legibly.

**SECTION A (COMPULSORY)****QUESTION 1**

1.1 Various options are provided as possible answers to the following questions. Choose the answers 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 William uses the ... leadership style when he makes all decisions without employee involvement.

- A democratic
- B transactional
- C autocratic
- D laissez-faire

1.1.2 Availability of electricity should be considered when using a ... as a visual aid to show information on a screen.

- A flip chart
- B hand-out
- C poster
- D data projector

1.1.3 The ... company provides essential services which may not be offered by the private sector.

- A personal liability
- B state owned
- C public
- D private

1.1.4 Naidoo Traders applied ... as a King Code principle when they developed remedial programmes to protect the environment and reduce pollution.

- A responsibility
- B transparency
- C accountability
- D discipline

1.1.5 The role of the ... is to ensure that all equipment necessary to perform work, is provided.

- A employees
- B employer
- C health and safety representative
- D production manager

(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.

aggressive; poverty; limited; debentures; negative; indemnification;  
shares; unemployment; unlimited; security

- 1.2.1 Terrific Limited issued ... to raise borrowed capital from the public.
- 1.2.2 BD Insurers applied the principle of ... when they compensated Style Stores for losses incurred due to a burglary.
- 1.2.3 The personal assets of shareholders cannot be sold to pay off the debts of the public company due to bankruptcy. This refers to ... liability.
- 1.2.4 Businesses deal with ... as a socio-economic issue by offering bursaries to the community to improve the level of education.
- 1.2.5 Sipho deals with Ann as a/an ... person by listening to her without agreeing with her. (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	Leadership	A	refers to what is right or wrong in a business
1.3.2	Unit trusts	B	investments that offer citizens the opportunity to invest in the government
1.3.3	Ethical behaviour	C	team members gather information about each other
1.3.4	Norming	D	uses a motivational approach with employees
1.3.5	Forced field analysis	E	employees silently generate ideas on their own before sharing them with others
		F	team members come to an agreement and reach consensus
		G	uses an instructional approach with employees
		H	employees consider all the supporting and opposing ideas for change
		I	refers to the principle of right and wrong in society
		J	investments that are pooled together into a portfolio managed by an expert

(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 VENTURES**

- 2.1 List any FOUR factors that should be considered when making investment decisions. (4)
- 2.2 Outline the advantages of the transactional leadership style. (4)
- 2.3 Identify the leadership theory applied by Temba to manage his employees in EACH statement below:
- 2.3.1 Temba uses different leadership styles in different circumstances. (2)
- 2.3.2 Temba leads by example and rewards positive behaviour. (2)
- 2.4 Explain the advantages of insurance for businesses. (6)
- 2.5 Discuss the areas of improvement in the next presentation. (4)
- 2.6 Read the scenario below and answer the questions that follow.

**DELI LIMITED (DL)**

Zuki, the marketing manager of Deli Limited, is preparing to present a business report to the board of directors. She is fully conversant with the objectives of the presentation. Zuki started by introducing herself to establish her credibility. She also created flip charts as a visual aid to support her information.

- 2.6.1 Quote TWO factors that Zuki considered when preparing for her presentation in the scenario above. (2)
- 2.6.2 Explain the impact of flip charts as a visual aid. (4)
- 2.7 Discuss the advantages of a non-profit company. (4)
- 2.8 Advise businesses on how the following criteria could contribute to the success and/or failure of a partnership:
- 2.8.1 Legislation (4)
- 2.8.2 Capital (4)

**[40]**

**QUESTION 3: BUSINESS ROLES**

- 3.1 Name FOUR corporate social investment (CSI) focus areas. (4)
- 3.2 Elaborate on the importance of team dynamic theories in improving team performance. (4)
- 3.3 Read the scenario below and answer the question that follows.

**LIRA TRADERS (LTS)**

The management of Lira Traders appointed Vuvu to work on their advertising campaign. Vuvu asked Ashley, Carston and Chantel to work with him on the project. Vuvu gives credit to members for their positive contribution. He also ensures that all team members show respect towards each other despite their differences.

Identify TWO criteria for successful team performance displayed by Lira Traders. Motivate your answer by quoting from the scenario above.

Use the table below as a GUIDE to answer QUESTION 3.3.

CRITERIA FOR SUCCESSFUL TEAM PERFORMANCE	MOTIVATIONS
1.	
2.	

(6)

- 3.4 Explain ways in which businesses can create an environment that promotes creative thinking in the workplace. (4)
- 3.5 Discuss the impact of corporate social responsibility (CSR) on businesses. (6)
- 3.6 Read the scenario below and answer the questions that follow.

**NORMAN ENTERPRISE (NE)**

The management of Norman Enterprise deals with different types of unprofessional businesses practices of their employees. They speak directly to all the employees who take extended lunch breaks. NE also educate all employees about the impact of fraud. They ensure that the code of conduct is signed by all employees making them aware of its contents.

- 3.6.1 Quote TWO ways in which NE deals with abuse of work time as a type of unprofessional business practice from the scenario above. (2)
- 3.6.2 Describe other ways in which NE can deal with abuse of work time as a type of unprofessional business practice. (4)
- 3.7 Discuss the relationship between social responsibility and triple bottom line. (6)
- 3.8 Recommend ways in which professional, responsible, ethical and effective business practice should be conducted. (4)

**[40]**

**QUESTION 4: MISCELLANEOUS TOPICS****BUSINESS VENTURES**

- 4.1 Give any FOUR examples of non-insurable risks. (4)
- 4.2 Outline the aspects that should be considered when designing a multimedia presentation. (4)
- 4.3 Read the scenario below and answer the questions that follow.

**VALLEY HOTEL (VH)**

Sethu, the owner of Valley Hotel, applies the democratic leadership style. She allows employees to participate in decision making. She understands that the right attitude set the right atmosphere. Sethu also models the behaviour that she wants to see in her followers.

- 4.3.1 Quote TWO roles of personal attitude in successful leadership displayed by Sethu in the scenario above. (2)
- 4.3.2 Advise Sethu on situations in which the democratic leadership style could be applied in the workplace. (6)
- 4.4 Discuss *adoption benefits* as a type of benefit paid out by the Unemployment Insurance Fund. (4)

**BUSINESS ROLES**

- 4.5 List any FOUR human rights in the workplace. (4)
- 4.6 Read the scenario below and answer the questions that follow.

**DEKKER PAINTS (DP)**

Dekker Paints is experiencing a high volume of customer complaints regarding their paint peeling off. DP requested a panel of experts to complete a set of questionnaires to find a solution to their problem.

- 4.6.1 Name the problem-solving technique applied by DP in the scenario above. (2)
- 4.6.2 Explain the advantages of creative thinking in the workplace. (6)
- 4.7 Discuss how *unfair advertising* as a type of unethical business practice poses challenges to businesses. (4)
- 4.8 Advise businesses on how they should handle conflict 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 question chosen. The answer to the question must start on a NEW page, e.g. QUESTION 5 on a NEW page OR QUESTION 6 on a NEW page.

**QUESTION 5: BUSINESS VENTURES (INVESTMENT: SECURITIES)**

Preference shareholders are entitled to certain rights related to their investment. Different forms of investments impact investors differently. Investing in a fixed deposit provides investors opportunity to decide whether they want to receive simple interest or compound interest. Some investors invest in companies that are listed on the Johannesburg Securities Exchange (JSE).

Write an essay on investment securities in which you include the following aspects:

- Outline the rights of preference shareholders.
- Discuss the impact of the following forms of investments:
  - Shares
  - Fixed deposits
- Differentiate between *simple interest* and *compound interest*.
- Advise businesses on the functions of the Johannesburg Securities Exchange (JSE).

[40]

**QUESTION 6: BUSINESS ROLES (HUMAN RIGHTS, INCLUSIVITY AND ENVIRONMENTAL ISSUES)**

Businesses are required to respect the economic rights of their employees. The employer is responsible in promoting human health and safety in the workplace. Businesses deal with different diversity issues in order to enjoy the benefits of a diverse workforce.

Write an essay on human rights, inclusivity and environmental issues in which you include the following aspects:

- Outline the economic rights of employees in the workplace.
- Explain the responsibilities of employers in promoting human health and safety in the workplace.
- Discuss ways in which businesses could deal with the following diversity issues in the workplace:
  - Disability
  - Gender
- Advise the business on the benefits of diversity in the workplace.

[40]

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