



NOVEMBER 2020
GL

PAPER 1

INSTRUCTIONS AND INFORMATION

Read the following instructions carefully before answering the questions:

1. This question paper consists of THREE sections.

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 note of what is required.
3. Number the answers correctly according to the numbering system used in this question paper.
4. Except where other instructions are given, answers must be 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.

<u>SECTION</u>	<u>QUESTION</u>	<u>MARKS</u>	<u>TIME</u>
A: COMPULSORY Multiple choice questions, matching items, correct terms.	1	30	20 minutes
B :Answer any TWO of the three questions. Data response questions.	2	40	35 minutes
	3	40	35 minutes
	4	40	35 minutes
C: Answer any ONE of the two questions.	5	40	30 minutes
	6	40	30 minutes
TOTAL		150	120 minutes

7. Begin the answer of EACH question on a NEW page.
8. You may use a non-programmable calculator.
9. Write neatly and legibly.

SECTION A (Compulsory)**QUESTION 1**

1.1 Four possible options are provided as answers to the following questions. Choose the correct answer and write only the letter (A–D) next to the question number.

1.1.1: The micro-environment includes the following components:

- A. unions and customers
- B. political and technological environments
- C. goals and resources
- D. economic environment and competitors

1.1.2: Economic crimes include:

- A. piracy
- B. shoplifting
- C. money laundering
- D. armed robbery

1.1.3: A trade union's main function is to

- A. organise strikes and go-slows and other forms of protest
- B. organise trade agreements with other countries
- C. be the political mouthpiece for the whole of society
- D. negotiate on behalf of employees for better pay and conditions

1.1.4: The sector that Ford is responsible for when making the new Ranger is the _____ sector.

- A. secondary
- B. primary
- C. tertiary
- D. informal

1.1.5. Businesses may get involved in the macro environment through one of the following ways:

- A. Knowing its competitors
- B. Lowering its impact on the environment
- C. Setting goals and objectives
- D. Working transparently with trade unions

(5x2) (10)

1.2 Choose a term from Column B that matches a description in Column A. Write only the letter next to the question number.

<u>COLUMN A</u>	<u>COLUMN B</u>
1.2.1. Psychographics	A. Investing money in order for it to grow at a faster rate than inflation
1.2.2. Acquisition	B. Data relating to the population, which includes age, gender, income and occupation.
1.2.3. Go-slow	C. When one sector sells to another
1.2.4. Hedging	D. Purchase of a business by another business where both parties are in agreement
1.2.5. Forward Link	E. When two businesses join to become one.
	F. Classification of people according to their desires and attitudes.
	G. Working at a pace that lowers productivity.
	H. When one sectors buys from another.

(5x2) (10)

1.3 All the following statements are false. Correct the sentence by changing the underlined word. Write only the question number and the word.

- 1.3.1 A merger is the act of assuming control of something, especially when one company buys out another company against their will.
- 1.3.2 The environment over which the business has full control is the macro environment.
- 1.3.3 The act whereby businesses who are unable to sell goods, send them to underdeveloped countries to be sold at a cheaper price is known as recession.
- 1.3.4 Interrelated is when two businesses that rely on each other to achieve their best outputs.
- 1.3.5 Workplace forums are organised associations of workers in a trade formed to protect and further their rights and interests.

(5x2) (10)

SECTION A: 30 MARKS

SECTION B (Answer only TWO of the following three questions)**QUESTION 2 – TOPIC 1: BUSINESS ENVIRONMENTS**

Read the passage below and answer the questions that follow:

Some of South Africa's biggest retailers will no longer sell TRESemmé hair products, following protests over an advert that denigrated black hair.

Pictures of African hair were labelled "frizzy and dull", "dry and damaged" in an online advert for TRESemmé products featured by pharmacy chain Clicks.

White hair, meanwhile, was labelled "normal" and "fine and flat".

Shoprite, Woolworths and Pick N Pay all say they have removed TRESemmé products from their shelves, as has Clicks.

Earlier this week, a senior executive at Clicks resigned and a number of employees were suspended.

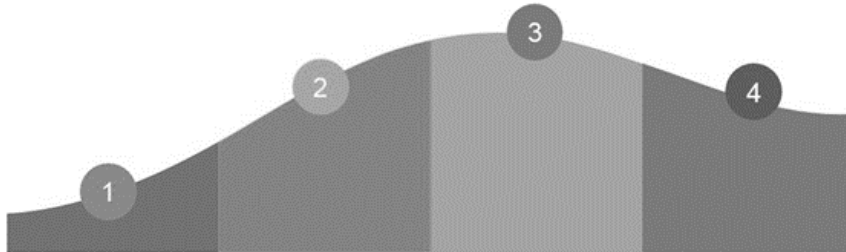
<https://www.bbc.com/news/world-africa-54102625>

- 2.1 Within a well-known business such as Clicks, many challenges could arise. Give any TWO challenges within Clicks (micro-environment) and explain the impact they will have on the company. (6)
- 2.2 If TRESemmé were to close down, how could this impact on the economic state in South Africa? (4)
- 2.3 What other socio-economic issue (other than unemployment) could be aggravated if TRESemmé were to close down? Substantiate your answer. (2)
- 2.4 Socio-economic challenges make running a business very difficult, but they also make being socially responsible an essential part of every business. One of the biggest socio-economic challenges faced in South Africa is poverty. Explain, using the poverty cycle, why it is so hard to escape poverty. (14)
- 2.5 Clicks is a well-supported business in South Africa selling a variety of cosmetics, toiletries and medication
- 2.5.1 Is people were to stop supporting Clicks, what impact would this have on the business? (2)
- 2.5.2 For which macro environment factor would this issue by Clicks and TRESemmé fall under? (2)
- 2.6 Elaborate on the positive impact "skills development" may have on the community in South Africa? (6)
- 2.7 *Identify* the name of the Act which provides a framework within which trade unions, employees and their employers can collectively bargain. (2)
- 2.8 What is the purpose of the Act mentioned in 2.7? (2)

[40]

QUESTION 3 - TOPIC 4: BUSINESS FUNCTIONS

3.1 Observe the *Product Life Cycle* below and answer the questions that follow:



3.1.1 Label number 1, 2, 3 and 4 for the graph above. (4)

3.1.2 Discuss what happens during the product life cycle stage labelled 2. (4)

3.2 List FOUR components of the marketing communication policy. (4)

3.3 Discuss any THREE purposes of packaging (6)

3.4 Differentiate between advertising and publicity. (4)

Read the scenario below and answer the questions that follow.

TIN out of TIN (Pty) Ltd

TIN out of TIN (Pty) Ltd manufactures large numbers of identical tins. They use single-purpose machines and very comprehensive production planning to insure that there is a continuous flow of goods and effective use of the floor space in the factory.

3.5 Identify TWO advantages of production planning. (4)

3.6 Routing and scheduling and two very importance stages of planning

3.6.1 Give any TWO factors that Routing determines. (4)

3.6.2 Give any factor that affects scheduling. (2)

3.7 Discuss TWO tasks the SABS (South African Bureau of Standards) carries out. (4)

3.8 Explain the differences between piecemeal and time-related salary determination system. (4)

[40]

QUESTION 4 – MISCELLANEOUS

Read the case study below and answer the questions that follow:

Seattle Coffee company has become a quick success, especially in the South African market. The business sells an array of hot and cold drinks as well as lunch snacks and confectionary. The workers are becoming frustrated as they feel management has no control over the staff that arrive late and there is often a shortage of milk. The orders are not put through in time by management, therefore the suppliers are unable to meet the demand. The cost of milk has also radically increased, largely due to the increase in petrol costs. Seattle Coffee Company needs to solve these issues in order to continue their success in the franchise.

- 4.1. Use the information from the case study above to complete the following table. Write only the number and your answer.

<u>Environment</u>	<u>Component</u>	<u>Problem</u>	<u>Possible Solution</u>
Micro	4.1.1	4.1.2	4.1.3
Market	4.1.4	4.1.5	4.1.6
Macro	4.1.7	4.1.8	4.1.9

- (18)
- 4.2. Identify the name of the Act which provides a framework within which trade unions can ensure that working hours are correct. (2)
- 4.3. Describe the purpose of the Act mentioned in 4.2? (2)
- 4.4. If there is a dispute between the employer and the employee which cannot be resolved, then the dispute must be referred to the CCMA. What is the CCMA? (2)
- 4.5. The employees belong to the *COSATU* trade union. Provide a suitable explanation of what a trade union is. (2)
- 4.6. Differentiate between a strike, lock-out and a go-slow. (6)
- 4.7. Outline FOUR functions of a trade union. (8)
- [40]**

SECTION B: 80 MARKS



www.seattlecoffeecompany.co.za

SECTION C: (Answer only ONE of the two questions)**QUESTION 5 - TOPIC 1: BUSINESS ENVIRONMENT (BUSINESS SECTORS)****NESPRESSO COFFEE**

Farming. Harvesting. Blending. Roasting & Grinding. Encapsulation. Tasting. These are the processes that are followed meticulously to ensure great quality coffee for all coffee lovers.

It is clear that economic sectors are interdependent on each other and do not function in isolation.

With reference to the article above:

- Discuss each of the three sectors
- Analyse their relatedness with each other in detail.
- Differentiate between forward and backward link.
- Use examples throughout to support your answer.

[40]**QUESTION 6 – TOPIC 4: BUSINESS OPERATION (HUMAN RESOURCES)****VISIONARY CONSULTING (CC)**

Visionary Consulting used internal and external recruitment before interviewing three candidates that had been shortlisted during the selection process. The management will also have to prepare an employment contract for the selected candidate.

As a human resources consultant, write an essay on the following aspects:

- Distinguish between internal and external recruitment; include an example of each type of recruitment
- Explain the selection procedure
- Advise Visionary Consulting on the role of the interviewer during the interview
- Recommend to Visionary Consulting the aspects that must be included in the employment contract of the selected candidate

[40]**SECTION C: 40 MARKS****TOTAL: 150 MARKS**