



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

NOVEMBER 2023

BUSINESS STUDIES P1

MARKS: 150

TIME: 2 hours



This question paper consists of 9 pages.

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 impact of ... on businesses as a socio-economic issue may lead to employees having to repeat a work task.
- A ethical misconduct
 - B economic crime
 - C exhaustion of natural resources
 - D lack of skills
- 1.1.2 Freedom Bank operates in the ... sector as they specialise in offering banking services.
- A primary
 - B tertiary
 - C economic
 - D secondary
- 1.1.3 The component of the marketing communication policy that is not paid for by the business, is known as ...
- A publicity.
 - B advertising.
 - C sales promotion.
 - D personal selling.
- 1.1.4 Fred Juices use ... during production planning to work out the time needed for performing of each task in their production system.
- A planning
 - B routing
 - C scheduling
 - D loading
- 1.1.5 The purpose of a/an ... is to determine the candidate's suitability for a position based on their skill, experience and qualification.
- A induction programme
 - B employment contract
 - C recruitment process
 - D interview

(5 x 2) (10)

QUESTION 3: BUSINESS OPERATIONS

- 3.1 Name any TWO quality control bodies. (2)
- 3.2 Outline the advantages of production planning. (4)
- 3.3 Read the scenario below and answer the questions that follow.

ZAJEED MANUFACTURERS (ZM)

Zajeed Manufacturers specialise in the manufacturing of office furniture. ZM make use of intermediaries to distribute their products. They use other businesses to sell to consumers in small quantities.

- 3.3.1 Identify the type of intermediary used by ZM. (2)
- 3.3.2 Explain the reasons why ZM as a manufacturer may prefer to make use of indirect distribution methods. (6)
- 3.4 Describe any TWO categories of consumer goods. (6)
- 3.5 Discuss the purpose of advertising. (4)
- 3.6 Read the scenario below and answer the question that follows.

ECO TRADING (ET)

Eco Trading advertised the position for a purchasing manager on the business notice board. They indicated that the person should preferably have a diploma in management. The purchasing manager will be responsible for ordering stock and liaising with suppliers.
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- 3.6.1 Identify TWO components of the job analysis applicable to the position at ET. Motivate your answer by quoting from the scenario above.

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

COMPONENTS OF THE JOB ANALYSIS	MOTIVATIONS
1.	
2.	

- 3.7 Differentiate between *piecemeal* and *time-related salary determination*. (4)
- 3.8 Advise businesses on the legal requirements of an employment contract. (6)

[40]

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, e.g. QUESTION 5 on a NEW page or QUESTION 6 on a NEW page.

QUESTION 5: BUSINESS ENVIRONMENTS (ADAPTING TO CHALLENGES OF THE BUSINESS ENVIRONMENT)

Businesses use networking and lobbying to meet their specific needs and activities. Successful businesses have the ability to adapt to the many challenges that their businesses face. Businesses should undertake projects that can benefit their community due to the benefits of these projects for businesses and the community.

Write an essay on adapting to challenges of the business environment in which you include the following aspects:

- Outline the advantages of networking.
- Explain the following types of lobbying:
 - Hedging against inflation
 - Bargaining sessions between management and unions
- Discuss any THREE ways in which businesses can adapt to challenges of the business environments.
- Recommend projects that can be undertaken by businesses as part of social responsibility.

[40]

QUESTION 6: BUSINESS OPERATIONS (MARKETING FUNCTION)

All businesses are aware of the importance of pricing to ensure financial success; therefore marketing managers often experiment with different pricing techniques. It is important for businesses to analyse all the factors that will influence their prices, and to make use of sales promotions to remain competitive in the market.

Write an essay on the marketing function in which you include the following aspects:

- Outline the importance of pricing.
- Explain the following pricing techniques:
 - Cost-based pricing
 - Competition based pricing
- Discuss any FOUR factors that influence pricing.
- Advise businesses on the purpose of sale promotions.

[40]

TOTAL SECTION C: 40
GRAND TOTAL: 150

