



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

BSTD.1

BUSINESS STUDIES P1

NOVEMBER 2021

MARKS: 150

TIME: 2 hours

This question paper consists of 11 pages.

MORNING SESSION



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 first **TWO** questions in **SECTION B** and the **FIRST** question 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)
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

- 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 answer and write only 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 requires businesses to offer prospective clients pre-agreement statements:

- A Consumer Protection Act, 2008 (Act 68 of 2008)
- B National Credit Act, 2005 (Act 34 of 2005)
- C Employment Equity Act, 1998 (Act 55 of 1998)
- D Compensation for Occupational Injuries and Diseases Amendment Act, 1997 (Act 61 of 1997)

1.1.2 Jerome, a farmer, implemented the ... integration strategy when he bought the fruit-and-vegetable stall that sells his products.

- A forward
- B conglomerate
- C horizontal
- D backward

1.1.3 A business has full control over the ... environment.

- A economic
- B macro
- C market
- D micro

1.1.4 This benefit is by law compulsory for employees:

- A Housing allowance
- B Medical aid
- C Unemployment insurance fund
- D Car allowance

1.1.5 The marketing function is responsible for ... for a business.

- A developing advertising campaigns
- B increasing quality products
- C providing strategic plans
- D providing reliable information

(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.

quality managers; safety rules; SETAs; market development; adequate financing; quality circles; remuneration; product development; service providers; total client satisfaction

- 1.2.1 Siya Solarwise registered their learnership agreements with ...
- 1.2.2 Joan Enterprises implemented ... as an intensive strategy when they opened a second branch in another city.
- 1.2.3 Tsego Manufacturers included ... in their induction programme.
- 1.2.4 Large businesses monitor ... by conducting market research to analyse the needs of their buyers.
- 1.2.5 Businesses use ... to improve their processes and systems in the workplace. (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, e.g. 1.3.6 K.

COLUMN A		COLUMN B	
1.3.1	National Credit Regulator	A	identifies the strength of the business in the market environment
1.3.2	SWOT analysis	B	describes the duties and responsibilities of a specific job
1.3.3	Dismissal	C	can be obtained if all business functions work together
1.3.4	Job description	D	requires businesses that offer loans to submit annual compliance reports
1.3.5	Quality management	E	termination of an employment contract due to insolvency
		F	identifies strengths and weaknesses of a business
		G	requires businesses to display information on their packaging
		H	termination of an employment contract due to misconduct
		I	can be used for accountability in each of the business functions
		J	describes the minimum personal qualities needed for a job

(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, e.g. QUESTION 2 on a NEW page, QUESTION 3 on a NEW page.

QUESTION 2: BUSINESS ENVIRONMENTS

- 2.1 Name any FOUR forces of Porter's Five Forces model. (4)
- 2.2 Outline the advantages of intensive strategies. (4)
- 2.3 Read the scenario below and answer the questions that follow.

ANDREW GARDEN SERVICES (AGS)

Andrew Garden Services were experiencing a decline in the demand for their services. They decided to sell some of their tractors in order to pay off their debts.

- 2.3.1 Identify the type of defensive strategy that AGS applied. Motivate your answer by quoting from the scenario above. (3)
- 2.3.2 Explain ONE other type of defensive strategy that could be considered by AGS. (3)
- 2.4 Discuss penalties that businesses may face for non-compliance with the Compensation for Occupational Injuries and Diseases Amendment Act (COIDA), 1997 (Act 61 of 1997). (6)



2.5 Read the scenario below and answer the question that follows.

BANZI TRADERS (BT)

The management of Banzi Traders complies with the Basic Conditions of Employment Act (BCEA), 1997 (Act 75 of 1997). Pregnant employees are allowed to take leave for four consecutive months. Clark, the driver, qualifies for one day's leave for every 17 days worked.

Identify TWO types of leave as stipulated in the BCEA that BT complied with. Motivate your answer by quoting from the scenario above.

Use the table below as a GUIDE to answer QUESTION 2.5.

TYPES OF LEAVE	MOTIVATIONS
1.	
2.	

(6)

2.6 Explain the rights of employees in terms of the Labour Relations Act (LRA), 1995 (Act 66 of 1995).

(6)

2.7 Recommend ways in which businesses could apply the following pillars of the Broad-Based Black Economic Empowerment Act (BBBEE) 2003, (Act 53 of 2003) in the workplace:

2.7.1 Ownership

(4)

2.7.2 Enterprise and supplier development (ESD)

(4)

[40]



QUESTION 3: BUSINESS OPERATIONS

- 3.1 Name TWO salary determination methods. (2)
- 3.2 Elaborate on the meaning of *placement* as a human resource activity. (4)
- 3.3 Read the scenario below and answer the questions that follow.

LUNIC ENTERPRISE (LE)

Lunic Enterprise advertised a vacancy for a stock controller in the local newspaper. Preliminary interviews were conducted as many people applied for the vacant position. LE invited the shortlisted candidates for interviews.

- 3.3.1 Quote TWO aspects of the selection procedure that LE applied in the scenario above. (2)
- 3.3.2 Explain the role of the interviewer during the interview. (6)
- 3.4 Evaluate the impact of fringe benefits on businesses. (6)
- 3.5 Outline the quality indicators of the public relations function. (4)
- 3.6 Read the scenario below and answer the question that follows.

DAIRY'S LIMITED (DL)

Dairy's Limited offered a variety of perishable products to their customers. They developed ideas in order to improve their processes and systems. DL decided to implement change on a small scale.

Identify TWO steps of the PDCA model applied by DL. Motivate your answer by quoting from the scenario above.

Use the table below as a GUIDE to answer QUESTION 3.6.

STEPS OF PDCA MODEL	MOTIVATIONS
1.	
2.	

- 3.7 Discuss the impact of total quality management (TQM) if poorly implemented by businesses. (6)
- 3.8 Advise businesses on the difference between *quality control* and *quality assurance*. (4)

[40]



QUESTION 4: MISCELLANEOUS TOPICS

BUSINESS ENVIRONMENTS

- 4.1 Name any THREE consumer rights as stipulated in the Consumer Protection Act (CPA), 2008 (Act 68 of 2008). (3)
- 4.2 Read the scenario below and answer the questions that follow.

KHANYA COMMUNICATIONS (KC)

Khanya Communications offer internet services to different clients. Their employees went on a legal strike due to unsuccessful salary negotiations. Frequent load shedding forced KC to close earlier on certain days. KC also lost many clients to Greg Communications who offer similar services at lower prices.

- 4.2.1 Identify the business sector in which KC is operating. Motivate your answer by quoting from the scenario above. (3)
- 4.2.2 Quote THREE challenges for KC from the scenario above. (3)
- 4.2.3 Classify KC's challenges according to the THREE business environments.

Use the table below as a GUIDE to answer QUESTIONS 4.2.2 and 4.2.3.

CHALLENGES (4.2.2)	BUSINESS ENVIRONMENTS (4.2.3)
1.	
2.	
3.	

- 4.3 Explain how the Sector Education and Training Authorities (SETAs) are funded. (4)
- 4.4 Advise businesses on the steps they should consider when evaluating strategies. (4)



BUSINESS OPERATIONS

4.5 Name FOUR sources of internal recruitment. (4)

4.6 Read the scenario below and answer the questions that follow.

GIANT TRADING (GT)

Lisa, the manager of the human resources function at Giant Trading, is expected to pay the employees equally for doing work of equal value. GT ensures that they have a good relationship with their employees. Lisa was requested to place a summary of the Employment Equity Act (EEA) at reception for easy access and reference.

4.6.1 Quote TWO implications of the EEA on the human resources function at GT from the scenario above. (2)

4.6.2 Explain other implications of the EEA on the human resources function. (4)

4.7 Explain the benefits of a good quality management system. (4)

4.8 Evaluate the impact of continuous skills development/education and training as an element of total quality management (TQM) on large businesses. (6)
[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 EACH 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 (BUSINESS STRATEGIES)

A strategic management process enables businesses to implement suitable strategies to overcome the challenges posed by the business environments. Many businesses prefer to diversify their products to remain sustainable in the market. Others apply the PESTLE factors to identify challenges in the macro environment and to find ways to deal with these challenges.

Write an essay on the business strategies in which you include the following aspects:

- Outline the *strategic management process*.
- Explain THREE types of diversification strategies.
- Discuss how the following PESTLE factors pose challenges to businesses:
 - Economic
 - Social
 - Technological
- Recommend ways in which businesses can deal with the challenges posed by the PESTLE factors above.

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

Businesses should follow the correct recruitment procedure to find suitable candidates. Some businesses prefer the external recruitment method and ensure that new employees are properly inducted. It is important that new employees should sign a legal employment contract.

Write an essay on the human resources activities in which you address the following aspects:

- Outline the *recruitment procedure*.
- Explain the impact of external recruitment on businesses.
- Discuss the benefits of induction for businesses.
- Advise businesses on the legal requirements of the employment contract.

[40]

TOTAL SECTION C: 40
GRAND TOTAL: 150

