



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

BUSINESS STUDIES

FEBRUARY/MARCH 2012

MARKS: 300

TIME: 3 hours

DEAF LEARNERS

This question paper has 16 pages.



INSTRUCTIONS AND INFORMATION

Read the instructions carefully. Then answer the questions.

1. This question paper has **THREE** sections. This paper is about all the work you studied this year.

SECTION A: You **MUST** answer **ALL** the questions in **SECTION A**.

SECTION B: There are **THREE** questions in **SECTION B**. You **MUST** answer **ALL** the questions.

SECTION C: There are **FOUR** questions in **SECTION C**.
You **MUST** answer **TWO** questions in **SECTION C**.

2. You must read the instructions for each question carefully.
You must make sure you understand what you must do for each question.
3. Your answers must have the same numbers as the questions.
4. You must write your answers in full sentences. But if the question has other instructions, you must follow the instructions of the question.
5. Look at the marks for each question, and look at what kind of question it is.
Then you must decide how much time you will use to answer the question.
6. The table below will help you decide how much time to use to answer each question.

SECTION	QUESTION	MARKS	TIME
A: Objective type questions COMPULSORY	1	40	30 min.
B: THREE direct/indirect type questions COMPULSORY	2	60	30 min.
	3	60	30 min.
	4	60	30 min.
C: FOUR essay type questions CHOICE (Answer any TWO.)	5	40	30 min.
	6	40	30 min.
	7	40	30 min.
	8	40	30 min.
TOTAL		300	180 min.

7. You must start **EACH** question on a **NEW** page.
8. Non-programmable calculators are allowed.
9. Write neatly.

SECTION A (COMPULSORY)**QUESTION 1**

- 1.1
- Read every question carefully.
 - Then read the different answers for the questions (A to D).
 - Choose the correct answer.
 - Write **ONLY** the question number (1.1.1 to 1.1.10) and the letter of the answer that you choose in the **ANSWER BOOK**.
FOR EXAMPLE: 1.1.11 B.

1.1.1 When does market penetration occur?

- A When producers buy products at the same price as competitors.
- B When producers market the new product in the same areas.
- C When producers sell products at a low price to attract buyers.
- D When producers market the existing product in new areas.

1.1.2 A business has a turnover of R10 million.
The business has a staff complement in excess of 50 employees.
The business must submit a document to the Department of Labour once every two years.

What is the name of the document?

- A Code of conduct
- B Marketing strategy
- C Diversity plan
- D Equity plan

1.1.3 This legislation makes sure that qualified people from designated (chosen, certain) groups have equal opportunities in the workplace.

What is the name of the legislation?

- A COIDA
- B Unemployment Insurance Act
- C Affirmative action
- D SETA

1.1.4 People dump toxic waste into rivers, lakes, dams and the sea.

- A This is a good example of a **dumping** issue.
- B This is a good example of an **inclusivity** issue.
- C This is a good example of a **political** issue.
- D This is a good example of an **environmental** issue.



- 1.1.5 There is an Act that protects consumers from receiving credit which they are unable to repay (they cannot pay back the credit).

What is the name of the Act?

- A National Credit Act
- B Consumer Protection Act
- C Broad-Based Black Economic Empowerment Act
- D Preferential Procurement Act

- 1.1.6 A business uses work teams. It is a good thing (advantage). Why?

- A All team members must agree upon different issues.
- B It encourages individualism.
- C Greater output through collaboration is attained.
- D Technology is a requirement to succeed.

- 1.1.7 What is the name of the creative technique they use to collect and analyse different ideas from a number of people on a specific topic?

- A Assessment
- B Brainstorming
- C Management
- D Diversification

- 1.1.8 This function creates a favourable (good) image of the business:

- A Public relations
- B Human resources
- C Risk management
- D General management

- 1.1.9 What is the name of the process where they find new employees AND appoint new employees?

- A Employment
- B Recruitment and selection
- C Retrenchment
- D Problem-solving

- 1.1.10 Beauty Look Clothing Factory has a market value of R500 000. There was a fire. Beauty Look Clothing Factory was damaged by the fire. They had to repair the damages to the building. The cost of repairs was R100 000. Beauty Look Clothing Factory was insured for R300 000 – HOC (home owners' cover).

The insurer will pay an amount for repairs. What amount will be paid out by the insurer?

- A R300 000
- B R60 000
- C R100 000
- D R500 000

(10 x 2) (20)

- 1.2
- Read the questions. Then look at the words in brackets. Choose the ONE word that will answer the question.
 - Write ONLY the question number (1.2.1 to 1.2.5) and the correct word(s) in the ANSWER BOOK.

1.2.1 What do you call the instrument that they use to assess companies' compliance (listen to the rules for) with BBBEE? (Balanced Scorecard (BSC)/SWOT analysis)

1.2.2 What type of presentation only uses written material? (non-verbal/verbal)

1.2.3 What does the insured pay to the insurer every month or year for the continued existence of his/her policy? (premium/excess)

1.2.4 What do you call the last step in conflict resolution after mediation has deadlocked? (arbitration/conciliation)

1.2.5 What programmes want to give existing employees basic knowledge and skills? (staff development programmes/induction programmes) (5 x 2) (10)



- 1.3
- This question has two columns.
 - COLUMN A has FIVE words/terms.
 - COLUMN B has EIGHT descriptions.
 - Read the words/terms in COLUMN A.
 - Choose the correct description from COLUMN B that matches the word/term in COLUMN A.
 - Write down ONLY the question number from COLUMN A and the letter (A to H) of the answer from COLUMN B in the ANSWER BOOK.
 - FOR EXAMPLE: 1.3.6 J.

COLUMN A	COLUMN B
1.3.1 Quality control	A type of decisions made by middle management
1.3.2 Tactical decision	B plan of action to achieve (get) a goal
1.3.3 South African Revenue Services	C an institution responsible (whose job it is) for setting quality standards
1.3.4 Bonus shares	D issued to founders of the company to compensate (give something back) for loss of dividends
1.3.5 Strategy	E measures (methods) to identify, eliminate (get rid of) and prevent deviations from set standards with regard to the production of a product or service
	F enable (help) shareholders to be compensated (rewarded) for any future dividends
	G an institution responsible for collecting tax
	H type of decisions made by top management

(5 x 2) (10)

TOTAL SECTION A: 40

SECTION B (COMPULSORY)**QUESTION 2**

2.1 Look at the acronym PESTLE.

Write the business environment to which the acronym PESTLE is applicable. (2)

2.2 What are the purposes of SETAs? Write THREE purposes. (6)

2.3 Simmer & Jack is a mining company. This mining company is in Stilfontein. The company and the local community have some long-term challenges (problems, things that need attention).
Simmer & Jack wants to be part of corporate social investment programmes to improve (make better, help with) the long-term challenges.

Look at the long-term challenges below. The challenges are **education**, **crime** and **housing**.

You must describe how Simmer & Jack can become part of corporate social investment programmes.

You must give examples as reasons for your answers.

2.3.1 Education (4)

2.3.2 Crime (4)

2.3.3 Housing (4)

2.4 Look at the information on share trading.
Answer the questions.

CHEMICALS								
Name	Close	High	Low	DM	YM%	DY	PE	DV
AECI	8 627	8 699	8 365	142	1,7	2,38	14,95	14 000
AFROX	1 920	1 920	1 810	97	5,3	1,41	34,59	150 000
DELTA	760	760	760	-10	-1,3	0,00	5,41	1 000
FREE WORLD	1 180	1 200	1 160	-11	-0,9	0,59	15,95	13 000
OMNIA	7 400	7 400	7 358	50	0,7	0,00	11,93	33 000

[Source: *Business Day*, Thursday 28 April 2011]

KEYS			
Close:	Market close	High:	Day's high
Low:	Day's low	DM:	Daily move
YM%:	Last 12 months' percentage move	DY:	Dividend yield
PE:	Price-earnings ratio	DV:	Day's volume



- 2.4.1 Look at QUESTION 2.4 on page 7.
- There is an institution (company) that publishes this type of information (information on share trading).
Write the name of the institution. (2)
- 2.4.2 Look at your answer to QUESTION 2.4.1.
- Write FOUR functions of the institution. (8)
- 2.4.3 You must explain the share activities of Free World during the day's trading. (6)
- 2.4.4 Look at the information in the table on page 7.
- You want to buy shares. The information in the table can help you to decide which shares to buy.
How can the information help you? You must explain. (2)
- 2.4.5 You can invest in shares as a form of investment.
- How? Name THREE ways that could be used to invest in shares as a form of investment. (6)
- 2.4.6 You want to buy shares.
- In which company would you buy shares? Give a reason for your answer. (4)



2.5 Read the case study. Answer the questions.

AN ENTREPRENEUR WITH A VISION

You have an important skill if you can manage the amount of work you have. You have an important skill if you can manage your time. You must train your staff to manage their time. Your staff will work better. Your staff will have less stress.

Jojo Tsheola is only in his thirties (30 years old). He is a successful entrepreneur. He has a passion (big love) for tourism. Jojo Tsheola has a youthful zest for life (he is happy and enjoys life). He believes in himself. He said he wants to be a success. He started his own business in 2007.

The name of his company is Tsheola Dinare Tours and Transport. His company is a successful company.

The company offers (gives) customised travel packages for corporate travel. The company offers (gives) luxury coaches.

The company offers (gives) shuttle services and a private VIP travel service. Jojo Tsheola has a lot of clients. Some of his clients are leading corporations and prestigious (important) foreign companies. Tsheola says he is a 'self-driven and results-orientated person. He is positive and his business focuses on profitability'. He is a natural planner. He looks critically at his own performance to achieve excellence.

[Source: *Succeed*, May 2011]

2.5.1 Look at the case study.

Tsheola Dinare Tours and Transport belongs to a business sector. Write the name of the business sector to which Tsheola Dinare Tours and Transport belongs.

(2)

2.5.2 Look at the case study.

The case study tells you Jojo Tsheola has a successful business.

Write any FIVE examples (things) from the case study to show that Jojo Tsheola has a successful business.

(10)
[60]

QUESTION 3

- 3.1 Why do they have induction programmes in the workplace?
Write FOUR purposes of induction programmes. (8)
- 3.2 What is *unethical advertising*?
Write TWO examples to explain. (6)
- 3.3 Read the case study. Answer the questions.

CHAUKE BRICK AND SAND SUPPLIERS

Peter Khumalo works for Chauke Brick and Sand Suppliers.
Chauke Brick and Sand Suppliers manufactures bricks and supplies sand to clients in and around Hazyview.

Employees work 11 hours a day. They work from Monday to Saturday. They also work on public holidays.

The general manager does not often see the employees. The general manager does not often talk to the employees or listens to their grievances. Employees of the company are not allowed to be part of trade unions. When employees complain to the supervisors, the supervisors tell them that they will be without a job. The morale (confidence and spirit) of employees is low. The employees are stressed. The workplace is very dusty. Employees do not use face masks.

- 3.3.1 Look at the case study.

The employees at Chauke Brick and Sand Suppliers are stressed. What causes the stress? You must write things that cause stress. (10)
- 3.3.2 The management of Chauke Brick and Sand Suppliers can reduce (make less) the stress levels of their employees.

How? Explain FIVE ways. (15)

- 3.4 Read the extract.

The information is from one of the employees of DOWNING RAYNARDS Ltd.

INCOME		DEDUCTION	
Gross salary	R48 000	Income tax	R3 800
		UIF	R35
		Pension fund	R1 354
		Medical aid fund	R1 800
		Membership fee: Trade union	R65

- 3.4.1 You must calculate the NET SALARY that this worker earns. (3)



- 3.4.2 What is *gross salary*?
What is *net salary*?

What is the difference between the two concepts? (4)

- 3.4.3 Look at the pay slip on page 10.

Think of the Basic Conditions of Employment Act.
There are TWO deductions on the payslip which are NOT compulsory (necessary).
Write the names of the deductions. (4)

- 3.5 How can the quality of performance of the production function have an impact on a large business organisation? Explain. (10)
[60]

QUESTION 4

- 4.1 You want to choose a career path. There are things that you must remember.

Write FOUR factors (things) that you must remember. (8)

- 4.2 Judge Mervyn King issued a report in 1994.
The report recommended (gave) key principles according to which businesses in South Africa should operate. (The report gave rules how to run businesses in South Africa.)

Write any FOUR key principles (rules) that were in the King Code. (8)

- 4.3 One of your co-workers must give a non-verbal presentation.
He is very worried about the process.

You must help him.
Write THREE ways to present (give) information
Write THREE ways how he can handle the feedback process. (12)

- 4.4 Should a business consider teamwork in the workplace?

First choose YES or NO. Then give reasons for your answer. (8)



4.5 Read the text. Answer the questions.

MANAGERS MAKE A DIFFERENCE

Robbie started at a well-organised accounting firm in Nelspruit.
He was an inexperienced (had no experience) worker.
His manager worked with him in a nice way.
The manager helped Robbie with many things.
The manager discussed Robbie's vision.
He helped Robbie to be part of the team.
Robbie wanted to study for a course in Accounting.
The manager gave Robbie some responsibilities. He showed him some challenges in his career path.
The manager also helped him to develop new skills.

4.5.1 Look at the text.

Give any ONE leadership style of Robbie's manager.
You must discuss this leadership style. (4)

4.5.2 Should managers use only one leadership style?

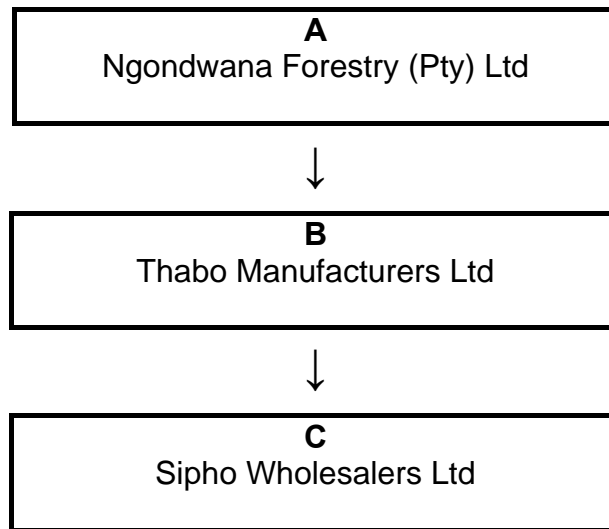
First choose YES or NO. Then give reasons for your answer. (4)

4.5.3 Do you think Robbie's manager is a leader? OR
Do you think Robbie's manager is a manager?

First choose LEADER OR MANAGER.
Then give reasons for your answer. You must use examples from the text. (4)



4.6 Look at the diagram. Answer the questions.



Look at the diagram.

Write the name of the business sector for **A**. Give reasons for your answer.

Write the name of the business sector for **B**. Give reasons for your answer.

Write the form of ownership for **C**. Give reasons for your answer.

(12)
[60]

TOTAL SECTION B: 180

SECTION C

Answer ANY TWO questions.

NOTE: Write down the QUESTION NUMBER only.
The answer to EACH QUESTION must start on a NEW PAGE.

QUESTION 5**WORK EASY FURNITURE FACTORY**

Work Easy Furniture Factory is in East London in the Eastern Cape.
The owner is Phakamani.

This main function of the factory is the manufacturing and selling of quality office equipment (chairs and desks). Phakamani has a degree in Marketing.
Phakamani has experience in the manufacturing of all types of furniture.

She wants to diversify (spread, expand). She wants to manufacture and sell printers in local markets and overseas markets.

Work Easy Furniture factory has problems.

- Many employees are absent.
- The employees have a poor team spirit.
- There is a high turnover of worker employment.
- Workers are not motivated.
- The competitors of Work Easy Furniture Factory take the highly skilled workers.
- It is expensive to transport manufactured goods to the customers in Gauteng.
- Competitors sell similar furniture at cheaper prices.
- Competitors keep up to date with technology. They use modern machinery.

Phakamani wants to register her factory as a franchise operation.

Look at the headings below. You must write your answer under the headings.

1. **Introduction**
2. **Strengths:** What are the strengths that Phakamani has?
- 3.

CHALLENGE	STRATEGY

What are the challenges that Phakamani has?
You must write a strategy to help with every challenge.

4. **Evaluation:** You must also determine how the strategies will be evaluated.
5. **Recommendation:** You must also tell Phakamani if she must diversify (spread, expand) to manufacture and sell printers.
6. **Conclusion**

NOTE: The strategies must be linked to the challenges.

[40]

QUESTION 6

Zanele and her three friends have a successful informal hairdressing salon.
The hairdressing salon is at KwaMashu.
They have formalised their growing business operation by forming a partnership.

Look at the information above.

Zanele and her three friends have a **partnership** as a form of ownership.
This question is about factors that will impact on the **success** or **failure** of their partnership.

You must discuss how **management**, **capital**, **legalisation** and **taxation** will impact on the success or failure of their partnership.

Do you think a **close corporation** is a more suitable (better) form of ownership for Zanele and her friends?

First choose YES or NO. Then give reasons for your answer.

[40]**QUESTION 7**

Conflict can be positive. OR
Conflict can be negative.
If conflict is not properly addressed (look at conflict in the right way), then conflict can lead to a crisis.

Look at the information above. The question is about **conflict**.

You must discuss the causes of conflict.
You must discuss the types of conflict.

Think of the role that management plays in minimising (making less) conflict in the workplace. What do you think of their roles (evaluate the roles)?
Think of the role that workplace forums play in minimising (making less) conflict in the workplace. What do you think of their roles (evaluate the roles)?
Think of the role that trade unions play in minimising (making less) conflict in the workplace. What do you think of their roles (evaluate the roles)?

Look again to the sentence:

Conflict can be positive. OR
Conflict can be negative.
If conflict is not properly addressed (look at conflict in the right way), then conflict can lead to a crisis.

Do you agree with the sentence?

First choose YES or NO. Then give reasons for your answer.

[40]

QUESTION 8

The Labour Relations Act, 1995 (Act 66 of 1995) and the Basic Conditions of Employment Act, 1997 (Act 75 of 1997) were put in place to ensure (give) a better South Africa for all the people in the country.

Look at the information above.

The question is about **The Labour Relations Act, 1995 (Act 66 of 1995)** AND **The Basic Conditions of Employment Act, 1997 (Act 75 of 1997)**.

You must write about the following things:

Nature

What is the nature of the Labour Relations Act, 1995 (Act 66 of 1995)?

What is the nature of the Basic Conditions of Employment Act, 1997 (Act 75 of 1997)?

Purpose (aim)

What is the purpose (aim) of the Labour Relations Act, 1995 (Act 66 of 1995)?

What is the purpose (aim) of the Basic Conditions of Employment Act, 1997 (Act 75 of 1997)?

Implementation (How it is implemented?)

How is the Labour Relations Act, 1995 (Act 66 of 1995) implemented?

How is the Basic Conditions of Employment Act, 1997 (Act 75 of 1997) implemented?

You must also write about the following things:

Evaluate the impact of the Labour Relations Act, 1995 (Act 66 of 1995) on employers and employees.

Evaluate the impact of the Basic Conditions of Employment Act, 1997 (Act 75 of 1997) on employers and employees.

[40]

TOTAL SECTION C:	80
GRAND TOTAL:	300

