



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

SEPTEMBER 2013

BUSINESS STUDIES

MARKS: 300

TIME: 3 hours



This question paper consists of 11 pages.

INSTRUCTIONS AND INFORMATION

Read the following instructions carefully before answering the questions.

1. This question paper consists of three sections and covers all learning outcomes (LO1 to LO4).

SECTION A: COMPULSORY

SECTION B: Consists of THREE COMPULSORY questions.

SECTION C: Consists of FOUR questions. Answer any TWO of the four questions in this section.

2. Read the instructions for each question carefully and answer only 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 written in full sentences.
5. Use the mark allocation and the nature of each question to determine the length of an answer.
6. Start the answer to EACH question on a NEW PAGE, for example: QUESTION 2 – New page, QUESTION 3 – New page, etc.
7. Non-programmable calculators may be used.
8. Complete QUESTION 1 on the ANSWER SHEET provided. The answer sheet is the last page on this question paper. Place the completed answer sheet in FRONT of your answer book.
9. Use the table below as a guide for marks and time allocation when answering each question.

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

SECTION A (COMPULSORY)**QUESTION 1**

- 1.1 Four possible options are provided as answers to the following questions. Choose the answer and write only the letter (A–D) of the correct answer next to the question number (1.1.1–1.1.10), e.g. 1.1.11 B.

1.1.1 Which ONE of the following is an example of the tertiary sector?

- A Banking
- B Farming
- C Forestry
- D Mining

1.1.2 The final step in the conflict resolution process is known as ...

- A arbitration.
- B negotiations.
- C reconciliation.
- D retrenchment.

1.1.3 Which ONE of the following is not an example of industrial action?

- A Lock-out
- B Collective bargaining
- C Strikes
- D Go-slow

1.1.4 The monitoring of best business practice includes economic, environmental and social issues. This is largely due to ...

- A SWOT Analysis.
- B King's Code.
- C general management.
- D problem-solving technique.

1.1.5 Thobeka won R50 000 in the lotto draw. She invested the money in a fixed deposit account for two years, earning an interest rate of 14% p.a. Compounded annually, the maturity value of her investment is ...

- A R46 270,73.
- B R85 000,00.
- C R64 980,00.
- D R35 000,00.

1.1.6 The dumping of toxic waste into rivers, lakes dams and the sea is a good example of a/an ... issue.

- A dumping
- B inclusivity
- C political
- D environment

1.1.7 This function creates a favourable image of the business.

- A Public Relations
- B Human Resources
- C Risk Management
- D General Management

1.1.8 This legislation ensures that qualified people from designated groups have equal opportunities in the workplace.

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

1.1.9 This form of ownership can trade its shares on the Johannesburg Security Exchange (JSE).

- A Private company
- B Public company
- C Partnership
- D Close Corporation

1.1.10 Teyisi buys 1 000 shares at R5 each. The return he receives from this investment is in the form of ...

- A interest.
- B dividends.
- C premiums.
- D unit trust.

(10 x 2) (20)

- 1.2 Give ONE word/term for each of the following descriptions. Write only the word/term next to the question number (1.2.1–1.2.5) in the answer book, for example 1.2.6 Bill of Rights.

Creativity; Bill of Rights; SABS; kickbacks; affirmative action; upward trend, inclusivity; quality assurance; job description.

- 1.2.1 Accepting payment in exchange for making a particular business decision
- 1.2.2 Enables diversity in the workplace
- 1.2.3 ... in share prices can happen as a result of an economic recovery in the financial market
- 1.2.4 The transfer of rights in a policy to another person
- 1.2.5 Enhances solutions to complex problems (5 x 2) (10)

- 1.3 Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–H) next to the question number (1.3.1–1.3.5) on the answer sheet, e.g. 1.3.6 G.

COLUMN A		COLUMN B	
1.3.1	Producers deliberately charge a low price in order to introduce their product and gain entry to the market	A	Delphi technique
1.3.2	When management realises that closure of the business is inevitable and all the assets of the business are sold	B	Average clause
1.3.3	This is a way to obtain the opinion of experts without bringing them together face-to-face	C	SARS
1.3.4	Learnership provides the opportunity to obtain structured, formal learning and to get work experience at the same time	D	Liquidation
1.3.5	The full value of the claim will not be paid out if the goods are under-insured	E	Premium
		F	Market penetration
		G	Innovation
		H	SETA

(5 x 2) (10)

TOTAL SECTION A: 40

SECTION B**QUESTION 2 (COMPULSORY)****PHOTO DEVELOPMENT STORES**

With digital cameras, high-quality home printing, and digital photo sharing become a cultural norm, taking that roll of film to the neighbourhood photo store just is not a fact of life anymore. Companies such as Kodak and Fuji are devising new ways to keep customers with online services and touch screen stations in stores where customers can download and create their own CD albums.

- 2.1 2.1.1 Which macro environment element is affecting the photo development stores? (2)
- 2.1.2 Discuss the effect it has on the photo development stores. (4)
- 2.1.3 Name TWO ways in which business can overcome the challenges of this environment. (4)
- 2.2 State FOUR factors that must be considered before choosing a career path. (8)
- 2.3 Should a business consider teamwork in the workplace? Motivate your answer. (2 + (3 x 2)) (8)
- 2.4 Read the case study below and answer the questions that follow.

DOSINI BRICK-AND-CRUSH STONE

Nonie Mbobo works for Dosini Brick and Crush Stone Suppliers, a business that manufactures bricks and supplies crush stone to clients in and around Mount Fletcher.

Employees work 11 hours a day, from Monday to Saturday, including public holidays. The general manager rarely sees or talks to the employees or listens to their grievances. Employees of the company are not allowed to join trade unions. (When employees are faced with dismissal they cannot lodge an appeal). The morale of the employees is low and they show signs of stress. The workplace is very dusty and employees do not use face masks.

- 2.4.1 Identify the causes of the stress of employees at Dosini Brick-and-Crush Stone Suppliers. (5 x 2) (10)
- 2.4.2 Explain FIVE ways in which the management of Dosini Brick and Crush Stone Suppliers can reduce the stress level of their employees. (15)
- 2.5 Describe any THREE reasons/aspects that may lead to conflict in a workplace. (9)

QUESTION 3

3.1 An economist describes the Johannesburg Security Exchange as the “heartbeat” of South Africa’s economy.

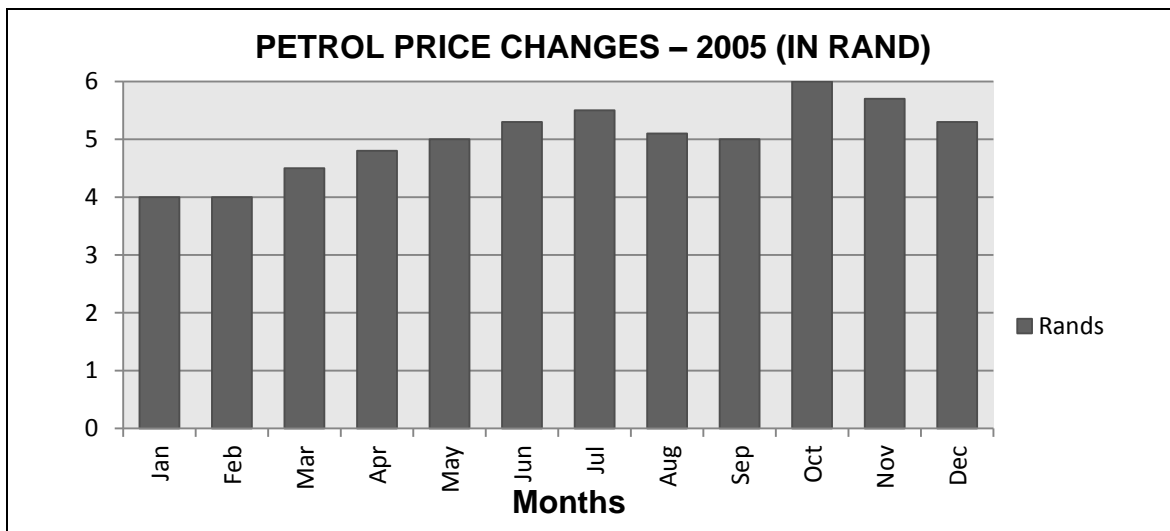
3.1.1 List any FIVE functions of the Johannesburg Security Exchange (JSE). (10)

3.1.2 Assume that you are given R200,00 per month as pocket money and you want to invest most of it on the JSE.

Suggest THREE ways in which this investment can be done. (6)

3.2 Study the diagram below and answer the questions that follow.

**INTEREST RATES AND CRUDE OIL PRICE HIKES
WHILE THE RAND IS WEAKENING**



3.2.1 Identify the month in which the petrol price was the highest. (2)

3.2.2 How many times did the petrol price change in 2005? (2)

3.2.3 Name TWO factors that contributed to the increase in petrol prices. (4)

3.2.4 Outline THREE ways in which the petrol price can influence a business. (6)

3.3 Evaluate the importance of FIVE functions that can be performed by the marketing department in the business like Siza Hardware to increase sales. (10)

- 3.4 Describe how the division of profits in the following scenario's can affect the success of a business:
- | | | | |
|-------|----------------|---------|-----|
| 3.4.1 | sole trader | (2 x 2) | (4) |
| 3.4.2 | close trader | (2 x 2) | (4) |
| 3.4.3 | public company | (2 x 2) | (4) |
- 3.5 State any FOUR functions of a trade union. (8)
- [60]**

QUESTION 4

- 4.1 Evaluate the retirement annuity (RA) as an investment opportunity. (5 x 2) (10)
- 4.2 Outline any SIX steps which a management should follow to resolve problems in the workplace. (12)
- 4.3 Read the scenario and answer the questions that follow.

Mr and Mrs Parela recently got married and they are planning to buy a house in Area Sea, using a loan from ABSA Bank.

- Would you advise Mr and Mrs Parela to take up a specific insurance for their mortgage bond? Give reasons for your advice. (2 + (3 x 2) (8)
- 4.4 Discuss how the pricing of goods in rural areas and sexual harassment could challenge ethical and professional behaviour and also recommend how these forms of unethical behaviour can be addressed by business organisations. (12)
- 4.5 Explain the steps that must be followed when dealing with a grievance procedure. (10)
- 4.6 Quality control involves control of the material, workmanship and machinery that is used in the production process.
- List any FOUR advantages of quality control. (8)

[60]

TOTAL SECTION B: 180

SECTION C

Answer any TWO questions from this section.

Note: Write down the question number only. The answer to each question must begin on a new page, for example QUESTION 5 on a new page and QUESTION 6 on a new page.

QUESTION 5

The National Credit Act was put into place because of the way consumers have been using credit. Based on that improvement comes change and one of the important changes is that we need to recognise the importance of determining whether WE CAN AFFORD CREDIT.

Discuss the purpose, advantages and disadvantages of the National Credit Act, 2005 (Act 34 of 2005) (NCA) to both businesses and consumers.

Explain the National Credit Act, 2005 (Act 34 of 2005) (NCA) in terms of consumer rights and indicate what can be done when a consumer's application for credit is declined.

[40]**QUESTION 6**

Wonga Teyisi and her three friends are running a successful restaurant in East London. They have formalised their growing business operation by forming a partnership.

Discuss in detail how the following factors will impact on the success or failure of their partnership as a form of ownership, namely management, capital, legislation and taxation. Do you think a close corporation is a more suitable form of ownership for Wonga Teyisi and her friends? Motivate your answer.

[40]**QUESTION 7**

Employees are unable to deliver and achieve the objectives of a business if they feel that management is not supportive of their well-being.

Evaluate the above statement and discuss fully how you, as an employer, can contribute in advancing the well-being of employees. Use examples to illustrate your answer.

[40]

QUESTION 8

You are the human resources manager of S.A. Breweries Ltd in Mthatha. Your production manager resigned recently.

Discuss in detail your recruitment, selection, placement and induction programme for the new production manager. In view of current legislation, briefly explain THREE matters that should be considered when filling this vacancy.

[40]

TOTAL SECTION C: 80
GRAND TOTAL: 300

BUSINESS STUDIES: GRADE 12 – SEPTEMBER 2013**SECTION A: ANSWER SHEET****NAME and SURNAME:** _____**1.1 MULTIPLE-CHOICE QUESTIONS**

1.1.1	A	B	C	D
1.1.2	A	B	C	D
1.1.3	A	B	C	D
1.1.4	A	B	C	D
1.1.5	A	B	C	D
1.1.6	A	B	C	D
1.1.7	A	B	C	D
1.1.8	A	B	C	D
1.1.9	A	B	C	D
1.1.10	A	B	C	D

(10 x 2) (20)

1.2 SELECT THE CORRECT ANSWER

1.2.1 _____

1.2.2 _____

1.2.3 _____

1.2.4 _____

1.2.5 _____

(5 x 2) (10)

1.3 MATCHING ITEMS

1.3.1	
1.3.2	
1.3.3	
1.3.4	
1.3.5	

(5 x 2) (10)