



Province of the  
**EASTERN CAPE**  
EDUCATION



**NATIONAL  
SENIOR CERTIFICATE**

**GRADE 11**

**NOVEMBER 2022**

**BUSINESS STUDIES P1  
(DEAF)**

**MARKS: 150**

**TIME: 2 hours**

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This question paper has 10 pages.

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## INSTRUCTIONS

Read the following instructions carefully before answering the questions.

- This question paper has **THREE** sections and covers **TWO** main topics.

SECTION A: **COMPULSORY**

SECTION B: Has **THREE** questions

**Answer any TWO** of the three questions in this section.

SECTION C: **Has TWO** questions

**Answer any ONE** of the two questions in this section.

- Read the instructions** for each question **carefully and** take particular **note** of **what is required**(needed).

Note that **ONLY** the **first TWO** questions in **SECTION B** and the **FIRST** question in **SECTION C** will be **marked**.

- Number the answers carefully.
- Except where** other **instructions** are **given**, **answers** must be **written** in **full sentences**.
- Use the mark allocation** and **nature**(type) of each question to determine(find out) 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)
<b>A: Objective-type questions COMPULSORY</b>	1	30	20
<b>B: THREE direct/indirect type questions CHOICE: Answer any TWO.</b>	2	40	70
	3	40	
	4	40	
<b>C: TWO essay-type questions CHOICE: Answer any ONE.</b>	5	40	30
	6	40	
<b>TOTAL</b>		<b>150</b>	<b>120</b>

- 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.

**SECTION A (COMPULSORY)****QUESTION 1**

1.1 Various options(choices) are provided(given) as possible(right) 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 Anchor Bank operates(works) in the ... sector, as they specialise in providing(giving) financial facilities(services).

- A primary
- B secondary
- C tertiary
- D economic

1.1.2 The way of forming power relations on how businesses can get credit easily is, through ...

- A strategic alliance.
- B persuasion of large investors.
- C influencing company representatives'.
- D influencing government representatives'.

1.1.3 Walters Cooldrinks **changes** their **packaging continually**; this is **known** as ...

- A packaging for double use.
- B packaging for resale.
- C speciality packaging.
- D kaleidoscopic packaging.

1.1.4 **Businesses use ... when sales staff have face-to-face contact with potential customers.**

- A personal selling
- B advertising
- C sales promotion
- D publicity

1.1.5 The ... **ensures** that the **human resources manager guard** against **discriminatory**(unfair) **appointment**.

- A Labour Relations Act (LRA), 1995 (Act 66 of 1995)
- B Basic Conditions of Employment Act (BCEA), 1997 (Act 75 of 1997)
- C Employment Equity Act (EEA), 1998 (Act 55 of 1998)
- D Compensation for Occupational Injuries and Disease Act (COIDA), 1997 (Act 61 of 1997)

(5 x 2) (10)

- 1.2 **Complete** the following **statements** by **using** the **word(s) provided**<sup>(given)</sup> 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.

takeover; induction; shopping; industrial relations; full control; interview; merger; convenience; industrial action; no control
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- 1.2.1 Businesses have ... over micro-lending.
- 1.2.2 A ... occurred<sup>(happened)</sup> when Fuller (Pty) Ltd and Paddy (Pty) Ltd **agreed** to **combine** to **form one business**.
- 1.2.3 The **interaction**<sup>(relations)</sup> between the **employees**<sup>(workers)</sup> and **management** is known as ...
- 1.2.4 **Consumers buy ... goods** after **putting time** and **effort** into **comparing similar products**.
- 1.2.5 **Obtaining information** about the **strengths** and **weaknesses** of each candidate **takes place** during the ... of the **candidate**. (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, for example 1.3.6 K.

COLUMN A	COLUMN B
1.3.1 Networking	A developing and publishing standards for products and services
1.3.2 Lockout	B <b>suitable</b> <sub>(correct)</sub> <b>applicants</b> are identified by conducting <b>(doing)</b> preliminary interviews
1.3.3 Grading	C benefiting businesses by trying to influence government policies
1.3.4 Quality circles	D <b>performed</b> <sub>(done)</sub> <b>by</b> the <b>employee</b> <sub>(workers)</sub> in an attempt to have their <b>demands met</b>
1.3.5 Selection procedure	E the <b>process</b> of <b>developing</b> a uniform set of criteria to ensure the production of quality products
	F benefiting businesses by making connections using business website platform
	G performed by employers to keep employees from entering the workplace
	H <b>suitable</b> <sub>(correct)</sub> applicants are <b>encouraged</b> to <b>apply</b> for vacant posts
	I the <b>process</b> of <b>sorting individual units</b> of a <b>product</b> into <b>categories</b> according to their <b>quality</b>
J <b>developing solutions</b> after <b>analysing problems</b> with the <b>production process</b>	

(5 x 2) (10)

**TOTAL SECTION A: 30**

## SECTION B

Answer ANY TWO questions in this section.

**NOTE:** Clearly indicate<sup>(show)</sup> the QUESTION NUMBER of each question that you choose. The answer to EACH question must start on a NEW page, for example QUESTION 2 on a new page, QUESTION 3 on a NEW page.

### QUESTION 2: BUSINESS ENVIRONMENTS

- 2.1 State TWO examples of contemporary legislation that may affect business operations<sup>(acts)</sup>. (2)
- 2.2 Elaborate<sup>(explain)</sup> on the meaning of *power relationships*. (4)
- 2.3 Read the scenario below and answer the questions.

#### ULNA MANUFACTURERS (UM)

Ulna Manufacturers (UM) invested<sup>(put in)</sup> a large amount of capital<sup>(money)</sup> into an information technology system to update their business operations. UM changed how their business is structured to compete in a changing market.

Identify<sup>(name)</sup> TWO ways in which UM are adapting<sup>(get used)</sup> to challenges of the business environment. Motivate your answer by quoting from the scenario above.

Use the table below as a GUIDE to answer QUESTION 2.3.

WAYS TO ADAPT TO CHALLENGES	MOTIVATIONS
1.	
2.	

(6)

- 2.4 Explain the link between the primary, secondary and tertiary sector. (4)
- 2.5 Discuss the following challenges of the market environment:
- 2.5.1 Shortage of supply of stock (4)
- 2.5.2 Changes in customer behaviour (4)

2.6 Read the **scenario** and **answer** the **questions**.

**ANELA SHOES (AS)**

Anela Shoes (AS) expanded their businesses to other African countries by opening a store in Botswana. They are also spending money on research in the development of their shoes. Recently the management also obtained a reliable supplier of raw materials for their shoes.

2.6.1 **Quote TWO ways** that AS are involved in the macro environment. (2)

2.6.2 **Explain** other **ways** that AS can be involved in the **macro environment**. (4)

2.7 **Discuss** the **advantages** of **businesses** that are **involved** in the **macro environment**. (6)

2.8 **Suggest ways** in which **businesses can overcome competition** in the market. (4)

**[40]**

**QUESTION 3: BUSINESS OPERATIONS**

3.1 **Name** any **TWO factors influencing pricing**. (2)

3.2 Briefly outline(summarise) the **requirements(needs)** of a **good trademark**. (6)

3.3 **Identify**(name) the **types** of **intermediaries used** by **Melwin Manufacturers** in **EACH** statement below:

3.3.1 Melwin Manufacturers use smaller-scale traders to sell to consumers in smaller qualities. (2)

3.3.2 Melwin Manufacturers make use of representatives to organise transactions between them and the final consumer. (2)

3.4 **Explain total quality management (TQM) as part** of quality management systems. (6)

3.5 **Discuss** the **role** of **public relations** in publicity. (6)

3.6 Read the **scenario** below and answer the questions.

**ASAT ACCOUNTANTS (AA)**

Asat Accountants (AA) employed Abie and Isa as financial accountants. Abie gets paid R5 000 for each set of financial statements he completes. Isa gets paid R380/hour for performing her duties.

**Identify**<sub>(name)</sub> TWO **salary determination methods** used by AA. **Motivate**<sub>(explain)</sub> your **answer** by **quoting** from the **scenario** above.

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

SALARY DETERMINATION METHODS	MOTIVATIONS
1.	
2.	

(6)

3.7 Discuss the recruitment procedure.

(6)

3.8 Advise businesses on the legal requirements<sub>(needs)</sub> of an employment contract.

(4)

**[40]**



**QUESTION 4: MISCELLANEOUS TOPICS****BUSINESS ENVIRONMENTS**

- 4.1 **Name TWO components** of the **macro environment**. (2)
- 4.2 **Read the scenario** and **answer the questions**.

**BOSHOFF TRADERS (BT)**

Boshoff Traders (BT) are faced with many challenges. The managers at BT lack adequate<sup>(correct)</sup> management skills. Difficult employees also make the daily running of the business a challenge. The newly implemented labour restrictions<sup>(limitations)</sup> are also affecting BT negatively.

- 4.2.1 **Quote TWO challenges** of the **micro environment** from the **scenario** above. (2)
- 4.2.2 **State TWO other challenges** of the **micro environment**. (2)
- 4.3 **Explain the purpose** of the **Labour Relations Act**. (6)
- 4.4 **Discuss** hedging<sup>(protecting)</sup> **against inflation** as a **type of lobbying**. (4)
- 4.5 **Suggest ways** in which **businesses** can **have a direct influence** on the **environment**. (4)

**BUSINESS OPERATIONS**

- 4.6 **Name TWO aspects** that must be considered during **production planning**. (2)
- 4.7 **Outline**<sup>(summarise)</sup> the **purpose** of **induction** as a **human resources activity**. (6)
- 4.8 **Read the scenario** and **answer the questions**.

**WANDA BAGS (WB)**

Wanda Bags (WB) specialises in the manufacturing of various travelling bags. Their designers are working on the design and development of product ideas that would allow for a one size fits all approach.

- 4.8.1 **Name ONE stage** of the **product design** from the scenario above. (2)
- 4.8.2 **Explain other stages** of the **product design** that would also be followed by WB. (6)
- 4.9 **Advise businesses** on **placement procedure** as a **human resource activity**. (4)

**[40]****TOTAL SECTION B: 80**

**SECTION C**

Answer ONE question in this section.

**NOTE:** Clearly indicate<sup>(show)</sup> the QUESTION NUMBER of each question chosen. The answer to the question must start on a NEW page, for example QUESTION 5 on a NEW page OR QUESTION 6 on a NEW page.

**QUESTION 5: BUSINESS ENVIRONMENTS (SOCIO-ECONOMIC ISSUES)**

Businesses need to have a good relationship with the trade unions in order to prevent strike actions which have a negative impact on businesses. The work environment can be affected by ethical misconduct and piracy and therefore needs to be identified and reported by businesses. Solutions to piracy needs to be implemented to protect intellectual property.

With reference to the above, **write** an **essay** on the following aspects:

- **Outline** the **functions** of **trade unions**
- **Explain** the **negative impact** of **strikes** as a socio-economic issue on businesses
- Discuss **THREE** types of ethical misconduct
- **Advise** businesses on the following **solutions** to **piracy**:
  - Patent
  - Trademark

[40]

**QUESTION 6: BUSINESS OPERATIONS (PRODUCTION FUNCTION)**

Successful production planning enables the aspects of production control to be implemented in business operations. Businesses must be well informed of the purpose of the Occupational Health and Safety Act and must take the necessary<sup>(needed)</sup> precautionary<sup>(protective)</sup> measures when handling machinery.

As an expert in production planning, **write** an **essay** on the following aspects:

- **Outline** the **advantages** of **production planning**
- **Explain** **THREE** **aspects** that must be considered during **production control**
- Discuss the **purpose** of the **Occupational Health and Safety Act**
- Recommend<sup>(mention)</sup> precautionary<sup>(protective)</sup> **measures** that businesses should take when **handling machinery**

[40]

**TOTAL SECTION C: 40**  
**GRAND TOTAL: 150**