



Province of the  
**EASTERN CAPE**  
EDUCATION



**NATIONAL  
SENIOR CERTIFICATE**

**GRADE 11**

**NOVEMBER 2023**

**BUSINESS STUDIES P1  
(DEAF)**

**MARKS: 150**

**TIME: 2 hours**

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This question paper has 10 pages.

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## INSTRUCTIONS AND INFORMATION

Read the instructions. Answer the questions.

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

SECTION A: COMPULSORY  
 SECTION B: THREE questions  
 Answer any TWO questions.  
 SECTION C: TWO questions  
 Answer any ONE question.

- Read **instructions**. Do what is asked.

We ONLY **mark** the **first TWO questions** you answered in SECTION B.  
 We ONLY **mark** the **FIRST question** you answered in SECTION C.

- Give the **answers** the **same numbers** as the **questions**.  
 You get **NO marks** for **answers** that are **numbered incorrectly**.
- Answer in **full sentences**. We will **tell you** if it is **different**.
- The **mark allocation** at each **question** will tell you **how much** and **what** you must **write**.
- The **table** shows the **marks** and **time** for **each question**.

| SECTION  | QUESTION | MARKS      | TIME<br>(minutes) |
|--|----------|------------|-------------------|
| <b>A: Objective-type questions<br/>COMPULSORY</b>                                  | <b>1</b> | <b>30</b>  | <b>20</b>         |
| <b>B: THREE direct/indirect type<br/>questions<br/>CHOICE:<br/>Answer any TWO.</b> | <b>2</b> | <b>40</b>  | <b>70</b>         |
|  | <b>3</b> | <b>40</b>  |                   |
|  | <b>4</b> | <b>40</b>  |                   |
| <b>C: TWO essay-type questions<br/>CHOICE:<br/>Answer any ONE.</b>                 | <b>5</b> | <b>40</b>  | <b>30</b>         |
|  | <b>6</b> | <b>40</b>  |                   |
| <b>TOTAL</b>   |          | <b>150</b> | <b>120</b>        |

- Answer **EACH question** on a **NEW page**, e.g. QUESTION 1 – new page, QUESTION 2 – new page.
- Use a **non-programmable calculator**.
- Write neatly**.  
 Your **work** must be **easy to read**.

**SECTION A (COMPULSORY)****QUESTION 1****1.1 Choose the answer.**

Write the **letter** (A–D) next to the **question numbers** (1.1.1 to 1.1.5) in the **ANSWER BOOK**.

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)

**1.2 Complete the statements.**

Use the **word(s)** in the **list**.

Write the **word(s)** **next** to the **question numbers** (1.2.1 to 1.2.5) in the ANSWER BOOK.

psychographics; full; external; go-slow; intermediaries; demographics;  
strike; internal; no; suppliers

1.2.1 The **statistics** of the **population** such as **gender, age, race** and **level of education**, is known as ...

1.2.2 Kebu Logistics has ... **control** over the **economic environment**.

1.2.3 **Employees participate**<sup>(take part)</sup> in a ... when they **deliberately**<sup>(knowingly)</sup> **delayed** their **productivity at work**.

1.2.4 The **middlemen** that **act** as **negotiators between producers** and the **consumer**, are known as ...

1.2.5 Floor Trading **used** ... **recruitment** when **advertising** the **vacancy** of **store manager** in the **local newspaper**.

(5 x 2) (10)

- 1.3 Choose a **description** from COLUMN B that **matches a term** in COLUMN A. Write 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 Customers           | A the <b>process</b> of <b>classifying agricultural products</b> into <b>categories</b> according to their <b>quality</b> |
| 1.3.2 Difficult employees | B <b>involves</b> any <b>adjustments</b> (changes) <b>made</b> to the <b>planning process</b>                             |
| 1.3.3 Standardisation     | C the <b>new employee's skills</b> are <b>matched</b> with the <b>requirements</b> of the <b>position</b>                 |
| 1.3.4 Corrective action   | D <b>component</b> of the <b>market environment</b>   |
| 1.3.5 Placement           | E <b>employees</b> that <b>often compete</b> for <b>promotions</b>  |
|                           | F the <b>new employee</b> is <b>introduced</b> to their <b>new workplace environment</b>                                  |
|                           | G <b>component</b> of the <b>macro environment</b>  |
|                           | H <b>involves</b> the <b>checking</b> of the <b>quality</b> of the <b>production process</b> and the <b>final product</b> |
|                           | I the <b>process</b> of <b>ensuring</b> that <b>all goods produced</b> are of <b>equal quality</b>                        |
|                           | J <b>employees</b> that <b>often complain</b> about <b>work systems</b>   |

(5 x 2) (10)

TOTAL SECTION A: 30

**SECTION B**

Answer **ANY TWO** questions.

**NOTE:** Write the **QUESTION NUMBER** of each **question** that you **choose**.  
Answer **EACH** question on a **NEW** page.

**QUESTION 2: BUSINESS ENVIRONMENTS**

2.1 Name any **THREE** components of the **micro environment**. (3)

2.2 Briefly outline the **functions** of **trade unions**. (6)

2.3 Read the text.  
Answer the questions.

**ULNA TRADERS (UT)**

The **management** at Ulna Traders is desperately **trying** to **control** its **environment** and the **behaviour** of **other businesses** by **forming power relationships**.

They **gained valuable advice** from **powerful influential people** after **inviting them** to be **part** of their **board of directors**.

2.3.1 Use the **text**.  
Identify the **way** UT had **formed** a **power relationship**. (2)

2.3.2 Describe **ONE** **other way** in which **businesses** can **form** a **power relationship**. (3)

2.4 Explain the **negative impact** of **strikes** as a **socio-economic issue** on **businesses**. (6)

2.5 Read the text.  
Answer the questions.

**KUHLE FOODS (KF)**

Kuhle Foods is **experiencing many challenges**.

They are **struggling** to find a **reliable provider** of **vegetables**.

The **management** of KF do **not** have a **clear plan** of **where** the **business** is **going**.

**Two other food retailers** have also **opened** in the **same area**.

2.5.1 Use the **text**.  
Quote **TWO** **challenges** of the **market environment** for KF. (2)

2.5.2 Explain ways in which **businesses** can overcome competition in the **market**. (6)

2.6 Discuss the **relationship** between the **primary, secondary** and **tertiary sectors**. (6)

2.7 Suggest **ways** in which **businesses** can have a **direct influence** on the **environment**. (6)

**[40]**

**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 text.**  
**Answer the questions.**

**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 text.**  
**Answer the questions.**

**ECO TRADING (ET)**

Eco Trading **advertised** the **position** for a **purchasing manager** on the **business notice board**.  
They **indicated**<sub>(showed)</sub> that the **person** should **preferably** have a **diploma** in **management**.  
The **purchasing manager** will be **responsible** for **ordering stock** and **liaising** with **suppliers**.

3.6.1 **Quote from the text.**  
**Identify TWO components of the job analysis applicable to the position at ET.**

**Draw the table in your ANSWER BOOK. Answer QUESTION 3.6.1 in the table.**

| COMPONENTS OF THE JOB ANALYSIS | MOTIVATIONS |
|--------------------------------|-------------|
| 1.                             |             |
| 2.                             |             |

(6)

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]**

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

- 4.1 **State** any **TWO** challenges in the **macro environment**. (2)
- 4.2 Outline **THREE** examples of **contemporary**<sub>(current)</sub> **legislation** that **may affect business operations**. (6)
- 4.3 **Read** the text.  
**Answer** the questions.

**SOLAR DRONES (SD)**

Solar Drones **developed** a **drone** that is **operated** with **solar power** and **no batteries** need to be **replaced**.

SD was **worried** that **other businesses** would **copy** their **design**, so they **registered** their **new invention**.

They also **used** a **very special symbol** of a **glowing sun** to **enable customers** to **identify** their **drones**.

- 4.3.1 **Quote** from the text.  
**Identify TWO solutions** to **piracy** implemented by SD.

**Draw** the **table** in your ANSWER BOOK. **Answer QUESTION 4.3.1** in the **table**.

| SOLUTIONS TO PIRACY | MOTIVATIONS |
|---------------------|-------------|
| 1.                  |             |
| 2.                  |             |

- 4.4 **Explain** the **purpose** of the **Labour Relations Act (LRA), 1995 (Act 66 of 1995)**. (6)

**BUSINESS OPERATIONS**

- 4.5 **State** any **FOUR** types of **packaging**. (4)
- 4.6 Outline the selection procedure as a human resources activity. (4)



- 4.7 **Read** the text.  
**Answer** the questions.

**SOFTY BLANKETS (SB)**

Softy Blankets **specialises** in **manufacturing** of **blankets**.  
The **management** ensures that SB **comply** with the **Occupational Health and Safety Act**.  
SB **ensures** that their **first aid boxes** are **always available**.  
They also **make fire extinguishers available** in the **workplace**.

- 4.7.1 **Quote** from the **text**.  
Identify **TWO ways** in which SB **complies** with the **Occupational Health and Safety Act**. (2)
- 4.7.2. **Explain other ways** in which SB **can comply** with the **Occupational Health and Safety Act**. (4)
- 4.8 **Tell businesses** the **precautionary**<sub>(safety)</sub> **measures** that **should take** when **handling machinery**. (6)
- [40]**

**TOTAL SECTION B: 80**

**SECTION C**

Answer **ANY ONE** question.

**NOTE:** Write the **QUESTION NUMBER** of the **chosen** question.  
The **answer** must **start** 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**.

**Adapting to challenges of the business environment**

Write an **essay**.

Write about:

- **Explain** 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**.

**The marketing function**

Write an **essay**.

Write about:

- **Explain** the **importance** of **pricing**.
- **Explain** the following **pricing techniques**:
  - **Cost-based pricing**
  - **Competition based pricing**
- **Discuss** any **FOUR factors** that **influence pricing**.
- **Tell businesses** about the **purpose** of **sale promotions**.

[40]

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