



Province of the  
**EASTERN CAPE**  
EDUCATION

# **NATIONAL SENIOR CERTIFICATE**

**GRADE 11**

**NOVEMBER 2023**

**BUSINESS STUDIES P1**

**MARKS: 150**

**TIME: 2 hours**



\* I B U S T E 1 \*

This question paper consists of 9 pages.

## INSTRUCTIONS AND INFORMATION

Read the following instructions carefully before answering the questions.

1. 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.

2. Read the instructions for each question carefully and take note of what is required.

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

3. 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.
4. Except where other instructions are given, answers must be written in full sentences.
5. Use the mark allocation and nature of each question to determine the length and depth of an answer.
6. 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>	<b>1</b>	<b>30</b>	<b>20</b>
<b>B: THREE direct/indirect type questions CHOICE: 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 CHOICE: 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>

7. Begin the answer to EACH question on a NEW page, e.g. QUESTION 1 – new page, QUESTION 2 – new page.
8. You may use a non-programmable calculator.
9. 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, for 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 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.

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 in a ... when they deliberately 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 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 Customers	A the process of classifying agricultural products into categories according to their quality
1.3.2 Difficult employees	B involves any adjustments made to the planning process
1.3.3 Standardisation	C the new employee's skills are matched with the requirements of the position
1.3.4 Corrective action	D component of the market environment
1.3.5 Placement	E employees that often compete for promotions
	F the new employee is introduced to their new workplace environment
	G component of the macro environment
	H involves the checking of the quality of the production process and the final product
	I the process of ensuring that all goods produced are of equal quality
	J employees that often complain about work systems

(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 THREE components of the micro environment. (3)
- 2.2 Briefly outline the functions of trade unions. (6)
- 2.3 Read the scenario below and answer the questions that follow.

**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 Identify the way UT had formed a power relationship in the scenario above. (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 scenario below and answer the questions that follow.

**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 Quote TWO challenges of the market environment for KF in the scenario above. (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 scenario below and answer the questions that follow.

**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 scenario below and answer the question that follows.

**ECO TRADING (ET)**

Eco Trading advertised the position for a purchasing manager on the business notice board. They indicated 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 Identify TWO components of the job analysis applicable to the position at ET. Motivate your answer by quoting from the scenario above.

Use the table below as a GUIDE to answer QUESTION 3.6.1.

COMPONENTS OF THE JOB ANALYSIS	MOTIVATIONS
1.	
2.	

- 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 legislation that may affect business operations. (6)
- 4.3 Read the scenario below and answer the question that follows.

**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 business 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 Identify TWO solutions to piracy implemented by SD. Motivate your answer by quoting from the scenario above.

Use the table below as a GUIDE to answer QUESTION 4.3.1.

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 scenario below and answer the questions that follow.

**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 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 Recommend precautionary measure that businesses should take when handling machinery. (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 the 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 (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.

Write an essay on adapting to challenges of the business environment in which you include the following aspects:

- Outline 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.

Write an essay on the marketing function in which you include the following aspects:

- Outline the importance of pricing.
- Explain the following pricing techniques:
  - Cost-based pricing
  - Competition based pricing
- Discuss any FOUR factors that influence pricing.
- Advise businesses on the purpose of sale promotions.

[40]

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













