



Province of the
EASTERN CAPE
EDUCATION

Iphondo leMpuma Kapa: Isebe leMfundo
Provinsie van die Oos Kaap: Departement van Onderwys
Porafensie Ya Kapa Botjhabela: Lefapha la Thuto

NATIONAL SENIOR CERTIFICATE

GRADE 12

SEPTEMBER 2024

BUSINESS STUDIES P1

MARKS: 150

TIME: 2 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 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 particular 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 guide for mark and time allocation when answering each question.

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

7. Begin the answer to EACH question on a NEW page, for example, QUESTION 1 – new page, QUESTION 2 – new page, et cetera.
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 This Act ensures that transformation takes place in the workplace through the implementation of affirmative action.
- A Skills Development Act (SDA), 1998 (Act 97 of 1998)
 - B Labour Relations Act (LRA), 1995 (Act 66 of 1995)
 - C Employment Equity Act (EEA), 1998 (Act 55 of 1998)
 - D Basic Conditions of Employment Act (BCEA), 1997 (Act 75 of 1997)
- 1.1.2 Villa Transporters operate in the ... sector, as they deliver raw materials to ABC manufacturers.
- A economic
 - B primary
 - C secondary
 - D tertiary
- 1.1.3 Jimmy Motor Spares implemented the ... integration strategy when they bought Sky Car Parts Manufacturer.
- A intensive
 - B horizontal
 - C backward
 - D forward
- 1.1.4 Menzi (Pty) Ltd uses the ... procedure when conducting interviews to identify the most suitable applicant.
- A selection
 - B induction
 - C recruitment
 - D placement
- 1.1.5 This function is responsible for ensuring that products meet customers' requirements by being safe, reliable, and durable.
- A Marketing
 - B Financial
 - C Purchasing
 - D Production

(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 BOOK.

management; public relations; sick; piece-meal; SWOT; time related;
family responsibility; financial; PESTLE; control

- 1.2.1 An employee qualifies for ... leave of three days when his/her child is sick.
- 1.2.2 Frank Fruits compiled a ... analysis when they examined their internal environment.
- 1.2.3 Goldie Jewelleries use the ... salary determination method when they pay their employees for each design completed.
- 1.2.4 Tasco Ltd uses quality ... to ensure that the finished products meet the required standards.
- 1.2.5 The ... function is responsible for implementing sustainable Corporate Social Investment programmes.

(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 | Black Economic Empowerment | A | aims at satisfying the needs of consumers and improving business processes |
| 1.3.2 | Market development | B | the employment contract is terminated because of misconduct |
| 1.3.3 | Retirement | C | restructure the product range by adding new products |
| 1.3.4 | Job specification | D | benefited all previously disadvantaged people in the economy |
| 1.3.5 | Total Quality Management (TQM) | E | aims at producing durable goods to satisfy a specific need in the market |
| | | F | restructure different pricing policies to cater to customers of all income levels |
| | | G | describes the duties and responsibilities of a specific job |
| | | H | the employment contract is terminated because of age |
| | | I | benefited only a few previously disadvantaged people in the economy |
| | | J | describes the minimum acceptable personal skills needed for a job |

(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 List FOUR rights of consumers according to the Consumer Protection Act (CPA), 2008 (Act 68 of 2008). (4)
- 2.2 Outline the role of SETAs in supporting the Skills Development Act (SDA), 1998 (Act 97 of 1998). (6)
- 2.3 Read the scenario below and answer the questions that follow.

PITTS MOTOR PARTS (PM)

Pitts Motor Parts specialises in the selling of generic motor parts in the Eastern Cape. They realised that their business was in trouble because of a drop in sales. They terminated the employment contracts of some of their workers. PM are aware that they can also implement other defensive strategies in the future.

- 2.3.1 Identify the type of defensive strategy used by PM in the scenario above. Motivate your answer by quoting from the scenario. (3)
- 2.3.2 Explain ONE other defensive strategy. (3)
- 2.4 Discuss the rights of employees according to the Labour Relations Act (LRA), 1995 (Act 66 of 1995). (4)
- 2.5 Advise businesses on how to apply the threat/barriers of new entrants to the market as a force of Porter's Five Forces model to analyse their position in the market. (4)
- 2.6 Read the scenario below and answer the questions that follow.

CHEETAH BANK (CB)

Cheetah Bank provides money-related services to their clients. They allow clients to deposit and borrow money. They are registered with the National Credit Regulator. Cheetah Bank always provides their customers with reasons when credit is refused. CB also train their staff on their obligations in terms of FICA.

- 2.6.1 Quote TWO ways that CB complies with the National Credit Act (NCA), 2005 (Act 34 of 2005) from the scenario above. (2)
- 2.6.2 Discuss the positive impact of the National Credit Act on businesses. (4)

- 2.7 Explain the steps in strategy evaluation. (6)
- 2.8 Recommend ways in which businesses can deal with the challenges that are posed by social factors as a PESTLE analysis factor. (4)
- [40]**

QUESTION 3: BUSINESS OPERATIONS

- 3.1 State any THREE aspects that should be included in an employment contract. (3)
- 3.2 Outline the role of the interviewer before the interview. (6)
- 3.3 Read the scenario below and answer the questions that follow.

ROYAL LOGISTICS (RL)

Royal Logistics (RL) has vacancies for a cashier and a warehouse manager. RL prepared a job analysis and designed an advertisement. The business has advertised these vacancies on social media.

- 3.3.1 Identify the type of recruitment used by RL in the scenario above. Motivate your answer by quoting from the scenario. (3)
- 3.3.2 Evaluate the impact of the type of recruitment identified in QUESTION 3.3.1 on businesses. (4)
- 3.4 Discuss the link between salary determination and the Basic Condition of Employment Act (BCEA). (4)
- 3.5 Elaborate on the meaning of *quality performance*. (4)
- 3.6 Read the scenario below and answer the questions that follow.

EXCELA REMOVERS (ER)

Excela Removers (ER) specialises in the removal of furniture across the Eastern Cape. ER uses data to evaluate the results of the change in processes. With the help of quality circles, they ensure that they deliver quality services to their customers.

- 3.6.1 Name the step of the PDCA-cycle used by ER in the scenario above. (2)
- 3.6.2 Explain the roles of quality circles as part of continuous improvement of processes and systems. (4)
- 3.7 Discuss the quality indicators of the marketing function. (6)
- 3.8 Recommend ways in which total quality management (TQM) can reduce the cost of quality. (4)

[40]

QUESTION 4: MISCELLANEOUS TOPICS**BUSINESS ENVIRONMENTS**

- 4.1 Name any FOUR pillars of Broad-Based Black Empowerment (BBBEE), 2003 (Act 53 of 2003). (4)
- 4.2 Outline the advantages of diversification strategies. (6)
- 4.3 Read the scenario below and answer the questions that follow.

SIPHO'S GARDEN SERVICE (SG)

Sipho's Garden Service offers garden services to residential and commercial clients. They struggled to find a reliable provider for the machinery needed. Employees are often late for work. A decrease in the income levels of their clients resulting in lower profitability.

- 4.3.1 Quote TWO challenges for SG from the scenario above. (2)
- 4.3.2 Classify the TWO challenges quoted in QUESTION 4.3.1 according to the business environments. (2)
- 4.3.3 State the extent of control SG has over each business environment classified in QUESTION 4.3.2. (2)

Use the table below as a GUIDE to answer QUESTION 4.3.1 to 4.3.3.

| CHALLENGES (4.3.1) | BUSINESS ENVIRONMENT (4.3.2) | EXTENT OF CONTROL (4.3.3) |
|-------------------------------------|---|--|
| 1. | | |
| 2. | | |

- 4.4 Recommend ways that a business can comply with the Compensation for Occupational Injuries and Diseases Amendment Act (COIDA), 1997 (Act 61 of 1997). (4)

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- 4.5 Outline the placement procedure. (4)
- 4.6 Explain Unemployment Insurance Fund (UIF) as a compulsory benefit required by law. (6)
- 4.7 Identify the total quality management (TQM) element applied by Suzie Manufacturers (SM) in EACH of the statements below:
- 4.7.1 SM ensure that training programmes are relevant to increase customer satisfaction (2)
- 4.7.2 SM can afford to purchase quality raw materials and equipment (2)

- 4.8 Advise businesses on the impact of monitoring and evaluation of quality as a TQM element on large businesses. (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 (LEGISLATION)

The Basic Conditions of Employment Act (BCEA), 1997 (Act 75 of 1997) was introduced to ensure fair labour practices in the workplace. The provisions of the BCEA protect employees and provide guidelines to employers on how they should comply with this Act. Compliance to the Act can benefit the business and they can prevent penalties.

Write an essay on the Basic Conditions of Employment Act (BCEA), 1997 (Act 75 of 1997).

- Outline the purpose of the Basic Conditions of Employment Act.
- Explain the following provisions of the BCEA:
 - Regulation of working time
 - Prohibition of employment of children and forced labour
- Discuss the impact of the BCEA on businesses.
- Advise business on penalties for non-compliance to the BCEA.

[40]**QUESTION 6: BUSINESS OPERATIONS (HUMAN RESOURCES)**

Businesses use induction processes through training of their newly appointed employees. Induction programmes ensure that new employees are aware of the organisational culture and expectation. Many businesses offer fringe benefits to their employees and ensure that the employment contract comply with legal requirements.

Write an essay on human resources in which you include the following aspects:

- Outline the purpose of induction.
- Explain the benefits of induction for businesses.
- Discuss the impact of fringe benefits on businesses.
- Advise businesses on the legal requirements of an employment contract.

[40]

TOTAL SECTION C: 40
GRAND TOTAL: 150