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REPUBLIC OF SOUTH AFRICA

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SENIOR CERTIFICATE

GRADE 12

BUSINESS STUDIES P1

PRE- MID YEAR EXAM

QUESTION PAPER

2024

MARKS: 150

TIME: 2 hours

This question paper consists of 12 pages



SA EXAM
PAPERS

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, namely BUSINESS ENVIRONMENTS and BUSINESS OPERATIONS.

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.
3. Number the answers carefully 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	35
	3	40	35
	4	40	35
C: TWO essay-type questions CHOICE: Answer any ONE.	5	40	30
	6	40	30
TOTAL		150	120

7. Begin the answer to EACH question on a NEW page, e.g. QUESTION 1 – new page, QUESTION 2 – new page, etc.

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 number (1.1.1 to 1.1.5) in the ANSWER BOOK, e.g. 1.1.6 D.

- 1.1.1 Andile Leather Bags gives a written warranty for durable products. This consumer right is referred to as the right to ---
- A. Fair/honest dealings.
 - B. fair value/good quality and safety.
 - C. fair/just reasonable terms and condition
 - D. Accountability from suppliers.
- 1.1.2 The process of matching a new employee's skills and abilities with the requirements of a job is known as---
- A. placement.
 - B. recruitment.
 - C. training.
 - D. selection.
- 1.1.3 The...function ensures that all department meet their deadlines.
- A. marketing.
 - B. purchasing.
 - C. general management.
 - D. production.
- 1.1.4 Indaba Constructions sold all their assets to pay creditors. This is known as---
- A. diversification.
 - B. diverstiture.
 - C. retrenchment.
 - D. liquidation.

1.1.5 The body that is responsible for the regulation of South African credit industry is---

- A. National Consumer Commission.
- B. National Credit Register.
- C. National Credit regulator.
- D. Commission for Conciliation, Mediation and Arbitration.

(5 x 2) (10)

1.2 Complete the following statements by using the words provided in the list below. Write only the word(s) next to the question number (1.2.1 to 1.2.5) in the ANSWER BOOK.

induction, job analysis, total quality management, no control, money laundering, quality, compensation for occupational injuries and diseases, human resource function, black economic empowerment, full control, Placement, family responsibility leave, affirmative action.

1.2.1 Mrs Balibali requested--- leave from her employer due to death of her mother.

1.2.2 The --- Act compels businesses to contribute monthly towards the Compensation Fund.

1.2.3 --- involves all business functions and is the responsibility of all employees, not only managers.

1.2.4 --- refers to the components of the job description and job specification of a position.

1.2.5 Businesses have --- over the micro environment.

(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 number (1.3.1 to 1.3.5) in the ANSWER BOOK, e.g. 1.3.6 K.

COLUMN A	COLUMN B
1.3.1 Ownership	A. allows new employees to settle in and work effectively.
1.3.2 Learnership	
1.3.3 Market penetration	
1.3.4 Induction	
1.3.5 Quality	
	B. the ability to measure the specified standards of each department
	C. a BBBEE pillar which businesses should include black people in shareholding/ partnership.
	D. the ability of goods/services to meet the specific needs of consumers
	E. an agreement between the employer and employee that is legally binding.
	F. matches the ideal candidate to a specific position.
	G. the training opportunity that can lead to a recognised occupational qualification.
	H. businesses focus on selling existing products to existing markets at lower prices.

(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, etc.

QUESTION 2: BUSINESS ENVIRONMENTS

- 2.1 Name any TWO types of integration strategies. (2)
- 2.2 Explain the steps in strategy evaluation. (8)
- 2.3 Read the scenario below and answer the questions that follow.

MOROKOLOTSI ORIGINAL ENTERPRISE (MOE)

Morokolotsi Original Enterprise (MOE) produces maize meal and instant soft porridge. They buy their raw material from Itemeleng Banareng farm which is out of stock sometimes. MOE employees are regularly absent from work. The local government has instructed the management MOE to register their products with the South African Bureau for Standards.

- 2.3.1 Name the business sector in which Morokolotsi Original Enterprise operates. Motivate your answer by quoting from the scenario. (3)
- 2.3.2 Identify THREE challenges for MOE's business and classify EACH challenge according to the business environment.

Use the table below to answer this question.

CHALLENGES OF THE MICRO ENVIRONMENT	BUSINESS ENVIRONMENT
a)	
b)	
c)	

- 2.4 Outline the role of SETAs in supporting the Skills Development Act, 1998 (Act 97 of 1998). (9)
- (6)

- 2.5 Discuss the following provisions of the Basic Conditions of Employment Act (BCEA), 1997(act 75 of 1997):
- 2.5.1 Hours of / working hours (2)
 - 2.5.2 Overtime (2)
- 2.6 Advise businesses on how to apply the following Porters' Five Forces model to analyse their position in the market:
- 2.6.1 Power of competitors. (4)
 - 2.6.2 Threat of substitution. (4)
- [40]**

QUESTION 3: BUSINESS OPERATIONS

3.1 State THREE aspects that should be included in an induction programme. (3)

3.2 Explain the role of the interviewer during the interview. (8)

3.3 Read the scenario below and answer the questions that follow.

CARPET AND DÉCOR MANUFACTURES (CDM)

Carpet and Décor Manufactures check the quality of their carpets during and after the production. The chief executive officer (CEO) of CDM ensures that finished products meet the required standards.

3.3.1 Identify TWO quality concepts that are applicable to CDM. Motivate your answer by quoting from the scenario above.

Use the table below as a guide to answer QUESTION 3.3.1

QUALITY CONCEPTS	MOTIVATION
a)	
b)	

(6)

3.3.2 Outline the quality indicators of the production function. (6)

3.4 Discuss the benefits of a good quality management system (6)

3.5 Read the scenario and answer the questions that follow.

REUBEN & BALDWIN ENTERPRISE (RBE)

Reuben & Baldwin Enterprise (RBE) is looking for a financial manager. The management placed an advertisement in the provincial newspaper.

3.5.1 Identify the method of recruitment RBE has applied. Motivate your answer by quoting from the scenario above. (3)

3.5.2 Analyse the impact of the recruitment method identified in QUESTION 3.5.1 above. (8)

[40]

QUESTION 4: MISCELLANEOUS TOPICS**BUSINESS ENVIRONMENTS**

- 4.1 Name any TWO types of diversification strategy. (2)
- 4.2 Identify the PESTLE element that poses a challenge to Nakisani Manufacturers in EACH.
- 4.2.1 Customers cannot afford to buy Nakisani Manufacturers products due to low income levels. (2)
- 4.2.2 Nakisani Manufacturers cannot afford to implement correct measures when disposing of waste material. (2)
- 4.2.3 Nakisani Manufacturers have lost many customers due to lack of on-line buying facilities. (2)
- 4.2.4 Nakisani Manufacturers have increased their prices due to the high inflation rate. (2)
- 4.3 Read the scenario below and answer the questions that follow.

MATIMBA MANGO FARM (MMF)

The management of Matimba Mango Farm does not employ young women to work on the farm. They also do not appoint people with disabilities.

- 4.3.1 Quote TWO ways in which Matimba Mango Farm does not comply with the Employment Equity Act (EEA)1998(Act 55 of 1995) . (2)
- 4.3.2 Recommend practical ways in which MMF may comply with the EEA. (8)

BUSINESS OPERATIONS

- 4.4 Read the scenario below and answer the questions that follow:

ABDUL ELECTRONICS (AE)

Mashudu has been appointed by Abdul Electronics as a driver. He was requested to sign the employment contract which only included hours of work, leave, remuneration and probation period. Fringe benefits were also offered to their employees.

- 4.4.1 State TWO aspects of the employment contract in the scenario above. (2)

4.4.2 Evaluate the impact of fringe benefits on Abdul Electronics as a business. (8)

4.5 Elaborate on the meaning quality of performance. (2)

4.6 Discuss the impact of TQM if poorly implemented by businesses. (8)

[40]

TOTAL SECTION B: 80

SECTION C**QUESTION 5: BUSINESS ENVIRONMENTS**

Answer ANY ONE question in this section

NOTE: Clearly indicate the QUESTION NUMBER of the question chosen. The answer to the question must start on a NEW page.

QUESTION 5: BUSINESS ENVIRONMENTS

Many consumers have welcomed the introduction of the Consumer Protection Act (CPA), 2008 (ACT 68 of 2008) and the National Credit Act (NCA), 2005 (ACT 34 of 2005) as they protect them against unfair business practices. Some businesses believe that the NCA reduces their market share and therefore they do not want to comply with this ACT.

As an expert on recent legislation, write an essay on the following aspects:

- Outline the purpose of the CPA.
- Explain ways in which businesses could promote the following consumer rights, as stipulated in the CPA:
 - Right to privacy and confidentiality
 - Right to information about products and agreements
 - Right to fair value/good quality and safety
- Discuss the impact of the CPA on businesses.
- Advice businesses on penalties /consequences that may be imposed for non-compliance with the NCA.

[40]

QUESTION 6: BUSINESS OPERATIONS

Large businesses realise that total quality management (TQM) is crucial remaining competitive and sustainable. Businesses need to implement TQM elements in order to reduce the cost of quality, make use of quality circles and the PDCA model to improve quality in everything they do.

Keeping the above scenario in mind, write an essay on total quality management (TQM) and include on the following aspects:

- Outline the steps in the PDCA model that businesses could apply to improve the quality of their products.
- Explain the role/importance of quality circles as part of continuous improvement to processes and systems.
- Discuss the impact of the following TQM elements on large businesses.
 - Continuous skills development/education and training
 - Total client/customer satisfaction
- Recommend ways in which TQM can reduce the cost of quality.

[40]

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