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GRADE 12

JUNE 2024

BUSINESS STUDIES P1

MARKS: 150

TIME: 2 hours

This question paper has 10 pages.



INSTRUCTIONS AND INFORMATION

Read the instructions. Answer the questions.

1. 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**.

2. **Read the instructions. Do what we ask.**

We **ONLY** mark the answers to the **first TWO** questions you chose in **SECTION B**.
 We only mark the answers to the **FIRST** question that you chose in **SECTION C**.

3. Give the **answers** the **same numbers** as the **questions**.
 You get **NO** marks for answers that are **numbered incorrectly**.
4. Answer in **full sentences**. We will **tell** you **if** it is **different**.
5. The **mark allocation** at each question will **tell** you how **much** and **what** you must **write**.
6. The **table** shows the **marks** and **time** for **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. Answer **EACH** question on a **NEW** page, e.g. QUESTION 1 – new page,
 QUESTION 2 – new page.
8. Use a **non-programmable** calculator.
9. Write **neatly**.

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, e.g. 1.1.6 D.

1.1.1 This **Act protects employers** from a **financial burden**_(problem) should **employees** be **involved** in an **accident** at the **workplace**:

- A Consumer Protection Act, 2008 (Act 68 of 2008)
- B Skills Development Act (SDA), 1998 (Act 97 of 1998)
- C Compensation for Occupational Injuries and Diseases Act (COIDA), 1997 (Act 61 of 1997)
- D Labour Relations Act (LRA), 1995 (Act 66 of 1995)

1.1.2 Vusi, a **vegetable farmer**, **implemented**_(used) the ... **integration strategy** when he **bought** the **fruit and vegetable stall** that **sells** his **products**.

- A backward
- B forward
- C intensive
- D horizontal

1.1.3 Khanya Paints **operates** in the ... sector as they **specialise** in the **manufacturing** of **paint**.

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

1.1.4 The **human resources activity** which **ensures** that all **CVs received** are **evaluated** against **pre-determined criteria**:

- A Training
- B Selection
- C Placement
- D Recruitment

1.1.5 The **implementation** of **change** on a **smaller scale** by Thembi Cosmetics, is the ... step of the **PDCA model**.

- A plan
- B act
- C check
- D do

(5 x 2) (10)

1.2 **Complete** the sentences.

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**.

Porters' Five Forces; skills development strategy; total client satisfaction;
employment contract; Basic Conditions of Employment Act; SWOT analysis;
skills development levy; lease contract; adequate financing;
Employment Equity Act

1.2.1 Global Express **contributes** 1% of their **payroll** to **SARS** as a ... to **train employees**.

1.2.2 **Environmental scanning technique** that **studies** both **internal** and **external business environments**. This is **known as** ...

1.2.3 A/An ... **specify duties** **carried** out by **employee** in **exchange** for **remuneration** by the **employer**.

1.2.4 The ... **outlines** the **minimum requirements** that a **human resources manager** must **consider** when a **salary package** is **offered** to a **new employee**.

1.2.5 Blue Sky Airlines **apply** ... by **conducting**_(doing) **market research** to **analyse** the **needs** of their **customers**.

(5 x 2) (10)

- 1.3 Match a description from **COLUMN B** with the term(word/s) in **COLUMN A**. Write the letter (A–J) next to the question numbers (1.3.1 to 1.3.5) in the ANSWER BOOK. Example: 1.3.6 K

COLUMN A		COLUMN B	
1.3.1	Labour Relation Act, 1995 (Act 66 of 1995)	A	workers are paid according to the number of hours spent on a task
1.3.2	National Credit Regulator	B	provide high quality products according to specifications
1.3.3	Divestiture	C	promote and implement collective bargaining at the workplace
1.3.4	Piecemeal	D	regulates _(controls) reckless granting _(giving) of credit to consumers
1.3.5	Administration function	E	selling all assets with the aim of closing down the business
		F	promote and implement affirmative action in the workplace
		G	workers are paid according to the number of items produced
		H	regulates and ensure economic welfare of consumers
		I	selling some assets that are no longer profitable
		J	provides reliable data to management timeously _(right time)

(5 x 2) (10)

TOTAL SECTION A: 30

SECTION B

Answer **ANY TWO** questions.

NOTE: Write the **QUESTION NUMBER** of each question you choose.

Write **EACH** answer on a **NEW** page.

Example: QUESTION 2 on a NEW page, QUESTION 3 on a NEW page.

QUESTION 2: BUSINESS ENVIRONMENTS

2.1 Give **FOUR** pillars of the **Broad-Based Black Economic Empowerment Act (BBEE), 2003 (Act 53 of 2003)**. (4)

2.2 Explain the role of **SETAs** in supporting the **Skills Development Act, 1998 (Act 97 of 1998)**. (6)

2.3 Read the text. Answer the question.

KING POWER SOLUTION (KPS)

King Power Solution provides electricity to the immediate^(neighbouring) communities around Gqeberha.

Recently KPS has increased the price of electricity due to high demand. Amandla Solar is waiting for the operational license from the local municipality.

KPS generates its electricity through solar.

2.3.1 Identify **TWO** types of **Porter's Five Forces** applied^(used) from the extract.

Motivate your answer. Quote^(give) from the text. .

Draw the table in your **ANSWER BOOK**. Answer QUESTION 2.3.1.

TYPES OF PORTER'S FIVE FORCES	MOTIVATION
1.	
2.	

(6)

2.4 Explain the *strategic management process*. (4)

2.5 Discuss ways in which businesses can comply with the **Employment Equity Act (EEA), 1998 (Act 55 of 1998)**. (6)

2.6 Read the text. Answer the questions.

TAU ALUMINIUM (TA)

Tau Aluminium **manufactures**_(makes) different types of **windows** and **garage doors**.

TA **employees** were **embarking**_(went) on a **strike** for **better wages** and **were dismissed**_(fired).

Employees were **not allowed** to **join trade unions**.

TA supports the establishment of workplace forums.

2.6.1 **Name** the **Act** that is **applicable**_(relevant) to Tau Aluminium. (2)

2.6.2 **Quote**_(give) from the **text** **TWO actions regarded** as **non-compliance** by the **Act identified** in QUESTION 2.6.1. (2)

2.6.3 **Explain other actions** regarded as **non-compliance** by the **Act**. (4)

2.7 **Suggest ways** in which **businesses** could **comply**_(obey) with the **Consumer Protection Act (CPA), 2008 (Act 68 of 2008)**. (6)

[40]

QUESTION 3: BUSINESS OPERATIONS

- 3.1 Name any **FOUR** reasons for the **termination**_(end) of an **employment contract**. (4)
- 3.2 Explain the **role** of the **interviewee** during the **interview**. (6)
- 3.3 Read the **text**. Answer the **questions**.

KING ENTERPRISE (KE)

KE advertised the **position** of a **financial manager**.
Five years' experience in **financial management** at a **middle level** is **required**_(needed).
 The **successful applicant** will be **entitled** to **medical** and **house subsidy benefits**.
Payment of salary will be **based** on the **Basic Conditions of Employment Act (BCEA)**.

- 3.3.1 **Quote**_(give) an **example** of a **job description** and **job specification** from **text**. (2)
- 3.3.2 **Evaluate** the **impact** of **fringe**_(outlying) **benefits** on **businesses**. (4)
- 3.4 **Discuss** the **benefits** of **induction** for **businesses**. (4)
- 3.5 **Explain** the **roles** of **quality circles** as **part** of **continuous improvement** to **processes** and **systems**. (6)
- 3.6 **Explain more** on the **meaning** of **TQM**. (4)
- 3.7 Read the **text**. Answer the **question**.

NANDY BEAUTY BOUTIQUE (NBB)

Nandy Beauty Boutique **offers different beauty treatments** for **women**.
 NBB has **acquired**_(achieved) a **greater market share** through **effective customer service**.
 She **delivers high quality service** that **promotes her brand** to all her **customers**.
 The **aim** of NBB is to **maximise profit**.

- 3.7.1 **Identify TWO quality indicators** applied by NBB.
 Motivate your answer. **Quote**_(give) from the **text**.

Draw the **table** in your **ANSWER BOOK**. Answer **QUESTION 3.7.1**.

BUSINESS FUNCTION	MOTIVATION
1.	
2.	

- 3.8 **Give advice** businesses on the **impact** of **total quality management (TQM)** if **poorly implemented**. (4)

[40]

QUESTION 4: MISCELLANEOUS TOPICS**BUSINESS ENVIRONMENT**

4.1 Give any **FOUR** consumer rights as stipulated_(prescribed) in the **Consumer Protection Act (CPA), 2008 (Act 68 of 2008)**. (4)

4.2 Read the text. Answer the question.

SUPER MILLING LTD (SML)

Super Milling Ltd **produces flour** and **maize meal**.
 SML **bought** its **packaging material** from Vusi Packaging which is **always out of stock**.
 Their **employees** are **regularly absent** from **work**.
 SML is **required**_(is forced) to **register** their **products** with the **South African Bureau of Standards (SABS)**.

4.2.1 **Quote**_(Give) from the text **TWO challenges** for SML's business.
Classify EACH challenge according to the **business environment**.

Draw the **table** in your **ANSWER BOOK**. Answer **QUESTION 4.2.1**.

CHALLENGE	BUSINESS ENVIRONMENT
1.	
2.	

4.3 Explain the following provisions of the **Basic Conditions of Employment Act (BCEA), 1997 (Act 75 of 1997)**:

4.3.1 Parental leave (4)

4.3.2 Overtime (4)

4.4 Give advice to businesses on the **advantages** of **diversification strategies**. (4)

BUSINESS OPERATIONS

4.5 Identify each of the **method of recruitment** used by ZK Enterprise in each of the statements:

4.5.1 ZK Enterprise **used its intranet** to **recruit suitable employees**

4.5.2 The **recruitment sources** and **processes** are very **expensive** and **requires**_(need) **background checks** (4)

4.6 Explain the **placement procedure**. (4)

4.7 Explain the **Unemployment Insurance Fund (UIF)** as a **benefit required**_(needed) by law. (4)

4.8 Discuss **advantages** of **adequate**_(enough) **financing** and **capacity** as a **total quality management (TQM) element** on **large businesses**. (4)

4.9 Give advice to businesses on the **quality indicators** of the **production function**. (4)

[40]



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 ENVIRONMENT (BUSINESS STRATEGIES)

Businesses use various strategies and aggressive marketing campaigns to improve the performance of their products in the market.

The PESTLE analysis is applied to identify and evaluate challenges in the business environment.

Businesses must evaluate strategies according to the current demands of the market.

Business strategies

Write an **essay**.

Write **about**:

- The **advantages** of intensive strategies.
- **Explain THREE types** of intensive strategies.
- **Discuss** how the following **PESTLE factors** pose_(present) challenges to businesses:
 - Economic
 - Legal
 - Environmental
- **Give advice businesses** on the steps in strategy evaluation.

[40]

QUESTION 6: BUSINESS OPERATIONS (QUALITY OF PERFORMANCE)

Businesses implement quality control and quality assurance to ensure effective quality management system.

Effective monitoring and evaluation as TQM elements will enable businesses to keep abreast_(up) with changes and to reduce the cost of quality.

Business operations

Write an **essay**.

Write **about**:

- **Explain** the the **difference** between *quality control* and *quality assurance*.
- **Explain** the **benefits**_(advantages) of a **good quality management system**.
- **Discuss** the **impact** of **monitoring and evaluation** as an **element** of TQM on **large businesses**.
- **Give ways** in which **quality management (TQM)** can **reduce** the **cost** of **quality**.

[40]

TOTAL SECTION C: 40

GRAND TOTAL: 150