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**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

BUSINESS STUDIES P1

NOVEMBER 2024

MARKS: 150

TIME: 2 hours

This question paper consists of 9 pages.



INSTRUCTIONS AND INFORMATION

Read the following instructions carefully before answering the questions.

- 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.
- 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 answer to the **FIRST** question selected in **SECTION C** will be marked.
- 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.
- Except where other instructions are given, answers must be written in full sentences.
- Use the mark allocation and nature of each question to determine the length and depth of an answer.
- Use the table below as a 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

- Begin the answer to **EACH** question on a **NEW** page, e.g. **QUESTION 1** – new page, **QUESTION 2** – new page.
- You may use a non-programmable calculator.
- 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, e.g. 1.1.6 D. _

1.1.1 This Act prevents discrimination on the grounds of race, gender and disability in the workplace:

- A Consumer Protection Act (CPA), 2008 (Act 68 of 2008)
- B Employment Equity Act (EEA), 1998 (Act 55 of 1998)
- C Basic Conditions of Employment Act (BCEA), 1997 (Act 75 of 1997)
- D Labour Relations Act (LRA), 1995 (Act 66 of 1995)

1.1.2 Niemand Traders is experiencing a high employee turnover. This is classified as a/an ... in the SWOT analysis.

- A weakness
- B threat
- C opportunity
- D strength

1.1.3 Mabasa Enterprise has ... control over suppliers who increase the prices of their products.

- A full
- B no
- C limited
- D complete

1.1.4 The role of the interviewee during an interview is to ...

- A make the interviewer feel at ease.
- B explain the purpose of the interview to the panel.
- C prepare responses for possible questions.
- D ask clarity-seeking questions about the position.

1.1.5 Businesses utilise machinery and equipment optimally in the ... function.

- A purchasing
- B production
- C marketing
- D administration

(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.

employer; secondary; placement; backward vertical; plan; selection; forward vertical; act; employee; tertiary
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- 1.2.1 The ... has the right to embark on a legal strike as a remedy for grievances.
- 1.2.2 Sizwe Bakery applied the ... integration strategy when they bought a wheat farm.
- 1.2.3 Fazzel Hairdressing Salon operates in the ... sector as they specialise in the selling of hair products.
- 1.2.4 The employee's qualifications and skills are matched with the requirements of the job during the ... procedure.
- 1.2.5 Monwa Plastics continuously revise their processes to improve the quality of their products. This is known as the ... step in the PDCA model. (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, e.g. 1.3.6 K.

COLUMN A		COLUMN B	
1.3.1	Learnership	A	process of finding potential candidates for available vacancies
1.3.2	Compensation for Occupational Injuries and Diseases Amendment Act, 1997 (Act 61 of 1997)	B	large businesses may prevent effective training due to poor communication
1.3.3	Recruitment	C	ensures that the features of goods satisfy a specific need
1.3.4	Quality control	D	provides protection to employees who become disabled due to a workplace accident
1.3.5	Adequate financing and capacity	E	practical training opportunities that lead to a recognised qualification
		F	process of determining a candidate's suitability for the position
		G	provides protection to employees who are unfairly dismissed in the workplace
		H	practical training opportunities for ongoing professional development
		I	large businesses can afford to put systems in place to prevent defects in products
		J	ensures that finished products meet the required standards

(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 TWO types of diversification strategies. (2)
- 2.2 Outline the advantages of intensive strategies. (6)
- 2.3 Read the scenario below and answer the questions that follow.

MONDO MANUFACTURERS (MM)

Mondo Manufacturers specialise in the production of winter blankets. MM disposes of their chemical waste from the manufacturing process into the local river in order to save costs.

- 2.3.1 Name the PESTLE factor that is applicable to MM in the scenario above. (2)
- 2.3.2 Recommend ways in which MM can deal with the challenges posed by the PESTLE factor named in QUESTION 2.3.1. (4)
- 2.4 Discuss any TWO types of defensive strategies. (6)
- 2.5 Read the scenario below and answer the questions that follow.

LASS SUPPLIERS (LS)

Lass Suppliers implemented the Broad-Based Black Economic Empowerment Act (BBBEE), 2003 (Act 53 of 2003). They promoted Sandile to a senior executive position to serve on their board of directors.

- 2.5.1 Name the pillar of the Broad-Based Black Economic Empowerment Act (BBBEE), 2003 (Act 53 of 2003) applied by LS in the scenario above. (2)
- 2.5.2 Describe the purpose of the Broad-Based Black Economic Empowerment Act (BBBEE), 2003 (Act 53 of 2003). (4)
- 2.6 Explain ways in which businesses can comply with the Consumer Protection Act (CPA), 2008 (Act 68 of 2008). (4)
- 2.7 Discuss the impact of the Labour Relations Act (LRA), 1995 (Act 66 of 1995) on businesses. (6)
- 2.8 Advise businesses on the strategic management process. (4)

[40]

QUESTION 3: BUSINESS OPERATIONS

- 3.1 State any FOUR sources of internal recruitment. (4)
- 3.2 Outline the role of the interviewer before the interview. (4)
- 3.3 Read the scenario below and answer the questions that follow.

TOBBI LOGISTICS (TL)

Tobbi Logistics drafted an employment contract for Thabo, a newly appointed transport supervisor. Management explained the terms and conditions of the employment contract to him. Thabo was given an opportunity to read the contract before signing it. TL also highlighted the reasons why an employment contract could be terminated.

- 3.3.1 Quote TWO legal requirements of an employment contract from the scenario above. (2)
- 3.3.2 Advise businesses on the reasons for the termination of an employment contract. (4)
- 3.4 Discuss the implications of the Employment Equity Act (EEA), 1998 (Act 55 of 1998) on the human resources function. (6)
- 3.5 Outline the benefits of a good quality management system. (4)
- 3.6 Read the scenario below and answer the questions that follow.

MOOSA LIMITED (ML)

Moosa Limited sells storage containers to small businesses. ML continuously updates their bookkeeping records to ensure that their tax payment to the South African Revenue Services (SARS) is timeous and accurate.

- 3.6.1 Identify the business function that is applicable to ML in the scenario above. (2)
- 3.6.2 Explain other quality indicators of the business function identified in QUESTION 3.6.1. (4)
- 3.7 Discuss the impact of total client/customer satisfaction as a total quality management (TQM) element on large businesses. (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 provisions of the Basic Conditions of Employment Act (BCEA), 1997 (Act 75 of 1997). (4)
- 4.2 Outline the rights of consumers in terms of the National Credit Act (NCA), 2005 (Act 34 of 2005). (6)
- 4.3 Read the scenario below and answer the questions that follow.

SHOE BOUTIQUE (SB)

Shoe Boutique implemented a strategy aimed at improving their customer service due to a decrease in sales. The management of SB evaluated if their strategy had been effective. SB examined the underlying basis of their strategy throughout the implementation process. They also analysed the impact of the implemented strategy on their internal and external environments.

- 4.3.1 Quote TWO steps in strategy evaluation implemented by SB from the scenario above. (2)
- 4.3.2 Explain other steps in strategy evaluation. (4)
- 4.4 Advise businesses on how they could apply the power of suppliers as a force of Porter's Five Forces model to analyse their position in the market environment. (4)

BUSINESS OPERATIONS

- 4.5 State any FOUR aspects that should be included in an employment contract. (4)
- 4.6 Read the scenario below and answer the question that follows.

MPHEMBA CONSTRUCTION (MC)

Mphemba Construction compiled a job analysis for the vacant position of a project manager. MC indicated that applicants must have a diploma in construction. The successful candidate will compile progress reports on assigned projects.

Identify TWO components of a job analysis used by MC. Motivate your answer by quoting from the scenario above.

Use the table below as a GUIDE to answer QUESTION 4.6.

COMPONENTS OF A JOB ANALYSIS	MOTIVATIONS
1.	
2.	

- 4.7 Explain the role of quality circles as part of continuous improvement to processes and systems. (6)
- 4.8 Advise businesses on the quality indicators of the general management function. (4)
- [40]**



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 aim of the Skills Development Act (SDA), 1998 (Act 97 of 1998) is to expand on the knowledge and competencies of the labour force. SETAs were established to facilitate the implementation of the SDA. Businesses are expected to oblige with this Act and be fully conversant with its requirements.

Write an essay on the Skills Development Act in which you include the following aspects:

- Outline the role of SETAs in supporting the Skills Development Act.
- Explain the purpose of the Skills Development Act.
- Discuss the impact of the Skills Development Act on businesses.
- Recommend ways in which businesses can comply with this Act.

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

Businesses that follow the correct selection procedures are able to identify suitable and qualified candidates for vacant positions. They also use different salary determination methods to ensure that their employees are remunerated correctly. Businesses offering fringe benefits and inducting new employees are more likely to have a productive workforce.

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

- Outline the selection procedure as a human resources activity.
- Explain the TWO salary determination methods.
- Discuss the impact of fringe benefits on businesses.
- Advise businesses on the benefits of induction.

[40]

TOTAL SECTION C: 40
GRAND TOTAL: 150

