KWAZULU-NATAL PROVINCE
EDUCATION
REPUBLIC OF SOUTH AFRICA



NATIONAL SENIOR CERTIFICATE

GRADE 11

BUSINESS STUDIES

COMMON TEST

JUNE 2021

MARKS : **100**

TIME : **$1^{1}/_{2}$ Hours**

This question paper consists of 8 pages.

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INSTRUCTIONS AND INFORMATION

Read the following instructions carefully before answering the questions.

1. This question paper consists of THREE sections

   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 ONE of the TWO questions in this section.

SECTION	QUESTION	MARKS	TIME
A: Objective-type questions COMPULSORY	**1**	**20**	**20 minutes**
B: THREE direct/indirect- type questions CHOICE (Answer any TWO)	**2**	**20**	**20 minutes**
	3	**20**	**20 minutes**
	4	**20**	**20 minutes**
C: THREE essay-type questions CHOICE (Answer any ONE essay)	**5**	**40**	**30 minutes**
	6	**40**	**30 minutes**
TOTAL		**100**	**90 minutes**

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

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 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.

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.

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SECTION A (COMPULSORY)

QUESTION 1

1.1 Various options are provided as possible answers to the following questions. Write down the question number (1.1.1–1.1.5) and the correct letter next to it ONLY. Example: 1.1.6 A

1.1.1 Using fair advertising is an example of … business practices.

A professional
B unprofessional
C ethical
D unethical

1.1.2 Ideas that are original and useful to solve business challenges, is known as …



A creative thinking.
B lateral thinking.
C non-conventional solutions.
D quality assurance.

1.1.3 An eight step system for managing change was designed by …

A Meredith Belbin.
B John P. Kotter.
C Kurt Lewin.
D Margerison-McCann.

1.1.4 Production scheduling in a factory refers to …

A controlling the timing of each task within the production process.
B placing the production process in the correct order.
C checking the quality and progress of work.
D converting the production plan into action.

1.1.5 The practice of charging a very high price when a new innovative product is introduced to the market is known as …

A odd pricing.
B bait pricing.
C skimming.
D unethical pricing.

(5x2) [10]

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

perfect competition; conventional; quality circles; globalisation; workplace forum; retrenchment; monopolistic competition; consequential; rights; unconventional

1.2.1 Ordinary and unimaginative solutions are known as ... solutions.

1.2.2 Businesses must be able to deal with international influences known as ...

1.2.3 The ... approach aims at promoting and protecting human rights.

1.2.4 A ... market has many buyers and sellers and each supplier has own brand of a particular product .

1.2.5 A group of employees that meet on regular basis to discuss quality related problems in the workplace is referred to as ....

(5x2) (10)

TOTAL SECTION A: [20]

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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, for example QUESTION 2 on a NEW page, QUESTION 3 on a NEW page, et cetera.

QUESTION 2: BUSINESS ROLES

2.1 Elaborate on the meaning of creative thinking. (3)

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

DREAM TRAVELS(DT)

Dream Travels(DT) is an agency that offers transport and accommodation bookings for international travel groups. They are finding that more travel groups are arranging their own bookings and are concerned that they will be out of business soon. The management of Dream Travels have decided to use a group of business experts to complete questionnaires to help solve their problem.

2.2.1 Identify the problem-solving technique used by Dream Travels to solve their problem. Motivate your answer by quoting from the scenario. (3)

2.2.2 Explain to Dream Travels how to apply the problem-solving technique identified in QUESTION 2.2.1. (4)

2.3 Discuss the advantages of creative thinking in the workplace. (6)

2.4 Recommend ways in which Dream Travels can create an environment that will stimulate creative thinking in the workplace. (4)
[20]



QUESTION 3: BUSINESS OPERATIONS

3.1 Outline 4 categories of consumer goods. (4)

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

BARGAIN CLOTHING MANUFACTURER (BCM)

Bargain Clothing Manufacturer (BCM) specialises in the manufacture of quality school wear, sports wear, corporate wear, uniforms, safety wear and leisure wear for men, women and children. BCM calculated the budget, machines and manpower to determine expected output. He also set up the actual route which the materials will follow in the process to save time and costs.

3.2.1 Identify TWO aspects of production planning BCM considered in the scenario above. Motivate your answer by quoting from the scenario. (6)

Use the table below as a guide to answer QUESTION 3.2.1

PRODUCTION PLANNING ASPECTS	MOTIVATION
1.	
2.	



3.2.2 Advise the management on the advantages of production planning. (4)

3.3 "Sales promotion is the process of persuading a potential customer to buy the product."

Explain the purpose of sales promotion. (6)
[20]

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QUESTION 4: MISCELLANEOUS TOPICS

BUSINESS ROLES

4.1 Read the statement below and answer the questions that follow.

> Ethical and professional behaviour means that the highest legal and moral standards are upheld when dealing with stakeholders. Businesses that adopt professional, responsible and ethical business practices will remain profitable/sustainable over a long period of time

4.1.1 Distinguish between ethics and professionalism. (4)

4.1.2 Suggest ways in which professional, responsible, ethical and effective business practices should be conducted. (6)

BUSINESS OPERATIONS

4.2 Identify marketing activities represented by EACH scenario below:

4.2.1 Ayoba ensures that perishable products are kept in a very cold room so that they do not decay. (2)

4.2.2 Some farmers in the coast are afraid that they will lose all their livestock due to drought but they continue with daily operations . (2)

4.2.3 Individual units of a product are sorted into exact classes. (2)

4.3 Distinguish between quality control and quality assurance. (4)
[20]

TOTAL SECTION B: [40]

SECTION C

Answer ONE question in this section.

NOTE: Clearly indicate the QUESTION NUMBER of the chosen question.
The answer to EACH question must start on a NEW page, for example QUESTION 5 on a NEW page, QUESTION 6 on a NEW page, etcetera.

QUESTION 5: BUSINESS ROLES (STRESS, CRISIS MANAGEMENT)

> The COVID-19 virus has drastically changed the way in which businesses operate. This change has increased the stress levels of many workers. Businesses are therefore compelled to find ways to deal with this crisis.

With reference to the statement above:

- Elaborate on the meaning of the following:
  - **Stress**
  - **Crisis**
- Explain ways businesses can deal with businesses-related crises.
- Discuss the importance of stress management in the workplace.
- Recommend ways employees can manage stress in the workplace.

[40]



QUESTION 6: BUSINESS OPERATIONS

> Packaging is more than just putting a product in a box, bottle or container. It should preferably be environmentally friendly, using as little material as possible which is recyclable. Packaging should also include the business's trademark.

With reference to the above, write an essay on the following aspects:

- Elaborate on the meaning of a trademark.
- Explain the requirements of a good trade mark.
- Discuss the purpose of packaging.
- Advice business on FIVE different kinds/types of packaging.

[40]

TOTAL SECTION C: [80]

TOTAL MARKS: [100]

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