basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL ASSESSMENT
GENERAL EDUCATION CERTIFICATE (GEC)

2024 GRADE 9 PILOT STUDY

Subject: Economic and Management Sciences

Paper 2

Marks: 80

Duration: 2 hours

excluding15 minutes reading time

This test consists of 25 pages, excluding the cover page.

Instructions to the learner

1. You will receive 15 minutes reading time before you begin answering this test.
2. Read all the instructions and questions carefully.
3. Answer all the questions.
4. Use the answer booklet provided to write all your answers.
5. The use of a non-programmable calculator is permissible.

The test starts on the next page.



Do not turn the page until you are told to do so.

SECTION A

Question 1

1.1 Leon Shark is working for Sizwe Digital Company. He is responsible for recording and organising information so that the business can operate successfully.

Which function is Leon Shark responsible for?

A Purchasing
B Administration
C Production
D Marketing (1)

1.2 Sizwe Digital Company checks for suppliers with reasonable prices before buying the goods and services.

Which function in the business is responsible for checking for suppliers with reasonable prices?

A Marketing
B Financial
C Production
D Purchasing (1)

1.3 Which function below is responsible for the raising of capital?

A Production
B Purchasing
C Financial
D Administration (1)

1.4 What is the job description of the human resource manager?

A Staffing and appointments
B Accounts for the finances
C Public relations and communication
D Marketing and advertising (1)

1.5 JJ Digital Company sells electronic devices. Wax, the general manager, expanded this company by opening a wing of repairs and employed more workers.

What is the responsibility of Wax in the above scenario?

A Ensures that employees are happy, qualified, and trained
B Involves all decisions and tasks in the making of a product
C Identifies the product customers' needs
D Supervising, staffing, and motivating workers (1)

1.6 Most businesses increase their sales by sending flyers to the target market.

Which term below refers to the above scenario?

A Planning
B Publishing
C Promoting
D Producing (1)

1.7 Which function below determines the selling price of a product?

A Marketing
B Financial
C Production
D Purchasing (1)

1.8 The administration manager of Tame Stores has designed a schedule of activities indicating the dates when, how and in which order the activities will take place.

What is the task of the administration manager of Tame Stores?

A Controlling
B Planning
C Organising
D Leading (1)

1.9 The purchasing department checks the quality of the products and services when the goods are delivered by the suppliers.

What would the responsibility of the purchasing department be?

A Dealing with the finances
B Dealing with the workload
C Dealing with incorrect stock
D Dealing with advertisements (1)

1.10 River, a manager of XX Supermarket, compares the prices of goods with a variety of suppliers before placing the orders.

What function below is linked to the above statement?

A Purchasing
B Production
C Marketing
D Financial (1)

1.11 Lily Trading Company is located in a rural area without electricity. The owner came up with the idea of selling solar lamps to the community. The marketing manager advised the owner to conduct market research.

What is the marketing manager looking for?

A Product market
B Sales promotion
C Marketing mix
D Target market (1)

1.12 Which function promotes the positive image of the business?

A Marketing
B Purchasing
C Public Relations
D Human Resource (1)

1.13 Digitex Co. manufactures television sets. In 2023 it produced 200 television sets per month. In 2024 it produced 1000 television sets per month as a result of using the latest technology.

What is the positive effect of the latest technology in the production process?

A Increase productivity
B Increase employment
C Decrease productivity
D Decrease efficiency (1)

1.14 Julius Craig is a General Manager at Spare Save. He instruct workers on what to do and guides them towards achieving the business goals. He introduced a small token to encourage and motivate the workers to stimulate high performance.

Which role is performed by Julius Craig?

A Organising
B Leading
C Planning
D Controlling (1)

1.15 Which one of the following describes controlling in the business?

A Takes decisions about what the business must achieve
B Decides about which worker will perform certain duties
C Delegates duties by directing activities to workers
D Ensures that workers perform duties as expected (1)

1.16 Primary stage in business involves filing of receipts and invoices of monetary business transactions.

Which of the following options best describe the above statement?

A Keeping financial records
B Ordering from suppliers
C Supporting projects financially
D Determining price of products (1)

1.17 The manager of Mr Bread Bakery noticed that there is an increase in the price of inputs of baking and decided to increase the price of the output which led to the decrease of supply to the shops.

Which one of the functions below is related to the above scenario?

A General Management
B Human Resource
C Production
D Marketing (1)

1.18 The manager understands the resources and skills that exist in the business and also oversees the day-to-day operational activities. He sees to it that resources are used effectively through middle and lower managers.

Which one of the functions below is related to the above activities?

A Human Resource
B General Management
C Public Relations
D Risk Management (1)

1.19 JJ Stores sold goods for R5 000 to Zweli which will be paid later.

Which risk is JJ Stores taking?

A Credit risk
B Technology risk
C Compliance risk
D Strategic risk (1)

1.20 What does negative publicity mean in a business industry?

A Publicised content that contains good reviews about a brand or business name
B Publicised information about the business spread through the social media that destroys the business good image
C Publicised information that helps business grow and create a good brand image
D Publicised consumer needs and developing ways to satisfy them through media. (1)

1.21 TT Technology wants to launch a new product. In order to do this, they need to understand consumer preferences, buying behaviour, and competition in the market.

What should TT Technology do, to achieve the above goal?

A Determine the target market
B Apply the marketing mix
C Do product research
D Do market research (1)

1.22 Human resource department of Kudu Plumber's, a nationwide company, advertised a plumber position.

Which compensation package should Kudu Plumbers include in their advert?

A Basic salary, housing allowance, and grocery allowance
B Basic salary, service bonus, and luxury clothing allowance
C Basic salary, service bonus, and housing allowance
D Basic salary, housing allowance, and bursary allowance (1)

1.23 MM Clothing specialises in the manufacturing of Golf T-Shirts. 20 T-Shirts were manufactured at the following costs:
Fabric: R360.00 Electricity: R 200
Rent: R1 200 Packaging: R200: Labels: R40.00

How much does it cost MM Clothing to produce one Golf T-Shirt?

A R90
B R100
C R1 800
D R2 000 (1)

1.24 DD Car Dealers sells imported cars to the public at a reasonable rate. They are interested in increasing sales and are conducting surveys through questionnaires.

Why is it important for DD Car Dealers to conduct a customer survey?

A To inform consumers about brand names
B To create a good company image
C To increase the selling price of cars
D To get feedback on the existing product (1)

1.25 Dees, the manufacturer of cake flour, uses wheat as the basic ingredient of cake flour production. Production will be impossible without wheat.

What is wheat in the above situation?

A Indirect material
B Business material
C Raw material
D Packaging material (1)

1.26 Which one of the following options best explains variable costs?

A Costs that will remain constant
B Costs that change with production
C Costs to start the business
D Costs for the production process (1)

1.27 What is added to the cost price of goods to achieve the selling price?

A Interest
B Income
C Surplus
D Profit (1)

1.28 Thapelo Diale intends to start and manage his own KK Poultry business. He has sufficient capital but does not have an idea of how to develop a business plan. Small Enterprise Development Agency (SEDA) assisted Thapelo in drawing up a business plan.

What form of ownership is KK Poultry?

A Private Company
B Public Company
C Sole Trader
D Partnership (1)

1.29 Thapelo Diale wants to expand KK Poultry and requested his brother to join the business. The business plan has to be amended.

How would Thapelo Diale and his brother share the profit or loss?

A Share the profit equally
B According to the partnership agreement
C Thapelo Diale keeps all the profit
D According to capital contribution (1)

1.30 Tshepo P intends starting a service business. She will be coordinating various types of social events such as parties, weddings and gatherings.

What is Tshepo's business idea?

A Dance studio
B Media production
C Event planner
D Live performance (1)

1.31 Neo's department's task is to ensure that the product or service is made available in the right quality and quantity.

Which one of the departments listed below is responsible for the above scenario?

A Production
B Administration
C Marketing
D Finance (1)

1.32 The following shops are located in the same area. Prys-Shop, is selling baby clothing, Good-Sport, specialises in high-quality sports attire and equipment, Perfect-Sport, specialises in takkies, running shoes, golf t-shirts, hockey sticks, etc. and Gee-Gee Shop, is selling men's formal clothing.

Which one of the above businesses are competitors?

A Prys-Shop and Good-Sport
B Perfect-Sport and Good-Sport
C Good-Sport and Gee-Gee Shop
D Gee-Gee Shop and Prys- Shop (1)

1.33 What option best describes a business goal?

A A great way to start and grow a successful business
B Combination of shared value and behaviour in a business
C The reason to start a business and the first step in the starting of the business.
D The outcome that a business wants to achieve in the short to long term period. (1)

1.34 KayZ Producers, manufactures bricks and also supplies the neighbourhood with building material. Monthly costs: 10 bags of cement, 2 tons of sand, rent for the premises, water and electricity, salaries, insurance premium, interest on loan.

Which one of the following options are fixed costs?

A Rent and Insurance premium
B Cement and Interest on Loan
C Salaries and Sand
D Water and Electricity (1)

1.35 QO Stores sold 10 pairs of shoes for R720, at a cost price of R750.

What did QO Stores make after selling?

A profit
B expenses
C loss
D liability (1)

1.36 Candy K has decided to start a pre-school that she will run from home and wanted R95 000 as capital. She put R40 000 from her own money into the business and loaned R20 000 from the bank. She also received R35 000 as a birthday present from her cousin.

How much is the borrowed capital in the above scenario?

A R95 000
B R40 000
C R35 000
D R20 000 (1)

1.37 Tom-Takkies, a shoe company, is launching a new range of running shoes and wants to ensure affordability for customers.

What should the company do to achieve the above vision?

A Offer a 2% discount to customers who buy multiple pairs
B Provide free shipping on orders over ten pairs of takkies
C Introduce three months interest free payment plan to customers
D Partner with local gyms to offer a special promotion to customers (1)

1.38 A new movie theatre wants to attract young, energetic and out-going generation.

Which location would be most suitable for the theatre?

A A rural area with limited public transport
B A busy shopping mall with retail stores and restaurants
C An isolated place far from residential areas
D A quiet residential neighbourhood near the industrial area (1)

1.39 Gigi Fast Food Restaurant struggles to maintain customer satisfaction during peak hours.

Which one is classified as Gigi's restaurant weakness?

A Shortage of personnel
B Loyal customer base
C Affordable menu options
D Expansion into new market (1)

1.40 Luvo is a farm manager at Mafikeng Farm. He specialises in wheat production. During the past years, production was 200 to 250 tons annually. In 2023 due to climate change, the production dropped to 158 tons.

Which of the following threats listed below affected Luvo's Farm?

A Increased competition
B Rising material costs
C Price fluctuation
D Extreme drought (1)

1.41 MNT cell phone company is number one in the industry and known for its long-lasting batteries. A new company offering similar battery feature joins the market.

What can MNT cell phone company do to maintain its position in the market?

A Develop a new line of phones with smaller batteries
B Launch a new line of phones with improved batteries
C Keep the line of phones with the same batteries
D Discontinue the line of phones with long-lasting batteries (1)

1.42 A small local bookstore, called Studio Booksellers observes a growing interest in book clubs among its Grade 9 customers.

How can Studio Booksellers capitalise on the above opportunity?

A By reducing store hours to save on operating costs
B By focusing exclusively on non-fiction books
C By hosting club meetings and offering group discounts
D By investing in a new advertising campaign for online sales (1)

1.43 Trendy Restaurant implements new technology and streamlines operations to reduce long waiting times and slow service during peak hours.

How will Trendy Restaurant measure the effectiveness of the new technology?

A The average queue of customers during peak hours
B The reduction in the number of customer complaints
C The average tables occupied during peak hours
D The number of customers ordering takeaways (1)

1.44 A small electronics store called Zuzu Electronics faces competition from local chain stores.

How can Zuzu Electronics turn this threat into an opportunity?

A Reduce the number of personnel
B Offer specialised quality products
C Offer a limited product guarantee
D Reduce the store trading hours (1)

1.45 Checkin Trading Ltd. invited Manzi Consultants to give guidance to the employees on the formation, roles and responsibilities of the workplace forum.

What did Manzi Consultants advise the employees on workplace forum?

A To use the forum for all company communications
B Employer to offer incentives for active employees
C Employer to attend mandatory workplace forum sessions
D Make the forum a voluntary, safe space for all employees (1)

1.46 Zibu Retail Stores wants to retain its employees by offering competitive wages.

Which statement best explains wages in this situation?

A Profits made from selling merchandise
B Amount spent on store maintenance and advertising
C Weekly remuneration employees receive for services rendered
D Monthly remuneration employees receive for services rendered (1)

1.47 Which of the following is an example of misconduct?

A Taking annual leave to attend to private matters
B Using company resources for personal gain
C Taking initiative and assisting fellow workers
D Staying behind to complete unfinished work (1)

1.48 What is economic growth?

A The total value of goods and services produced within the borders of a country
B The decrease in the levels of income among the citizens of a country over a period of time
C Increase in the value of goods and services produced by a country over a period of time
D The process by which low-income economies are transformed into high-income economies (1)

1.49 What is overtime?

A More time spent on duty to complete work scheduled
B Less time spent on duty as a result decrease in demand
C More time spent on duty to recover lost time by loafing
D Work time prescribed in the employment contract (1)

1.50 Sgumba Inc. employed 200 workers, who embarked on industrial action from time to time due to low wages and unbearable working conditions during the past 2 years. On the 1st of July 2024, 125 workers joined SI Union then all negotiations were handled by the union. Currently all workers are earning decent wages and enjoy 4 months paid maternity leave.

What is the effect of SI union on Sgumba Inc.?

A Union members received higher pay
B Workers were subjected to low wages
C The company experienced strikes
D The working conditions were improved (1)

1.51 Animal Farm dairy was experiencing low productivity of 500 000 litres of milk per day due to employee absenteeism caused by diseases. Lately, the owner and the union signed an agreement to implement the Employee Wellness Programme. Suddenly employees were no longer absent from work and the farm produced an average of 800 000 litres per day.

What was the positive effect of trade union idea on Animal Farm?

A Low productivity
B High productivity
C Employee absenteeism
D Contraction of diseases (1)

1.52 The Human Resource policy of GBV Services is that employees are not required to submit a sick note when they were sick for less than three days. It was observed that employees frequently got sick on Mondays, Friday, and a day after the holiday. Subsequently, the policy was amended to include a sick note if you were sick on Monday, Friday, or day after a holiday within an 8-week cycle.

Why was the policy of GBV Services amended?

A To prevent employees from taking sick leave
B To give work to the medical practitioners
C To avoid the misuse of rights
D To avoid paid sick leaves (1)

1.53 There are 1000 workers at Thekwane Supermarkets who belong to 3 different unions. During each cycle unions negotiate for an improvement on cost of living. In this cycle, the 1st union demands CPIX, the 2nd union 7% increase and the 3rd union 9% increase. The voice of those non-unionised is not heard. Thekwane Supermarkets offers 5% across the board.

How should this labour matter be resolved?

A Thekwane Supermarkets should implement 5% for all workers
B Union should sign an agreement of 7% for all employees
C Thekwane Supermarkets should combine 2nd and 3rd for 8%
D All parties should engage in the process of collective bargaining (1)

1.54 After all processes of collective bargaining and conciliation, mediation and arbitration were exhausted between the unions representing workers and Predictive Analytics (the employer), negotiations reached a deadlock. The unions followed all procedures and ultimately workers embarked on a strike.

What type of a strike did workers of Predictive Analytics embark on?

A Lawful strike
B Unlawful strike
C General strike
D Wildcat strike (1)

1.55 Workers of Reign Gold Exploration are required to work underground. More often mines are affected by load shedding, however, management insists that workers must use their helmet lights and continue to work underground during load shedding.

What is the role of the union in the above scenario?

A Inform the workers about their rights
B Ensures health and safety in the workplace
C Advise the workers to use their discretion
D Negotiate for better safety conditions (1)

1.56 The unemployment rate is at an average of 34% and GDP is estimated at 0,88%. The government should initiate more projects to improve the current situation.

Why is it important for the government to address the above scenario?

A To create more job opportunities
B To give tenders to everyone
C To lock inclusive economic growth
D To allow less investments (1)

1.57 The labour law in South Africa provides the framework under which all participants must operate, GEO Sands PLC, did not consider such. The company operated outside the guidelines. It is only when the Minerals Resources Union (MRU) gained recognition that it advocated for the adherence to all labour laws including Occupational Health and Safety Act.

What was the contribution of the union in the above scenario?

A Better wages for all workers
B Safe working environment
C Increase MRU members
D New working guidelines (1)

1.58 Themba works at the Department of Economic Development and knows that in December 2024, he has to take his son to the airport to board a plane to Netherlands to represent South Africa in an under 17 Hockey Tournament.

What should Themba apply for?

A Study time
B Entertainment time
C Annual leave
D Leisure leave (1)

1.59 Tshepiso has been absent from work without a trace for the past 2 weeks. On the third week, she reported for duty with a doctor's note however her supervisor wants to institute a disciplinary action.

Which procedure must be followed by the supervisor?

A Inform her of the charges, conduct a hearing, determine a sanction, and allow her to appeal the sanction
B Determine a sanction, allow her to appeal the sanction, conduct a hearing and inform her of the charges.
C Conduct a hearing, determine a sanction, allow her to appeal the sanction and inform her of the charges
D Determine a sanction, conduct a hearing, inform her of the charges and allow her to appeal the sanction (1)

1.60 In the Banana Republic, police officials are not allowed to strike. In one of the negotiation cycles, the employer offered a zero percent increment on the cost-of-living adjustment. After three months, there were long queues in the police stations: due to police officers taking a lot of time attending to cases, certification of documents, and frequent long restroom visits.

What kind of industrial action did the police officials engage in?

A Strike
B Shutdown
C Picketing
D Go-slow (1)

1.61 Mine workers' unions in Mango Republic started salary negotiations with different mine employers. The employers offered a one percent increment on the cost-of-living adjustment for all mine workers of which the employees were not satisfied. This resulted in employees embarking on an unlawful and dangerous strike, looting took place left and right and hijacking was the order of the day.

What was the impact of the above scenario on businesses?

A Loss of income
B Increased sales
C Increased customers
D Improved cost of living (1)

1.62 Amazimu Service Station is a B-BBEE company that complies with labour laws, including the Basic Conditions of Employment Act. The company pays a minimum wage of R27,50 per hour to its general workers for five days a week, overtime rate: on Saturday 1.5 times the normal wage rate. Bheki worked on Saturday for 10 hours.

How much will Bheki earn for working on Saturday?

A R137.50
B R275.00
C R412.50
D R550.00 (1)

1.63 Amazi Water Services PLC shortlisted five candidates for a hydrologist post, two candidates arrived on time for an interview using private vehicles. One candidate phoned the panel citing transport challenges. One reported that she will arrive late for the interview because the train was not operating on the day due to cable theft, the other candidate could not honour the invitation due to taxis not operating because of community protest against rolling load shedding.

How should the interviewing panel respond to the above scenario?

A Advise the three candidates that their applications were unsuccessful
B Reschedule the interview for the three candidates for another day
C Conduct the interview with two candidates who were punctual and forget about the others
D Conduct the interview on the day and reschedule a virtual for the other candidates (1)

1.64 Sister Joyce has worked for the Department of Health for 40 years and is now 59 years and 9 months of age. She is healthy and strong, does not wish to retire any time soon and she can take on five years.

At what age should sister Joyce retire from her work?

A 65
B 67
C 59
D 40 (1)

SECTION B
Question 2

2.1 SaniTech Cleaning Company manufactures cleaning detergents and wants to advertise the product on television.

What are the four principles an advertisement of SaniTech should contain? (4)

2.2 A new Tiktok coffee shop has opened in a new and up-coming neighbourhood. Its location is accessible and it offers a variety of coffees and pastries. There are other established outlets in the coffee chain such as Rubby coffee shop. Tiktok coffee shop has the potential to grow its customer base. Few workers are employed due to financial limitations and the annual rent increase is also a problem.
Read the above extract and conduct a SWOT analysis of Tiktok coffee shop. Identify one of each. (4)

2.3 Differentiate between the two roles performed by the Human Resource Function and Public Relations Function. Give two of each. (4)

2.4 Read the following scenario and respond to the question that follows.
Salary negotiations reached a cul-de-sac.
New Dawn (Pty) Ltd employs 1.2 million workers country wide and produces essential medical supplies. On the 1st of June 2024, the company tabled a 4.7% salary increase whilst workers demanded a 15% salary hike. Consequently, the negotiations reached a deadlock.

What are the options available to the parties to resolve the dispute? Give two of each. (4)

End of test

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		Marks/Punte
Section/Adeling A	64	
Section/Adeling B	16	
Total/Totaal: 80		

NATIONAL ASSESSMENT

GENERAL EDUCATION CERTIFICATE (GEC)

ALGEMENE ONDERWYSSERTIFIKAAT (AOS)

2024 ANSWER BOOKLET/ ANTWOORDBOEK

ECONOMIC AND MANAGEMENT SCIENCES/ EKONOMIESE EN BESTUURSWETENSKAPPE

ECONOMY & ENTREPRENEURSHIP/ EKONOMIE & ENTREPRENEURSKAP

Language of test/Taal van toets (✓)	
English	Afrikaans

EMIS No./Nr | | | | | | | | | | Date/Datum: ___/__/ 2024

School/Skool: _____

Grade/Graad 9 Class/Klas: _____

Name/Naam: _____

Surname/Van: _____

Province/Provinsie: _____

Moderated Marks/Gemodereerde punte			
School/Skool	District/Distrik	Province/Provinsie	DBE (National)

Instructions to the learner	Instruksies aan die leerder
1. Complete the cover page in full. 2. Write neatly, legibly and answer all questions. 3. Write only the letter of the correct answer for all multiple-choice questions. 4. If you made a mistake by writing e.g. C, draw a line through the letter and write the correct letter next to the cancelled one. e.g. ~~C~~ A. 5. Answer in full for the **non**-multiple-choice questions.	1. Voltooi die voorblad volledig. 2. Skryf netjies, leesbaar en beantwoord alle vrae. 3. Skryf slegs die letter neer van die korrekte antwoord vir alle meervoudige keusevrae. 4. Indien jy 'n fout begaan het, bv. C, trek 'n lyn deur die letter en skryf dan die korrekte letter langs die gekanseleerde een bv. ~~C~~ A. 5. Die **nie**-meervoudige keusevrae moet volledig beantwoord word.

SECTION/AFDELING A

Question/Vraag 1

No./Nr	Letter
1.1	
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1.17	

No./Nr	Letter
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No./Nr	Letter
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1.50	
1.51	

No./Nr	Letter
1.52	
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1.64	

SECTION/AFDELING B

Question/Vraag 2

2.1

(4)

2.2

STRENGTHS/ STERK PUNTE	WEAKNESSES/SWAK PUNTE
OPPORTUNITIES/GELEENTHEDE	**THREATS/BEDREIGINGS**

(4)

2.3

HUMAN RESOURCE FUNCTION/ MENSLIKEHULPBRONNE FUNKSIE	PUBLIC RELATIONS FUNCTION/ OPENBARE-BETREKKINGE FUNKSIE

(4)

2.4

EMPLOYER/ WERKGEWER	EMPLOYEE/WERKNEMER

(4)

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GEC PILOT STUDY
MARKING GUIDELINES 2024
ECONOMIC AND MANAGEMENT SCIENCES PAPER 2
GRADE 9

SECTION A
Question 1

- *One mark per answer.*
- *There are no half marks.*

No.	Letter	
1.1	B	✓
1.2	D	✓
1.3	C	✓
1.4	A	✓
1.5	D	✓
1.6	C	✓
1.7	A	✓
1.8	B	✓
1.9	C	✓
1.10	A	✓
1.11	D	✓
1.12	C	✓
1.13	A	✓
1.14	B	✓
1.15	D	✓
1.16	A	✓
1.17	C	✓

No.	Letter	
1.18	B	✓
1.19	A	✓
1.20	B	✓
1.21	D	✓
1.22	C	✓
1.23	B	✓
1.24	D	✓
1.25	C	✓
1.26	B	✓
1.27	D	✓
1.28	C	✓
1.29	B	✓
1.30	C	✓
1.31	A	✓
1.32	B	✓
1.33	D	✓
1.34	A	✓

No.	Letter	
1.35	C	✓
1.36	D	✓
1.37	C	✓
1.38	B	✓
1.39	A	✓
1.40	D	✓
1.41	B	✓
1.42	C	✓
1.43	A	✓
1.44	B	✓
1.45	D	✓
1.46	C	✓
1.47	B	✓
1.48	C	✓
1.49	A	✓
1.50	D	✓
1.51	B	✓

No.	Letter	
1.52	C	✓
1.53	D	✓
1.54	A	✓
1.55	D	✓
1.56	A	✓
1.57	B	✓
1.58	C	✓
1.59	A	✓
1.60	D	✓
1.61	A	✓
1.62	C	✓
1.63	D	✓
1.64	A	✓

[64]

SECTION B

Question 2

- *There are no half marks.*

<table>
<tr><th>No.</th><th>Expected answer</th><th>Clarification</th><th>Mark</th></tr>
<tr><td>2,1</td><td>• Attention✓
• Interest✓
• Desire✓
• Action✓</td><td></td><td>(4)</td></tr>
<tr><td>2.2</td><td><table><tr><th>STRENGTHS</th><th>WEAKNESSES</th></tr><tr><td>• wide variety of coffees and pastries✓
• Accessible location</td><td>• Few workers✓
• Financial limitations</td></tr><tr><th>OPPORTUNITIES</th><th>THREATS</th></tr><tr><td>• the potential to grow its customer base✓</td><td>• annual rent increase✓
• competition from an established coffee chain/Rubby coffee shop</td></tr></table>• Any one on each</td><td>Accept any other correct answer</td><td>(4)</td></tr>
<tr><td>2.3</td><td><table><tr><th>HUMAN RESOURCE FUNCTION</th><th>PUBLIC RELATIONS FUNCTION</th></tr><tr><td>• Recruitment✓
• Selection✓
• Placement
• Induction</td><td>• Create a positive public image✓
• Engage with media✓
• Increase brand awareness.
• Protect company’s name</td></tr></table>• Any two of each</td><td>Accept any other correct answer</td><td>(4)</td></tr>
</table>

<table>
<tr><th>No.</th><th>Expected answer</th><th>Clarification</th><th>Mark</th></tr>
<tr><td>2.4</td><td>
<table>
<tr><th>EMPLOYER</th><th>EMPLOYEE</th></tr>
<tr><td>• Revise the offer on the table✓</td><td>• Initiate mediation through the CCMA✓</td></tr>
<tr><td>• Apply a no work no pay principle✓</td><td>• Embark on protracted/indefinite strike✓</td></tr>
</table>
</td><td>Accept any other correct answer</td><td>(4)</td></tr>
</table>

[16]