education

MPUMALANGA PROVINCE
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

BUSINESS STUDIES

SEPTEMBER 2024

MARKS: 150

TIME: 2 HOURS

This question paper consists of 10 pages.

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INSTRUCTION AND INFORMATION

Read the following instructions carefully before answering the questions.

1 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 five questions in this section.
SECTION C:	Consists of TWO questions. Answer any ONE of the four questions in this section.

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 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 A		QUESTION	MARK	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 Minutes

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. Choose the answer and write only the letter (A–D) next to the question number (1.1.1–1.1.5) in the ANSWER BOOK, for example 1.1.6 E.

1.1.1 This Act ensures that credit information is made available to businesses so that they can check the credit worthiness of consumers before granting credit.

A Employment Equity Act (EEA), 1998 (Act 55 of 1998)
B National Credit Act (NCA), 2005 (Act 34 of 2005)
C Labour Relations Act (LRA), 1995 (Act 66 of 1995)
D Consumer Protection Act (CPA), 2008 (Act 68 of 2008)

1.1.2 Zakes fruits and vegetables takes over its distributors in order to gain control applies . . . integration.

A backwards vertical
B conglomerate
C horizontal
D forward vertical

1.1.3 Rondo traders has . . . over micro environment.
A no control
B partial control
C full control
D little control

1.1.4 The manager of the ... department released a positive press statement to address the negative publicity of the business
A public relations
B human resources
C administration
D marketing

1.1.5 Quality ... solve problems related to quality and implement improvements.
A indicators
B circles
C management
D assurance

(5X2) (10)

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1.2 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.

forty five; economic; National Credit Regulator; sixty, technological; National Debt counsellor; purchasing; voluntary; compulsory; production ; non – compulsory

1.2.1 Toronto Enterprise is geared for online trading/e-commerce in order to deal with . . . factors that form part of PESTLE analysis

1.2.2 The . . . as part of its duties is responsible to register businesses that allow customers to use their products and honour agreements

1.2.3 Employees at Sunshine panel beaters may not work more than . . . hours in a week.

1.2.4 Unemployment insurance fund is a … benefit for employees.

1.2.5 The … function place orders timeously and do regular follow-ups to ensure goods are delivered on time.

(5 X 2) (10)

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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 (1.3.1–1.3.5) in the ANSWER BOOK, e.g. 1.3.6I.

COLUMN A		COLUMN B	
1.3.1	Learnerships	A	many factories, particularly in textile industries, use this method
1.3.2	Conglomerate	B	it benefits a wider group of previously disadvantaged people across the entire population
1.3.3	BBBEE	C	aims at achieving higher employment levels and reduced levels of poverty
1.3.4	Piecemeal	D	practical training opportunities that can lead to a recognised qualification
1.3.5	National Skills Development Strategy	E	many private and public sector businesses use this method
		F	adding new products or services that are unrelated to the existing customers
		G	it benefits only few previously disadvantaged people in the economy
		H	training that only requires employees to attend external practical courses
		I	provides for participation of government and organised labour
		J	adding new products or services that are related to the existing products which may appeal to new customers

(5 X 2) (10)

TOTAL SECTION A [30]

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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 ENVIRONMENTS

2.1 Name any TWO consumer rights according to the Consumer Protection Act (PCA), 2008 (Act 68 of 2008). (2)

2.2 Outline the role of SETAs in supporting the Skills Development Act (SDA). (6)

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

SHUSHU CAR WASH (SCW)

Shushu car wash operates within the local complex. SCW's employees are not well trained to provide quality services to its customers. Another car wash by the name of clean it all, has started operating alongside the same street. Both businesses's operations are experiencing electricity outages(load shedding)

2.3.1 Identify the type of business sector in which SCW is operating. (2)

2.3.2 Quote THREE challenges for SCW from the above scenario. (3)

2.3.3 Classify SCW's challenges according to THREE business environments. (3)

Use the table below as GUIDE to answer QUESTION 2.3.2 AND 2.3.3

CHALLENGES (2.3.2)	BUSINESS ENVIRONMENTS (2.3.3)
1.	
2.	
3.	

2.4 Explain how the following PESTLE elements/factors can pose challenges to businesses.

2.4.1 Technological (4)

2.4.2 Economical (4)

2.5 Discuss the advantages of diversification strategies (6)

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

ZAZA MANUFACTURER (ZZM)
The management of ZZM provide learnerships and learning programmes to black employees. Small investors are encouraged to invest in big companies and become shareholders.

Identify TWO pillars of the Broad-Based Black Economic Empowerment Act (BBBEE), 2003 (Act 53 of 2003) implemented by AW. Motivate your answer by quoting from the scenario above.

Use the table below as a GUIDE to answer QUESTION 2.6

	BBBEE	MOTIVATIONS
1		
2		

Max (6)

2.7 Advise businesses on the steps in strategy evaluation (4)

[40]

QUESTION 3: BUSINESS OPERATIONS

3.1 List any TWO examples of fringe benefits in the workplace (2)

3.2 Outline the selection procedure as a human resources activity. (6)

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

A&B COFFEE ROASTERY (ABCR)
The human resources function at ABCR is managed by Steve. He has to identify the training needs of the employees and provide them with training opportunities. Steve promotes equal opportunities in the workplace. He also assist other managers to introduce learnerships.

3.3.1 Quote TWO implications of the Skills Development Act (SDA), on the Human Resource function at BBCR from the above scenario. (2)

3.3.2 Explain other implications of the Skills Development Act (SDA) on the Human Resource function. (4)

3.4 Discuss the link between salary determination and the Basic Conditions of Employment Act (BCEA), 1997 (Act 75 of 1997). (6)

3.5 Elaborate on the meaning of Total Quality Management. (4)

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3.6 Read the scenario below and answer the question that follows.

AKINA FRAMEWORKS (AF)

Akina frameworks strive to satisfy the specific need of each client. The owner checks the raw materials and machinery to ensure that high quality standards are maintained. Checks are also carried out during and after the framing process.

Identify TWO quality concepts applied by AF. Motivate your answer by quoting from the scenario above.

Use the table below as a GUIDE to answer QUESTIONS 3.6

QUALITY CONCEPT	MOTIVATIONS

(6)

3.7 Explain how the general management function can contribute to the success of the business. (4)

3.8 Advise businesses on the impact of TQM if poorly implemented by businesses. (6)

[40]

QUESTION 4: MISCELLANEOUS TOPICS

BUSINESS ENVIRONMENTS

4.1 Outline any TWO defensive strategies. (2)

4.2 Identify the Porter's Five Forces model applied in EACH statement below.

4.2.1 Alakhe (Pty) Limited is the only supplier of raw materials for MT manufacturers. (2)

4.2.2 A new butchery company is opened next to Makhura butchery which sells at lower prices. (2)

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

CHIEF CONSTRUCTION (CC)

Chief Construction specialise in bridge maintenance. Many employees sustain injuries while performing their duties. Management discourages employees from reporting accidents. CC does not pay levies as mandated by the Compensation Fund.

4.3.1 Quote TWO actions which could be regarded as non-compliance by the Compensation for Occupational Injuries and Diseases Amended Act, 1997 (Act 61 of1997) from the scenario above. (2)

4.3.2 Explain other actions regarded as non-compliance by the Compensation for Occupational Injuries and Diseases Amended Act, 1997 (Act 61 of1997. (4)

4.4 Discuss the purpose of Labour Relations Act (LRA),1995 (Act 66 of 1995). (4)

4.5 Recommend ways in which businesses can comply with the National Credit Act (NCA), 2005 (Act 34 of 2005). (4)

BUSINESS OPERATIONS

4.6 Name any Four sources of Internal Recruitment. (4)

4.7 Read the following scenario and answer the questions that follow.

LEKWA CONSULTING ENGINEERS (LCE)

The management of LCE held interviews for a marketing manager position. LCE conducted interviews to help them in making an informed decision about the most suitable candidate. LCE tested candidates for this senior position to ensure the best candidate is chosen. They also matched the information provided by the applicant to the job requirements

4.7.1 Quote TWO purposes of the interview from the scenario above. (2)

4.7.2 Discuss other purposes of an interview for the business. (4)

4.8 Explain the benefits of a good quality management system. (6)

4.9 Advice businesses on ways in which Total Quality Management (TQM) can reduce the cost of quality. (4)

[40]

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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 (LEGISLATIONS)

The Employment Equity Act, 1998 (EEA) (Act 55 of 1998) was introduced to ensure that there is equal job opportunities in the workplace. Businesses must fully understand the purpose of this act and analyse its impact for effective implementation. . Many businesses use services of legal advice to avoid penalties and comply fully with the act at all cost

Write an essay on business strategies in which you include the following aspects:

- Outline the purpose of Employment Equity Act.
- Explain the impact of the EEA on businesses.
- Discuss penalties businesses may face for non-compliance with the act
- Advise ways in which businesses can comply with EEA.

[40]

QUESTION 6: BUSINESS OPERATIONS (HUMAN RESOURCES FUNCTION)

Human resources is the division of a business responsible for preparing the job description and job specification. Businesses must ensure that the employment contract complies with the legal requirements of employment. If internal recruitment does not fulfil the need of the business the external recruitment method will be used. This implies that new employees should be thoroughly inducted.

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

- Describe the difference between job description and job specification.
- Explain the legal requirements of the employment contract.
- Discuss the impact of external recruitment on the business.
- Advise the business on the purpose of induction.

[40]

TOTAL SECTION C: 40
GRAND TOTAL: 150

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