GAUTENG PROVINCE
EDUCATION
REPUBLIC OF SOUTH AFRICA

JUNE EXAMINATION
GRADE 12

2024

BUSINESS STUDIES

(PAPER 1)

BUSINESS STUDIES P1

C2721E

X05

TIME: 2 hours

MARKS: 150

10 pages

INSTRUCTIONS 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 three questions in this section.
   SECTION C: Consists of TWO questions.
   Answer any ONE of the two questions in this section.

2. 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 answers to the FIRST question selected in SECTION C will be marked.

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 the 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	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. Begin the answer to EACH question on a NEW page, e.g. QUESTION 1 on a new page, QUESTION 2 on a new page.

8. You may use a non-programmable calculator.

9. 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 clarifies the transfer of employment contracts between existing and new employers:

A Employment Equity Act (EEA), 1998 (Act 55 of 1998)
B Broad-Based Black Economic Empowerment Act (BBBEE), 2003 (Act 53 of 2003)
C Labour Relations Act (LRA), 1995 (Act 66 of 1995)
D Skills Development Act (SDA), 1998 (Act 97 of 1998)

1.1.2 Trade agreements have prevented Ashkara (Pty) Ltd from importing some products from other countries. This is a challenge in the … environment.

A technological
B political
C social
D economical

1.1.3 Hanna Manufacturers produces quality furniture in the … sector.

A primary
B tertiary
C social
D secondary

1.1.4 Businesses may use … as a source of internal recruitment to advertise available vacancies.

A the intranet
B recruitment agencies
C billboards
D the printed media

1.1.5 Blue Sky Builders has a Human Resources department dedicated to skills training and development. This is an example of … as an element of total quality management.

A adequate financing and capacity
B continuous skills development
C monitoring and evaluation of quality processes
D continuous improvement to processes and systems

(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.

ombudsman; control; unemployment insurance; one and a half; placement; double; debt counsellors; induction; medical aid; assurance

1.2.1 The employees of Senzo Suppliers who work on public holidays will be paid … of their normal rate.

1.2.2 The National Credit Act, 2005 (Act 34 of 2005) (NCA) ensures that … are registered to avoid consumer exploitation.

1.2.3 Impala Inc. uses the … procedure when they assign a specific job to a selected candidate.

1.2.4 Quality … can be obtained if the required standards have been met at every stage of the process.

1.2.5 The … fund is a compulsory benefit that offers short-term financial assistance to workers who lose their jobs due to illness.

(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	Job description	A	the number of goods that satisfy the needs of customers
1.3.2	Quality	B	a business combines with or takes over its distributors
1.3.3	COIDA	C	encourages businesses to address the demands for redress directly in the workplace
1.3.4	Forward vertical integration	D	ability of goods to meet the specific needs of customers
1.3.5	BBBEE	E	describes the duties and responsibilities of a specific job
		F	a business combines with or takes over its suppliers
		G	promotes collective bargaining in the workplace
		H	encourages consultation between employers and employees
		I	describes the minimum acceptable personal qualities/skills/qualifications needed for a job
		J	promotes safety in the workplace

(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 ENVIRONMENT

2.1 Name any TWO types of intensive strategies. (2)

2.2 Outline the strategic management process. (6)

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

NOLOTHANDU ENTERPRISES (NE)

Noluthandu Enterprises offers various products to prospective clients. They are struggling to pay off their loan to the bank due to the continued increase in interest rates. The management noticed that their mission statement is quite old and needs to be updated.

2.3.1 Quote TWO challenges for NE from the scenario above. (2)

2.3.2 Classify NE's challenges according to the business environments. (2)

Use the table below as a GUIDE to answer QUESTIONS 2.3.1 and 2.3.2.

CHALLENGES 2.3.1	ENVIRONMENT 2.3.2
a)	
b)	

2.4 Explain the rights of employers in terms of the Labour Relations Act (LRA), 1995 (Act 66 of 1995). (6)

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

ISAAC MANUFACTURERS (IM)

Isaac Manufacturers continuously applies the pillars of BBBEE in the workplace. IM ensures that transformation is implemented at all levels. This outcome enables them to obtain a good BEE rating which improves the image of the business.

2.5.1 Identify the BBBEE pillar applied in the scenario above. (2)

2.5.2 Discuss other ways in which IM can apply the pillar identified in QUESTION 2.5.1. (6)

2.6 Describe how the following PESTLE factors pose a challenge to businesses:

2.6.1 Legal (4)

2.6.2 Social (4)

2.7 Advise businesses on the steps in strategy evaluation. (6)
[40]

QUESTION 3: BUSINESS OPERATIONS

3.1 State TWO salary determination methods that businesses could apply to remunerate their employees. (2)

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

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

EUGENE SOLUTIONS (ES)

Eugene, the manager of ES will be conducting interviews for a vacant position. He has prepared a set of questions that will be asked during the interviews. Eugene will strive to make the candidates feel at ease. He has also booked a suitable venue for the interviews.

3.3.1 Quote TWO roles of Eugene, as the interviewer, before the interview, from the scenario above. (2)

3.3.2 Explain the purpose of an interview as a human resources activity. (4)

3.4 Elaborate on the meaning of *total quality management* (TQM). (4)

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

FLOOR FINESSE CARPENTRY (FFC)

FFC ensures that all departments work together to obtain the same quality standards. The manager of FFC uses various techniques to improve the quality of their products.

Identify TWO quality concepts that are applicable to FFC. Motivate your answer by quoting from the scenario above.

Use the table below as a GUIDE to answer QUESTION 3.5.

QUALITY CONCEPTS	MOTIVATIONS
3.5.1	
3.5.2	

(6)

3.6 Describe how businesses can apply the PDCA model/steps to improve the quality of products. (6)

3.7 Discuss the quality indicators of the financial function. (4)

3.8 Advise businesses on the impact of fringe benefits. (6)
[40]

QUESTION 4: MISCELLANEOUS TOPICS

BUSINESS ENVIRONMENT

4.1 Name any FOUR of Porter's Five Forces model used to analyse the position in the market. (4)

4.2 Identify the diversification strategy applicable to Morris Manufacturers in EACH statement below.

4.2.1 Morris Manufacturers extended the products beyond the market in which it currently operates. (2)

4.2.2 They added new products that were unrelated to existing products which appealed to a new group of customers. (2)

4.3 Explain actions regarded as non-compliance by the Employment Equity Act (EEA), 1998 (Act 55 of 1998). (6)

4.4 Recommend ways in which businesses could promote *the right to fair and honest dealings* as stipulated in the Consumer Protection Act (CPA), 2008 (Act 68 of 2008). (6)

BUSINESS OPERATIONS

4.5 Name any FOUR aspects that should be included in an employment contract. (4)

4.6 Explain the reasons for the termination of an employment contract. (6)

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

GREEN FOOTWEAR (GF)

GF is a company that continuously improves its processes and systems. The management of GF requested quality circles to investigate problems related to poor-quality products. GF uses quality to evaluate the effectiveness of its systems. They also increase productivity through regular reviews of their quality processes.

4.7.1 Quote TWO roles of quality circles as part of the continuous improvement to processes and systems in the scenario above. (2)

4.7.2 Discuss other roles of quality circles as part of the continuous improvement to processes and systems. (4)

4.8 Advise businesses on the benefits of a good quality management system. (4)
[40]

TOTAL SECTION B: 80

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 Sector Education and Training Authorities (SETAs) was established to help implement the Skills Development Act (SDA), 1998 (Act 97 of 1998). An understanding of the SDA is needed to effectively implement the National Skills Development Strategy (NSDS). Businesses have proper guidelines on how to comply with this Act.

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

- Outline the role of SETAs.
- Explain the purpose of the National Skills Development Strategy (NSDS).
- Discuss the impact of the SDA on businesses.
- Suggest ways in which businesses can comply with the SDA. **[40]**

QUESTION 6: BUSINESS OPERATIONS (HUMAN RESOURCES FUNCTION)

Businesses need to be aware of the correct recruitment procedures to find suitable candidates. Many businesses prefer to utilise external recruitment to advertise vacancies. The necessary training and thorough induction must be provided by the human resources function.

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

- Outline the recruitment procedure.
- Explain the impact of external recruitment on businesses.
- Discuss the importance of training in the human resources environment.
- Advise businesses on the benefits of induction.

[40]

TOTAL SECTION C: 40

TOTAL: 150