education

Department:
Education
PROVINCE OF KWAZULU-NATAL

NATIONAL SENIOR CERTIFICATE

GRADE 12

BUSINESS STUDIES

COMMON TEST

MARCH 2020

MARKS: 100

TIME: 1.5 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. Consists of TWO questions.

   SECTION C: Answer any ONE of the two questions in this section.

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

   Note that ONLY the first TWO questions answered in SECTION B and the first question answered 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 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.

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

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

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 numbers (1.1.1 to 1.1.5) in the ANSWER BOOK, e.g. 1.1.6 D

1.1.1 The main purpose of Skills Development Act, 1998 (Act 97 of 1998).

A. Ensure that businesses pay skills development levy.
B. Allocate grants to employers and training providers.
C. Provides for a system of credits that employees receive when they complete their learnerships.
D. Encourages employers to use the workplace as a learning environment.

1.1.2 Incompetent employees from Zizamele Trading can be regarded as a/... in their SWOT analysis.

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

1.1.3 The filing of vacant posts with current employees is known as ...

A. placement
B. induction
C. internal recruitment
D. external recruitment

1.1.4 Human Resource manager of BB Traders offers promotional posts to male employees only. This is regarded as a/an ...

A. ethical business practice.
B. professional business practice.
C. unethical business practice.
D. unprofessional business practice.

1.1.5 Ideas featuring new and original methods is known as ...

A. creativity
B. ethics
C. induction
D. decision making

(5 x 2) (10)

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1.2 Choose a description from COLUMN B that matches a term in COLUMN A. Write only the letter (A–J) next to the question numbers (1.2.1 to 1.2.5) in the ANSWER BOOK, e.g. 1.2.6 K

COLUMN A		COLUMN B	
1.2.1	National Credit Regulator	A	is a barrier to creative thinking.
1.2.2	Strategy	B	business attracts customers with promising guarantees and explanations.
1.2.3	Dismissal	C	is responsible for imposing fines and penalties on businesses that grant loans recklessly to clients.
1.2.4	Bait and switch	D	reducing number of employees due to operational reasons.
1.2.5	Low employee morale	E	a long term plan of action to achieve a goal.
		F	ability to think and analyse objectively by using logic and indigenous knowledge.
		G	business attracts customers with low priced items but when they reach store the items are no longer available.
		H	employee's contract is terminated for valid reasons; e.g. misconduct.
		I	does not protect customers from unscrupulous businesses.
		J	promotes creative thinking.

(5 x 2)(10)

TOTAL SECTION A: 20

SECTION B

Answer ANY TWO questions from this section.

Clearly indicate the QUESTION NUMBER of each question that you choose.

QUESTION 2: BUSINESS ENVIRONMENTS

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

2.2 Identify the pillars from the Broad Based Black Economic Empowerment Act (BBBEE), 2003 Act 53 0f 2003, (amended in 2013) in each of the following statements:

2.2.1 Small black investors are encouraged to invest in big companies.

2.2.2 Ensure that black people are involved in decision making process. (4)

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

DUNDEE COAL MINING LTD (DCM)

DCM specialises in coal mining. The company does not allow for the formation of workplace forums, employees joining trade unions and participation in strikes.

2.3.1 Identify the Act that Dundee Coal Mining Ltd violated in the scenario above. (2)

2.3.2 Discuss the rights of employers according to the Act identified in QUESTION 2.3.1. (8)

2.4 Suggest TWO ways in which businesses can comply with the Employment Equity Act (EEA), 1998 (Act 55 of 1998). (4)

[20]

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QUESTION 3: BUSINESS OPERATIONS (HUMAN RESOURCES FUNCTION)

3.1 State TWO aspects to be included in an induction programme. (2)

3.2 Identify the human resource activity performed in each statement below:

3.2.1 Designing and placing an advertisement of a vacancy in an appropriate media.

3.2.2 Conducting background checks to confirm applicant's qualifications. (4)

3.3 Explain the link between salary determination and the Basic Conditions of Employment Act, 1997 (Act 97 of 1997). (8)

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

MVELASE ENGINEERS (ME)

Zothando has just been placed in a position of an electrical engineer at Mvelase Engineers. ME is planning to provide training for Zothando to strengthen her skills.

3.4.1 Identify the importance of training/skills development in Human resource from the scenario above. (2)

3.4.2 Advise the management of ME on other importance of training/skills development in Human Resource. (Except the importance mentioned in QUESTION 3.4.1) (4)

[20]

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QUESTION 4: (MISCELLENOUS TOPICS)

BUSINESS ENVIRONMENTS

4.1 Identify the consumer right as stipulated in the Consumer Protection Act, 2008 (Act 68 of 2008) in each statement below.

4.1.1 Shop around for the best prices. (2)

4.1.2 Consumers have the right to stop/restrict unwanted direct marketing. (2)

4.2 Explain the purpose of the National Credit Act (NCA), 2005 (Act 34 of 2005). (4)

4.3 Advise businesses on the provision of Basic Conditions of Employment Act (BCEA), 1997 (Act 75 of 1997) in respect of termination of an employment contract. (4)

BUSINESS ROLES

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

TOPSY HAIRDRESSING SALON (THS)

Management and employees at THS meet every Friday to discuss about challenges that the business experienced during the week. Employees are encouraged to give inputs during this session as management is of the opinion that it would generate unique solutions and improve productivity.

4.4.1 Quote TWO benefits of creative thinking from the scenario. (2)

4.4.2 Explain THREE other benefits of creative thinking to businesses, (except those mentioned in QUESTION 4.3.1). (6)

[20]

TOTAL SECTION B: 40

SECTION C

Answer ANY **ONE** question from this section.

NOTE: Clearly indicate the QUESTION NUMBER of the question chosen.

QUESTION 5: BUSINESS ENVIRONMENTS (BUSINESS STRATEGIES)

Business strategies are developed in response to business challenges. A planned strategic management process should be in place to implement the most suitable strategies.

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

- Outline steps in developing a strategy.
- Describe the strategic management process.
- Discuss the THREE types of integration strategies that a business may use to address challenges in the macro environment.
- Advise businesses on the advantages of intensive strategies. **[40]**

QUESTION 6: BUSINESS ROLES (ETHICS AND PROFESSIONALISM / CREATIVE THINKING)

A company which applies the core principles of good corporate governance will have a competitive advantage over other companies. Creativity in the workplace environment should be encouraged to ensure sustainability and success.

With reference to the statement above:

- Distinguish between ethics and professionalism.
- Describe how tax evasion and abuse of work time poses a challenge in a business.
- Explain how businesses can apply the King Code principles of transparency and accountability.
- Suggest ways in which businesses could promote an environment that stimulates creative thinking in the workplace.

[40]

TOTAL SECTION C: 40

GRAND TOTAL: 100

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