education

Department of Education
FREE STATE PROVINCE

PROVINCIAL ASSESSMENT

2025 JUNE

GRADE 11

BUSINESS STUDIES P1

EXAMINATION

MARKS: 150

TIME: 2 HOURS

This paper consists of 11 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 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 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
A: Objective-type questions COMPULSORY	**1**	**30**	**20 minutes**
B: THREE direct/indirect-type questions CHOICE: Answer any TWO.	**2**	**40**	**70 minutes**
	3	**40**	
	4	**40**	
C: TWO essay-type questions CHOICE: Answer any ONE.	**5**	**40**	**30 minutes**
	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, e.g., 1.1.6. D.

1.1.1 The characteristics of the population such as age and gender are referred to as ...

A Psychographics
B Physiological factors
C Demographics
D Socio-cultural factor

1.1.2 … means the collection, storage and distribution of information.

A Networking management
B Information management
C Strategic management
D Power management

1.1.3 Mokoena (Pty) Ltd cannot produce at maximum level due to shortage of coal to supply electricity in South Africa.

A piracy
B inefficiency in the use of natural
C socio, cultural and demographic issue
D resources exhaustion of natural resources

1.1.4 Nondela Storage specialises in safe keeping of goods as warehouse for different furniture shops in the area. The business operates as in the ... sector.

A Secondary
B Primary
C Tertiary
D Formal

1.1.5 Lindiwe Supermarket made use of ... when it promoted ways in which customers are addressed.

A social media
B sponsorship
C endorsement
D internal Publicity

2×5 (10)

1.2 Complete the following statement by using the word(s) in the list below. Writhe only the word(s) next to the question number (1.2.1 to 1.2.5) in the ANSWER BOOK.

quality control, vision, oligopoly, corrective action, copywrite, monopoly, patent, inspection, quality assurance, mission

1.2.1 … refers to the right to prohibit other people for making use of business's own invention.

1.2.2 Nike Wholesalers aims at bringing inspiration and innovation to athletes.

1.2.3 ... is the inspection of the final product to ensure it meets the required standards.

1.2.4 Eskom is the only supplier of electricity and controls the prices. This form of the market is known as ...

1.2.5 It is done at regular intervals, during and at the end of the production process.

2× 5 (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 (1.3.1-1.3.5) in the ANSWER BOOK, e.g., 1.3.6 K

COLUMN A		COLUMN B	
1.3.1	Alliances	A	Certifies that a management system, manufacturing process, service, or documentation procedure has all the requirements for standardisation and quality assurance
1.3.2	Dumping	B	Refer to an agreement between businesses with common visions and work together for the benefit of all
1.3.3	SABS	C	Wu Production exports illegal goods to another country
1.3.4	Physical environment	D	Occurs when one business takes control of another business.
1.3.5	Micro-lending	E	Consists of the limited natural resources which must be looked after for future generations
		F	Describes the characteristics of the society in which the business enterprise operates
		G	Wang Ltd exports goods to another country at a price that is much lower than the price it charges in its home market.
		H	The number of goods/services that consumers can purchase is determined by their net incomes
		I	This institution normally charges higher interest rates, and their repayment period is shorter than those of the commercial banks.

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	J	National standardisation authority established by the government to ensure that South African businesses meet a range of standards

2×5 (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 for example. QUESTION 2 on a NEW page.

QUESTION 2: BUSINESS ENVIRONMENTS

2.1 List FOUR challenges of the macro environment. (4)

2.2 Outline ways in which a business can overcome competition in the market. (6)

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

ZIPO MINES (ZM)
Zipo Mines extracts gold from nature and sells it to different customers. Karin Manufacturer buys gold from Zipo Mines to produce wedding rings. Mohammed Mines is a competitor of Zipo Mines.

2.3.1 Identify TWO business sectors from the scenario above. Motivate your answer by quoting from the scenario.

Use the table below as a GUIDE to answer QUESTION 2.3.1

BUSINESS SECTOR	MOTIVATIONS
1.	
2.	

(6)

2.3.2 Describe the relationship between the business sectors identified in QUESTION 2.3.1. (4)

2.4 Explain the reasons why businesses lobby. (4)

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

PATEL LIMITED (PL)

Patel Ltd bought majority shares from Teddy Creations Limited. Patel Limited later decided to buy Osman Pty Ltd at an agreed price. This decision will lead to some employees being retrenched.

2.5.1 Identify TWO concepts that were used by PL to adapt to the challenges of the business environments. Motivate your answer by quoting from the scenario above (6)

2.6 Discuss the negative impact of piracy on businesses. (4)

2.7 Recommend ways in which businesses can be involved in the macro environment. (6)

[40]

QUESTION 3: BUSINESS OPERATIONS

3.1 Identify marketing activity implemented by Ali Manufacturers in EACH statement below:

3.1.1 Ali Manufacturers use trailer trucks to deliver their products to other provinces.

3.1.2 Ali Manufacturers have made a loan application with Tax Bank so that they can have sufficient working capital.

2 × 2 (4)

3.2 Elaborate on the meaning of intermediaries. (4)

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

MASHAKA ENTERPRISE (ME)

Mashaka Enterprise revises prices of goods monthly. ME sets its prices based on what other businesses are charging customers. They also offer discounts for a limited period.

3.3.1 Identify TWO pricing techniques used by ME. Motivate your answer by quoting from the scenario.

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Use the table below as a GUIDE to answer QUESTION 3.3.1

PRICING TECHNIQUES	MOTIVATIONS
1.	
2.	

(6)

3.3.2 Discuss any other TWO pricing techniques. (6)

3.4 Differentiate between *direct* and *indirect* channels of distribution. (8)

3.5 Explain the purpose of packaging. (6)

3.6 Advice the business on the importance of trademarks for businesses. (6)

[40]

QUESTION 4: MISCELLANEOUS TOPICS

BUSINESS ENVIRONMENTS

4.1 Name any TWO examples of contemporary legislation that may affect business operations. (2)

4.2 Read the following scenario and answer the questions that follow:

JOHNNY'S EXPRESS STORE (JES)
Johnny's Express Store is under pressure due to the rise in mandated minimum wages for employees. He hired a manager with limited management experience. Additionally, a new 24-hour grocery store has opened nearby.

4.2.1 Quote ONE challenge in each business environment from the scenario above that JES must deal with. (4)

4.2.2 State the extent of control JES has over EACH business environment.

Use the table below as a GUIDE to answer QUESTION 4.2.1 and 4.2.2

Challenge (4.2.1)	**Business Environment**	**Extent of control (4.2.2)**
	Micro	
	Macro	

(2)

4.3 Explain the benefits of social responsibility projects for businesses. (4)

4.4 Discuss shortage of supply as a challenge of the market environment. (4)

4.5 Advice the business on the advantages of networking. (6)

BUSINESS OPERATIONS

4.6 Name FOUR factors that influence pricing. (4)

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

HAGI TECHNOLOGIES (HT)
HT applies effective sales promotion techniques as part of the marketing communication policy. The business uses sales promotion to persuade potential customers to buy the product now. HT offered discounts and free gift vouchers to attract customers. Sales promotion is used to introduce new products or to extend the product life cycle.

4.7.1 Identify TWO sales promotion techniques used by HT in the scenario above. Motivate your answer by quoting from the scenario. (4)

Use the table below as a GUIDE to answer QUESTION 4.7.1

SALES PROMOTION TECNIQUE	**MOTIVATION**
1.	
2.	

4.7.2 Explain any TWO AIDA principles. (6)

4.8 Discuss the importance of product development. (6)

[40]

TOTAL SECTION B: 80

SECTION C

Answer ONE question in this section.

NOTE: Clearly indicates the QUESTION NUMBER of each chosen question. The answer to EACH question must start on a NEW page, e.g., QUESTION 5 on a NEW page e.g., QUESTION 6 on a new page.

QUESTION 5: BUSINESS ENVIRONMENTS

The Labour Relations Act (LRA) (Act 66 of 1995) provides a framework that regulates the relationship between employees and employers in the workplace. Effective implementation of this Act and fair labour practices can contribute to improved efficiency in business operations with minimal disruptions due to industrial actions.

Write an essay on the Labour Relations Act where you include the following aspects:

- Elaborate on the purpose of the Labour Relations Act.
- Explain the following types of industrial actions.
  - Go-slow
  - Lock-out
- Discuss the functions of a trade union.
- Advice the business on the impact of strikes on the business.

[40]

QUESTION 6: BUSINESS OPERATIONS

Quality circles allowing employees to contribute their expertise and ideas towards the continuous improvement of products and services. Additionally, businesses must adhere to occupational health and safety standards, as outlined by the Occupational Health and Safety Act (OHSA).

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

- Outline the role of quality circles as quality control bodies.
- Discuss the aspects which must be considered during production planning.
- Explain the precautionary measure when handling machinery.
- Advise the business on the purpose of OHSA.

[40]

TOTAL SECTION C 40
GRAND TOTAL: 150

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