GAUTENG PROVINCE
EDUCATION
REPUBLIC OF SOUTH AFRICA

JUNE EXAMINATION
GRADE 12

2023

BUSINESS STUDIES

PAPER 1

TIME: **2 hours**

MARKS: **150**

11 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 first TWO questions in Section B and the FIRST question 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 a 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, for example QUESTION 1 – new page, QUESTION 2 – new page.

8. You may use a non-programmable calculator.

9. Write neatly and legibly.

SECTION A

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, for example 1.1.6 E.

1.1.1 This Act ensures equal representation in the workplace through the implementation of affirmative action:

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

1.1.2 Clarah Bakery used the … industrial analysis tool to analyse the challenges of the micro environment.

A PESTLE
B SWOT
C SCAMPER
D Porter's Five Forces

1.1.3 Clock Bank is classified under the … sector.

A public
B secondary
C primary
D tertiary

1.1.4 Johnson Suppliers made use of … to eliminate unsuitable candidates for the new secretary's position.

A screening
B placement
C induction
D recruitment

1.1.5 The … function is responsible for determining gaps between customer expectations and actual experiences so that problems may be diagnosed and addressed.

A marketing
B financial
C general management
D human resources

(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.

divestment; provident fund; employees; public relations; skills development; marketing; Unemployment Insurance Fund; management control; liquidation; employers

1.2.1 According to the Labour Relations Act (LRA), 1995 (Act 66 of 1995), … have the right to form a bargaining council for collective bargaining purposes.

1.2.2 Bianka Supermarket sold the entire business in order to pay all liabilities. This defensive strategy is known as …

1.2.3 Businesses provide the … as a compulsory benefit.

1.2.4 The … function is responsible for implementing a sustainable Corporate Social Investment (CSI) programme.

1.2.5 Armin Incorporated applies the BBBEE pillar of … when black people are involved in the strategic decision-making processes. (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	Human Resource Development Strategy	A	an aspect that must be included in the employment contract
1.3.2	Work hours	B	the business must check information in the CVs and contact references
1.3.3	Recruitment procedure	C	able to afford product research/market researchers to gather information
1.3.4	Probation period	D	the business must place the advertisement in the appropriate media that will ensure that the best candidates apply
1.3.5	Continuous improvements to processes and systems	E	improves social development through economic development
		F	workers may not work for more than 40 hours in any week
		G	able to afford the use of quality circles to stay ahead of their competitors
		H	improves the supply of skills
		I	an aspect that must be included in the induction programme
		J	workers may not work for more than 45 hours in any week

(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 ENVIRONMENTS

2.1 Name any FOUR types of leave as stipulated in the Basic Conditions of Employment Act (BCEA), 1997 (Act 75 of 1997). (4)

2.2 Outline the rights of consumers in terms of the National Credit Act (NCA), 2005 (Act 34 of 2005). (6)

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

PHENYO BRICK MANUFACTURERS (PBM)

Phenyo Brick Manufacturers produce quality bricks for the public. They ensure that the machinery used in the factory is in good working condition. However, they do not contribute to the Compensation Fund. PBM keeps records of employees' income and details of work for four years.

2.3.1 Quote TWO ways in which Phenyo Brick Manufacturers complied with the Compensation for Occupational Injuries and Diseases Act (COIDA), 1997 (Act 61 of 1997). (2)

2.3.2 Discuss the advantages of COIDA for businesses. (6)

2.4 Explain any TWO types of integration strategies. (6)

2.5 Identify the PESTLE elements that pose a challenge to Pearl Fashion Stores in EACH of the following statements:

2.5.1 Trade agreements prevented Pearl from importing some clothes from other countries.

2.5.2 The high crime rate in the area from which Pearl is operating her business is affecting the trading hours of her business resulting in decreased profit. (4)

2.6 Discuss the advantages of diversification strategies. (4)

2.7 Advise businesses on the differences between Black Economic Empowerment (BEE) and the Broad-Based Black Economic Empowerment Act (BBBEE), 2003 (Act 53 of 2003). (8)

[40]

QUESTION 3: BUSINESS OPERATIONS

3.1 Give any FOUR examples of sources of internal recruitment. (4)

3.2 Outline the placement procedure. (4)

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

CHARLENE TRADING (CT)

Charlene, the owner of Charlene Trading, appointed Bonang as the new purchasing manager. Charlene explained the terms and conditions of the employment contract to Bonang. The business details were included in the contract. Charlene allowed Bonang to read through the contract thoroughly before she signed it.

3.3.1 Quote the legal requirements of the employment contract that CT applied in the scenario above. (2)

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

3.4 Describe the role of the interviewee during the interview. (4)

3.5 Discuss the meaning of *quality assurance*. (4)

3.6 Identify the PDCA model that Pravin Enterprises applied, to improve the quality of products, in the following statements.

3.6.1 Pravin Enterprises should answer questions such as 'what to do' and 'how to do it'.

3.6.2 The managers devised strategies on how to continually improve the products of Pravin Enterprises. (4)

3.7 Explain how the quality of performance of the financial function can contribute to the success of the business. (6)

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

[40]

QUESTION 4: MISCELLANEOUS TOPICS

BUSINESS ENVIRONMENTS

4.1 Elaborate on the meaning of *learnerships*. (4)

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

XILUVA NAIL SALON (XNS)
Xiluva owns a nail salon in the local mall. She is struggling with her employees as they are always arriving late for work. Xiluva is losing many of her customers because people are opening informal nail salons at the local taxi rank in the area. She has a passion for her job as she loves to do nails. She is concerned that due to the increase in the petrol price, she will have to increase the prices of her services.

4.2.1 Quote THREE challenges for XNS from the scenario above. (3)

4.2.2 Classify XNS's challenges according to the THREE business environments. (3)

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

	CHALLENGES (4.2.1)	BUSINESS ENVIRONMENTS (4.2.2)
1.		
2.		
3.		

4.3 Discuss ways in which businesses could deal with the challenge of the technological PESTLE factor. (6)

4.4 Recommend ways in which businesses can comply with the Consumer Protection Act (CPA), 2008 (Act 68 of 2008). (4)

BUSINESS OPERATIONS

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

JOHNSON MANUFACTURERS (JM)
Shanize and Jabu are both employed by Johnson Manufacturers. Shanize works in the factory and is paid according to the number of items she produces. Jabu is the secretary in the office and is paid by the number of hours he spends at work.

Identify TWO salary determination methods that JM uses to pay Shanize and Jabu. Motivate your answer by quoting from the scenario above.

Use the table below as a GUIDE to answer QUESTION 4.5.

EMPLOYEES	SALARY DETERMINATION METHODS	MOTIVATIONS
Shanize		
Jabu		

(6)

4.6 Discuss the negative impact of fringe benefits on businesses. (4)

4.7 Explain the quality indicators of the administration function. (4)

4.8 Suggest ways in which total quality management (TQM) can reduce the cost of quality. (6)

[40]

TOTAL SECTION B: 80

SECTION C

Answer ANY ONE question in this section.

NOTE: Clearly indicate the QUESTION NUMBER of the question chosen. 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 (BUSINESS STRATEGIES)

Businesses realise the importance of the strategic management process in identifying suitable business strategies that will enable them to remain profitable. They prefer to implement the intensive strategies in order to remain sustainable in the market. Some businesses maintain that the Porter's Five Forces model is vital to analyse the position of the business in the market environment. It is imperative that businesses continuously evaluate their strategies.

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

- Outline the strategic management process.
- Discuss THREE types of intensive strategies.
- Explain how businesses could apply the following Porter's Five Forces model to analyse their position in the market environment:
  - Bargaining power of the buyers/Power of the buyer
  - Threat of substitution/Substitutes
  - Threats/Barriers to new entrants to the market
- Advise businesses on the steps they should consider when evaluating a strategy. **[40]**

QUESTION 6: BUSINESS OPERATIONS (HUMAN RESOURCES FUNCTION AND QUALITY OF PERFORMANCE)

Businesses will make use of job analysis to help them analyse a vacancy in the workplace. They also ensure that induction is conducted with new employees before they commence their duties. Businesses understand the benefits of a good quality management system. The effective execution of the total quality management (TQM) elements allow businesses to provide quality products and services.

Write an essay on human resources and quality of performance in which you discuss the following aspects:

- Outline the differences between job description and job specification as components of job analysis.
- Explain the purpose of induction.
- Discuss the benefits of a good quality management system.
- Evaluate the impact of the following TQM elements on large businesses:
  - Continuous skills development
  - Monitoring and evaluation of quality processes **[40]**

TOTAL SECTION C: 40

TOTAL: 150