education

Department:
Education
North West Provincial Government
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

BUSINESS STUDIES P1

SEPTEMBER 2025

MARKS: 150

TIME: 2 hours

This question paper consists of 9 pages.

Copyright reserved

INSTRUCTIONS AND INFORMATION

Read the following instructions carefully before answering the questions.

1. This question paper consists of THREE sections and cover 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 answer to the first TWO questions in SECTION B and the answer 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 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, e.g. QUESTION 1 – new page, QUESTION 2 – new page.

8. You may use a non-programmable calculator.

9. Write neatly and legibly.

Copyright reserved

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 allows consumers access to debt counselling:

A Basic Conditions of Employment Act (BCEA), 1997 (Act 75 of1997)
B Consumer Protection Act (CPA), 2008 (Act 68 of 2008)
C Labour Relations Act (LRA), 1995 (Act 66 of 1995)
D National Credit Act (NCA), 2005 (Act 34 of 2005)

1.1.2 Ellaine Butchery implemented the … diversification strategy when they added game meat to attract new customers.

A vertical
B horizontal
C concentric
D conglomerate

1.1.3 Sekgabo Attorneys operates in the … sector as they specialises in legal services.

A economic
B tertiary
C secondary
D primary

1.1.4 The process of matching a new employee's skills and abilities with the requirements of a job is known as …

A placement.
B recruitment.
C selection.
D screening.

1.1.5 This function is responsible for the release of positive press statements in order to boost the image of the business:

A General management
B Marketing
C Public relations
D Purchasing (5 x 2) (10)

Copyright reserved

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.

job description; quality control; double; PESTLE; one and half; macro; quality assurance; SWOT; job specification; market

1.2.1 Botshelo Ltd paid their employees … the normal rate for working on a public holiday.

1.2.2 The … tool is used to analyse the macro environment.

1.2.3 Zee mining company has limited control over suppliers. This refers to … environment.

1.2.4 The human resource department prepared … by outlining the duties and responsibilities of a new post.

1.2.5 Vincent manufactures conducted … by inspecting the final products to ensure that they meet the required standard. (5 x 2) (10)

Copyright reserved

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	National Skills Development Strategy	A	consider decreasing profit margins rather than increasing product prices
1.3.2	Overtime	B	can be used as leverage for salary negotiations
1.3.3	Economic factor	C	address the low level of language and mathematical skills among the youth and adults
1.3.4	Fringe benefits	D	workers cannot work more than three extra hours per day
1.3.5	Quality management	E	can be used as short-term financial assistance to workers
		F	addresses skills shortages in the South African workforce
		G	can be used for accountability within each of the business functions
		H	consider increasing profit margins rather than decreasing product prices
		I	can be obtained if all departments work together towards the same quality standards
		J	workers can work more than three extra hours per day

(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 THREE consumer rights as stipulated in the Consumer Protection Act (CPA), 2008 (Act 68 of 2008). (3)

2.2 Outline the purpose of the Employment Equity Act (EEA), 1998 (Act 55 of 1998). (6)

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

BEEF ABATTOIR (BA)

Beef Abattoir is experiencing decline in sales due to lack of advertising of their product. They intensified their strategy by selling their product at low price until it is well known to customers. BA also evaluated the effectiveness of their chosen strategy.

2.3.1 Identify the type of intensive strategy applied by BA. Motivate your answer by quoting from the scenario above. (3)

2.3.2 Explain the advantages of intensive strategies. (4)

2.4 Discuss 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.

SOUP MANUFACTURES (SM)

Soup Manufactures recently experienced a high demand for their products and management reduced the mealtime to 30 minutes in order to meet the demand of the products. Ordinary working hours were extended without an agreement with the employees. SM was taken to a labour court for a ruling. SM was instructed to compensate the employees for the meal time they lost.

2.5.1 Quote TWO penalties imposed on SM for non-compliance with Basic Conditions of Employment Act (BCEA), 1997 (Act of 75 0f 1997) from the scenario above. (2)

2.5.2 Describe ways in which businesses can comply with the BCEA. (4)

2.6 Discuss any TWO types of defensive strategies. (6)

2.7 Recommend ways in which businesses can deal with the challenges posed by technological factors of the PESTLE analysis. (6)

[40]

Copyright reserved

QUESTION 3: BUSINESS OPERATIONS

3.1 State any FOUR sources of external recruitment. (4)

3.2 Outline the purpose of an interview. (6)

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

TSHELO CONSULTANTS (TS)

Tshelo consultants appointed new employees in their business and they were inducted on how the business operates. They established relationships with fellow employees at different levels. Other employees felt that it is just a waste of time and costly. Staff turnover was reduced due to this activity that was properly executed.

3.3.1 Quote TWO benefits of induction from the scenario above. (2)

3.3.2 Explain other benefits of induction to the business. (4)

3.4 Discuss the importance of skills development in human resource. (4)

3.5 Identify the steps of the PDCA model applied by Bop Manufacturing (BM) in EACH statement below:

3.5.1 BM implemented changes on a small scale. (2)

3.5.2 BM developed strategies on how to continuously improve. (2)

3.6 Elaborate on the meaning of *quality*. (4)

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

3.8 Advise businesses on the role of quality circles as part of continuous improvement to processes and systems. (6)
[40]

Copyright reserved

QUESTION 4: BUSINESS MISCELLANEOUS TOPICS

BUSINESS ENVIRONMENTS

4.1 Name any TWO types of business environment and state the extent of control businesses have over EACH environment.

Use the table below as a GUIDE to answer QUESTION 4.1.

BUSINESS ENVIRONMENTS	EXTENT OF CONTROL
1.	
2.	

(4)

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

FIG ENTREPRENEURS (FE)
Fig Entrepreneurs provided training to their staff members since the learnership were not offered. FE created jobs to promote local manufacturing companies.

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

Use the table below as a GUIDE to answer QUESTION 4.2.

BBBEE PILLARS	MOTIVATIONS
1.	
2.	

(6)

4.3 Explain the steps in strategy evaluation. (6)

4.4 Advise businesses on the role of SETAs in supporting the Skills Development Act (SDA), 1998 (Act 97 of 1998). (4)

BUSINESS OPERATIONS

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

4.6 Explain the role of the interviewee during the interview. (6)

4.7 Discuss the impact of total client/customer satisfaction as a total quality management (TQM) element on large businesses. (4)

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

[40]

Copyright reserved

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 (BUSINESS STRATEGIES)

Effective strategic management processes help the businesses to respond to changing markets. Integration strategies merges business activities to achieve efficiency and control. Porter's Five Forces analyse the market environment. Diversification strategies reduces dependency of relying on a single revenue stream.

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

- Outline strategic management processes.
- Explain how businesses could apply the following Porter's Five Forces model to analyse their position in the market environment.
  - Power of buyers
  - Power of competitors/Competitive rivalry
- Discuss THREE types of integration strategies.
- Advise the businesses on the advantages of diversification strategies. **[40]**

QUESTION 6: BUSINESS OPERATIONS (QUALITY OF PERFORMANCE)

The purchasing functions assist the business in getting reliable suppliers. Good quality management systems ensure that there is consistency, reliability and customer satisfaction. Continuous skills development improve productivity in the business while monitoring and evaluation of quality processes track the performance. Implementing the total quality management (TQM) elements reduce the cost of quality.

Write an essay on the quality of performance in which you include the following aspects:

- Outline the quality indicators of the purchasing function.
- Explain the benefits of a good quality management system.
- Discuss the impact of the following TQM elements on large businesses:
  - Continuous skills development/ Education and training
  - Monitoring and evaluation of quality processes
- Suggest ways in which total quality management (TQM) can reduce the cost of quality. **[40]**

TOTAL SECTION C: 40
GRAND TOTAL: 150

Copyright reserved