LIMPOPO
PROVINCIAL GOVERNMENT
REPUBLIC OF SOUTH AFRICA

DEPARTMENT OF
EDUCATION

NATIONAL
SENIOR CERTIFICATE

GRADE 12

BUSINESS STUDIES P1

SEPTEMBER 2024

MARKS: 150

TIME: 2 hours

This question paper consists of 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 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 carefully 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 (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 minutes**

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

1.1.1 The Skills Development Act (SDA), 1998 (Act 97 of 1998) promotes...

A equal opportunities and fair treatment
B job prospects for previously disadvantaged people
C collective bargaining in the work place
D establishment of the compensation fund

1.1.2 Kim Shuttle operates in the... sector as they specialize in transport services.

A Primary
B Secondary
C Tertiary
D Economic

1.1.3 Backward vertical integration strategy takes place when business aim to...

A expand its market share
B gain control over the distribution of products/services
C decrease the business's dependency on suppliers
D reduce the threat of competition

1.1.4 Internal recruitment can be effectively used by choosing ... as a source of recruitment.

A professional associations
B walk-ins
C Newspapers
D Intranet

1.1.5 This is regarded as a framework that businesses uses to manage key organisational processes.

A quality management systems
B quality performance
C quality management
D Quality

(5x2) (10)

1.2 Complete the following statements by using the words 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.

economic; general management function; National Credit Regulator; unemployment insurance fund; continuous improvement to processes; administration; bonus shares; National Credit Act; political; total client satisfaction

1.2.1 The … promotes the responsible granting of credit by credit providers.

1.2.2 A challenge of the PESTLE factor that determine the extent to which the government has the authority to influence the economy, is known as the … factor.

1.2.3 Large businesses monitor … by conducting market research to analyze the needs of their buyers.

1.2.4 The … function is responsible for keeping documents orderly and in a safe place.

1.2.5 Mendy is entitled to … as a compulsory benefit.

(5x2) (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 number (1.3.1 to 1.3.5) in the ANSWER BOOK, e.g.1.3.6 K.

COLUMN A		COLUMN B	
1.3.1	Compensation for Occupational Injuries and Diseases Amendment Act,1997 (Act 61 of 1997)	A	employees paid for the number of items produced in a month.
1.3.2	SWOT	B	candidates who applied for a vacancy are all invited to attend the interview.
1.3.3	Screening	C	ensures that finished products meet the required standards.
1.3.4	Quality assurance	D	promotes comprehensive safety regulations for employees and employers in the work place.
1.3.5	Piecemeal	E	ensures that required standard have been met at every stage of the process.
		F	employees are paid for the number of hours worked.
		G	allows for the development of codes of good practice
		H	identifies strengths and weaknesses of a business.
		I	requires employers to do background, credit and reference checks of applicants.
		J	identifies strengths of a business in the market environment.

(5×2) (10)

TOTAL SECTION A: 30

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SECTION B

Answer ANY TWO questions from this section.

NOTE: Clearly indicate the QUESTION NUMBER of each question that you choose. Th answer to EACH question must start on a NEW page, e.g. QUESTION 2 on a N page, QUESTION 3 on a NEW page.

QUESTION 2: BUSINESS ENVIRONMENTS

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

2.2 Outline the advantages of diversification strategies. (6)

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

RAJA HARDWARE ENTERPRISE (RHE)

Raja Hardware Enterprise put intensive efforts to increase the sales of their building materials. RHE recently employed experienced sales representatives to market their products to other provinces.

2.3.1 Identify the type of intensive strategy used by RHE in the scenario above. (2)

2.3.2 Explain TWO other types of intensive strategies. (6)

2.4 Discuss how businesses could apply the following forces of Porter's Five Forces model to analyse their position in the market environment:

2.4.1 Power of buyers (2)

2.4.2 Threat of substitution/substitutes (2)

2.5 Explain how SETA's are funded in supporting the Skills Development Act (SDA), 1998 (Act 97 of 1998). (6)

2.6 Discuss the implications of the following revised pillars of BBBEE on businesses.

2.6.1 Ownership (4)

2.6.2 Skills development (4)

2.7 Advise businesses on actions regarded as non-compliance according to the Labour Relations Act (LRA),1995 (No.66 of 1995). (6)

[40]

QUESTION 3: BUSINESS OPERATIONS

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

3.2 Outline the reasons for the termination of the employment contract. (4)

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

ROYS PANELBEATERS (RPB)

Roys Panelbeaters advertised a vacancy for an auto technician in a local newspaper. The advertisement stated that the prospective candidate should have a relevant formal qualification and skills. The technician must be able to operate a diagnostic inspection machine.

3.3.1 Identify TWO components of a job analysis highlighted by Roys Panelbeaters. Motivate your answer by quoting from the scenario above. (6)

Use the table below as a GUIDE to answer QUESTION 3.3.1.

COMPONENTS OF A JOB ANALYSIS	MOTIVATIONS
1.	
2.	

3.3.2 Explain the advantages of external recruitment for businesses. (4)

3.4 Describe the importance of training/skills development in human resources. (4)

3.5 Outline the quality indicators of the production function. (6)

3.6 Explain any TWO benefits of a good quality management system. (4)

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

PEPSI BEVERAGES (PB)

Pepsi Beverages use quality circle services to continuously improve their processes and systems. Quality circles investigate problems and suggest solutions to management. They also ensure that the business maintains a competitive advantage in the market. Quality circles contribute towards the improvement and development of the organisation.

3.7.1 Quote TWO roles of quality circles from the scenario above. (2)

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

3.8 Suggest ways in which total quality management (TQM) can reduce the cost of quality. (4)

[40]

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QUESTION 4: MISCELLANEOUS TOPICS

BUSINESS ENVIRONMENTS

4.1 Name any FOUR consumer rights as stipulated in the Consumer Protection Act (CPA), 2008 (Act 68 of 2008) (4)

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

SUPREME COMMUNICATIONS (SC)

Supreme Communications offer Wifi services to different communities in the Limpopo Province. Their employees went on a legal strike due to disagreements in the annual performance bonus. The level of crime forced SC to close earlier on Fridays. Rapid Wifi introduced fibre services at cheaper monthly premiums that caused SC to lose its customers.

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

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

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

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

4.3 Explain how Technological factors pose challenges to the business. (6)

4.4 Advise businesses on the steps in strategy evaluation (4)

BUSINESS OPERATIONS

4.5 Outline the placement procedure as a human resource activity. (4)

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

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4.7 Read the scenario below and answer the questions that follows

SPEEDY CONSTRUCTION (SC)
Speedy Construction offers construction of road services to the ten municipalities in their province. The manager of SC assesses and establish if things are going according to plan. They developed ideas in order to improve their processes and systems.

Identify TWO steps of PDCA model applied by SC. Motivate your answer by quoting from the scenario above. (6)

Use the table below as a GUIDE to answer QUESTION 4.7

STEPS OF PDCA MODEL	MOTIVATIONS
1.	
2.	

4.8 Advise large businesses on the advantages of adequate financing and capacity as a total quality management (TQM) element.

(4)

[40]

TOTAL SECTION B: 80

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SECTION C

Answer ONE question in this section.

NOTE: Clearly indicate the QUESTION NUMBER of the chosen question. The answer to EACH 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 Basic Conditions of Employment Act (BCEA), 1997 (Act 75 of 1997) was developed in response to the demands for redress and equity on businesses.
The implementation of the BCEA may have a direct impact on business operations. Businesses are now compelled to comply with this Act.

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

- Outline the purpose of the BCEA.
- Explain the following provisions of the BCEA:
  - Ordinary hours of work
  - Termination of employment
  - Prohibition of child and forced labour
- Discuss the impact of BCEA on businesses.
- Recommend ways in which businesses can comply with the BCEA.

[40]

QUESTION 6: BUSINESS OPERATIONS (HUMAN RESOURCES FUNCTION)

The human resource managers must have an intensive knowledge of the importance of the interviews. They also ensure that the legal employment contracts are well understood by the employer and the employees. The correct implementation of an induction programme must be conducted. Businesses must also place successful candidates and provide the necessary fringe benefits.

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

- Outline the purpose of an interview for the business.
- Explain the legal requirements/legalities of an employment contract.
- Discuss the benefits/advantages of induction for businesses.
- Advise businesses on the impact of fringe benefits.

[40]

TOTAL SECTION C: 40

GRAND TOTAL: 150

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