basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

BUSINESS STUDIES

FEBRUARY/MARCH 2014

MARKS: 300

TIME: 3 hours

BUSINESS STUDIES
1072E

10720E

This question paper consists of 10 pages.

X05

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GAUTENG

INSTRUCTIONS AND INFORMATION

Read the following instructions carefully before answering the questions.

1. This question paper consists of THREE sections and covers all learning outcomes.

   SECTION A: COMPULSORY
   SECTION B: Consists of THREE COMPULSORY questions.
   SECTION C: Consists of FOUR questions.
   Answer any TWO of the four questions in this section.

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

3. Number the answers correctly according to the numbering system used in this question paper.

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
A: Objective type questions COMPULSORY	**1**	**40**	**30 minutes**
B: THREE direct/indirect type questions COMPULSORY	**2**	**60**	**30 minutes**
	3	**60**	**30 minutes**
	4	**60**	**30 minutes**
C: FOUR essay type questions CHOICE (Answer any TWO.)	**5**	**40**	**30 minutes**
	6	**40**	**30 minutes**
	7	**40**	**30 minutes**
	8	**40**	**30 minutes**
TOTAL		**300**	**180 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. Non-programmable calculators may be used.

9. Write neatly and legibly.

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SECTION A (COMPULSORY)

QUESTION 1

1.1 Various options are given as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (1.1.1–1.1.10) in the ANSWER BOOK, for example 1.1.11 B.

1.1.1 The business strategy whereby a company sells some of its assets to pay creditors is referred to as ...

A liquidation.
B divestiture.
C retrenchment.
D diversification.

1.1.2 A high employee turnover rate in a business is a challenge in the ... environment.

A macro
B human resources
C market
D micro

1.1.3 A legal agreement between the worker and the owner on the terms and requirements of working in the business:

A Employment contract
B Salary advice
C Perks
D Job description

1.1.4 The ... is used as a tool by management to measure business performance.

A shareholder matrix
B PESTLE model
C Balanced Scorecard
D Porter's Five Forces model

1.1.5 Highly motivated workers ...

A are not cooperative.
B are productive.
C do not complete tasks on time.
D are absent regularly.

1.1.6 Which ONE of the following could be considered to be an unethical business practice?

A Payment of VAT on time
B Payment of fair salaries and wages
C Evading tax
D Equal treatment of employees

1.1.7 This legislation covers employees against loss of income if they are retrenched due to downsizing in a company:

A Occupational Health and Safety Act (OHSA), 1993 (Act 85 of 1993)
B Consumer Protection Act, 2008 (Act 68 of 2008)
C Compensation for Occupational Injuries and Diseases Act (COIDA), 1993 (Act 130 of 1993)
D Unemployment Insurance Act, 2001 (Act 63 of 2001)

1.1.8 Who is usually responsible for corporate strategic planning in a business?

A Top management
B Supervisors
C Lower-level management
D Employees

1.1.9 The process of generating something new that is valuable and useful:

A Stress management
B Creative thinking
C Conflict management
D Problem-solving

1.1.10 Can trade its shares on the Johannesburg Securities Exchange Ltd (JSE/JSE Ltd):

A Andre's Athletics Coaching CC
B Jean-Mari's Cookies (Pty) Ltd
C Vuma and Singh Training
D Willmore Leadership and Coaching Ltd (10 x 2) (20)

1.2 Choose the correct word(s) from those given in brackets. Write only the word(s) next to the question number (1.2.1–1.2.5) in the ANSWER BOOK.

1.2.1 (Physical/Social) factors include aspects such as education and housing.

1.2.2 An employee who has been unfairly dismissed can refer his/her dispute to the (SAQA/CCMA) for a remedy.

1.2.3 The (career path/job description) outlines the sequence of jobs necessary to achieve professional goals.

1.2.4 (Industrial/Human) rights include freedom of expression and association.

1.2.5 (Redundancy/Retirement) is when there is no longer work for some employees because the business is being restructured. (5 x 2) (10)

1.3 Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–G) next to the question number (1.3.1–1.3.5) in the ANSWER BOOK, for example 1.3.6 H.

COLUMN A		COLUMN B	
1.3.1	Employers may not exclude applicants for work on the grounds of physical challenges	A	sustainability
1.3.2	The formal introduction of a new employee to the workplace	B	planning
1.3.3	The process of setting goals and developing strategies	C	liquidation
1.3.4	The business can continue to exist despite all its challenges	D	organising
1.3.5	The process of converting all business assets into cash to pay creditors	E	inclusivity
		F	induction
		G	divestiture

(5 x 2) (10)

TOTAL SECTION A: 40

SECTION B (COMPULSORY)

QUESTION 2

2.1 Answer the following questions on SETAs:

2.1.1 What does the acronym *SETA* stand for? (2)

2.1.2 Explain THREE roles/functions of SETAs. (8)

2.1.3 Give TWO examples of SETAs. (4)

2.2 State the steps involved in formulating business strategies. (8)

2.3 Read the case study below and answer the questions that follow.

BIG FIVE TOURIST FARM

Carol owns the Big Five Tourist Farm offering day and night drives to local and overseas tourists. She also offers accommodation in self-catering chalets on her farm. Some employees are unhappy as they are not paid for operating the night drives.

Carol bought furniture and bedding for the chalets from Sleepwell Ltd, a furniture wholesaler. They do not always have enough furniture available and it is the only furniture store in town.

2.3.1 Name the business sector in which the Big Five Tourist Farm operates. (2)

2.3.2 Identify TWO challenges in the case study above. Name the environment that EACH challenge belongs to as well as the extent to which the Big Five Tourist Farm can control these environments.

QUESTION 2.3.2 must be answered according to the headings given in the table below. Redraw the table in the ANSWER BOOK.

	CHALLENGE	ENVIRONMENT	EXTENT OF CONTROL
(a)			
(b)			

(12)

2.4 Explain the purpose of the Road Accident Fund (RAF) and describe how it is funded. (10)

2.5 James and Son, who are computer wholesalers, have little capacity for running their business. They manage the business themselves and have many vacancies. Both are white males.

2.5.1 Identify the form of ownership in the scenario described above. (2)

2.5.2 Do you think that James and Son will be successful when tendering for government contracts? Motivate your answer. (4)

2.6 Evaluate the effects of crime on South African businesses. (8)

[60]

QUESTION 3

3.1 Describe the factors that need to be considered when preparing for a presentation. (10)

3.2 Explain THREE functions of a workplace forum. (8)

3.3 Distinguish between *unit trusts* and *fixed deposits* as forms of investment in terms of the risk, the investment period and the return on investment (ROI). (12)

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

JFK LTD

Mr Peters is the human resources manager and eight employees report to him. He seldom meets with his employees to give feedback and/or listen to their inputs. Tom, Mr Peters' favourite, was promoted as his assistant manager, although Tom lacks the necessary skills and experience.

Tom allocated new computers and office equipment to only those three of the employees who supported his appointment. The other employees were informed that there was not enough money to provide new equipment for everybody.

3.4.1 Identify THREE causes of conflict in the scenario above. (6)

3.4.2 Suggest ways in which the conflict at JFK Ltd can be resolved. (8)

3.5 Classify each of the following statements as EITHER an unethical business practice OR an unprofessional business practice:

3.5.1 Susan downloads information for her son's school project at work.

3.5.2 The staff of Fun Bank refuses to serve customers because the company did not meet their demands for new uniforms.

3.5.3 A doctor reports very late for duty at a hospital without a valid reason.

3.5.4 John uses the company's credit card to pay for his family's holiday. (8)

3.6 Does inclusivity benefit businesses? Motivate your answer. (8)
[60]

QUESTION 4

4.1 Name any TWO pillars of the Broad-Based Black Economic Empowerment Act, 2003 (Act 53 of 2003). (4)

4.2 Describe FIVE characteristics of a successful team. (10)

4.3 Read the dialogue below and answer the questions that follow.

MR THEMBA (employee):	Sir, I am really not feeling well. May I please take today and tomorrow off?
MR SNELL (employer):	No Mr Temba, you cannot have leave, because you will be going on holiday next month.
MR THEMBA:	Am I not entitled to sick leave?
MR SNELL:	Yes, but it will be granted on my terms.
MR THEMBA:	I am still taking two days off.

4.3.1 Identify the labour law that gives Mr Themba the right to take sick leave. (2)

4.3.2 According to the relevant Act, state the number of sick leave days that Mr Themba is entitled to. (4)

4.3.3 On returning to work, Mr Themba was informed that he had been dismissed from work. Advise Mr Themba on what he should do. (8)

4.4 Differentiate between *internal recruitment* and *external recruitment* and give ONE example to illustrate the difference. (8)

4.5 Explain THREE ways in which the general management function can influence the quality of performance of a business. (8)

4.6 Mrs Smith has been invited for an interview for a managerial position. Suggest any THREE possible key attributes that the interviewer must include in his/her questions to test Mrs Smith's managerial skills. (6)

4.7 Recommend FIVE strategies that the management of a business may implement to improve the performance of their work force. (10)
[60]

TOTAL SECTION B: 180

SECTION C

Answer ANY TWO questions.

NOTE: Write down the QUESTION NUMBER only. The answer to EACH QUESTION must begin on a NEW PAGE, for example QUESTION 5 on a NEW page, QUESTION 6 on a NEW page, et cetera.

QUESTION 5

The South African government has an obligation to stimulate economic growth in the country. One way of doing this is to control how credit should be granted by business and financial institutions.

Analyse the above statement. Describe the purpose and evaluate the impact of the National Credit Act, 2005 (Act 34 of 2005) on both business and customers. Explain the rights of consumers in terms of this Act. **[40]**

QUESTION 6

Joe is a hardworking, self-employed builder. His business is experiencing financial problems and Joe buys building material from suppliers who deliver poor quality products. Joe is struggling to manage both his business and his building projects. He wants to tender for large building contracts in order to create more jobs and expand his business.

Advise Joe on how to become a successful entrepreneur so that he can expand his business.

You must include the following aspects in your answer:

- Explain any FIVE entrepreneurial qualities that Joe must have in order to be successful.
- Identify and discuss possible problem areas in Joe's business as indicated in the case study.
- Suggest recommendations for each problem area that is identified.
- Comment on the sustainability and profitability of the business with regard to Joe's plans to apply for tenders. **[40]**

QUESTION 7

Leaders lead with integrity and humility, but are sometimes forced to make difficult and unpopular decisions which influence the management of goals and objectives of businesses.

Analyse the above statement and then distinguish clearly between *leadership* and *management*. Evaluate the consensus, charismatic, autocratic and transactional leadership styles. Also explain when each style can be applied by management. **[40]**

QUESTION 8

Labour legislation in South Africa provides for the formation of trade unions. They play a very important part in issues affecting labour and employees.

Explain the provisions of the Labour Relations Act, 1995 (Act 66 of 1995) and discuss the role/functions of trade unions. Evaluate the impact of this Act with particular reference to labour/industrial relations of businesses operating in South Africa. **[40]**

TOTAL SECTION C: 80
GRAND TOTAL: 300

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