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Basic Education
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SENIOR CERTIFICATE EXAMINATIONS/ NATIONAL SENIOR CERTIFICATE EXAMINATIONS

BUSINESS STUDIES P1

MAY/JUNE 2024

MARKS: 150

TIME: 2 hours

This question paper consists of 9 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 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 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.

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 requires businesses to report all employee accidents and illnesses that occur during working hours:

- A Skills Development Act (SDA), 1998 (Act 97 of 1998)
- B Consumer Protection Act (CPA), 2008 (Act 68 of 2008)
- C Broad-Based Black Economic Empowerment Act (BBBEE), 2003 (Act 53 of 2003)
- D Compensation for Occupational Injuries and Diseases Amendment Act (COIDA), 1997 (Act 61 of 1997)

1.1.2 The National Credit Act (NCA), 2005 (Act 34 of 2005) enforces customers' right to ... when they can no longer afford to repay their loans.

- A disclosure and information
- B fair and honest dealings
- C apply for debt counselling
- D reasonable terms and conditions

1.1.3 Carpet Manufacturers sell their existing products in new markets. This type of intensive strategy is known as ...

- A product development.
- B market development.
- C market penetration.
- D product penetration.

1.1.4 The role of the interviewer is to ... during an interview.

- A book and prepare the venue
- B develop a core set of questions
- C allocate the same amount of time to each candidate
- D assist candidates in responding to questions

1.1.5 Adequate financing and capacity as a total quality management (TQM) element enables Mvandaba Ltd to ...

- A have sufficient funds to test everything before implementing.
- B collect large amounts of outstanding debt.
- C obtain large profits due to good financial planning.
- D change parts of the business that are inefficient.

(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.

placement; quality management systems; macro; strength; EEA; opportunity; market; BCEA; quality; induction

- 1.2.1 The ... stipulates the minimum requirements for employment contracts and prevents labour exploitation.
- 1.2.2 Lizwe Agency increased their profitability because they hired skilled employees. This is known as a(n) ... of the SWOT analysis.
- 1.2.3 Businesses have limited control over challenges posed by the ... environment.
- 1.2.4 Kaashief Retailers implemented the ... procedure by matching employees' qualifications and skills with the requirements of the job.
- 1.2.5 The framework that businesses use to implement key processes to ensure that correct standards are met, is known as ... (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	Black Economic Empowerment	A	can be used for accountability within each business function
1.3.2	Conglomerate diversification	B	establish relationships with suppliers so that they understand the business' vision
1.3.3	Quality management	C	adding new products related to existing products, which may appeal to new customers
1.3.4	Job description	D	benefited all previously disadvantaged people in the economy
1.3.5	Purchasing function	E	describes the minimum qualifications required for a particular job
		F	adding new products unrelated to existing products, which may appeal to new customers
		G	establish relationships with customers to increase the sales volume
		H	benefited only a few previously disadvantaged people in the economy
		I	can be measured through physical inspection of products
		J	describes the responsibilities of a particular job

(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 *strategic management process*. (6)
- 2.3 Read the scenario below and answer the question that follows.

GREENWOOD BUILDERS (GB)

Greenwood Builders specialise in building properties and buy their raw material from Donga Hardware. They pay high prices as Donga Hardware is the only provider of high quality cement. GB also experiences a decline in income as some of their customers prefer to build their own properties.

Identify TWO forces of Porter's Five Forces model that are applicable to GB. Motivate your answer by quoting from the scenario above.

Use the table below as a GUIDE to answer QUESTION 2.3.

PORTER'S FIVE FORCES MODEL	MOTIVATIONS
1.	
2.	

- 2.4 Explain the implication of enterprise and supplier development (ESD) as a pillar of the Broad-Based Black Economic Empowerment Act (BBBEE), 2003 (Act 53 of 2003) for businesses. (6)
- 2.5 Discuss any TWO types of integration strategies. (6)
- 2.6 Read the scenario below and answer the questions that follow.

TASTY PIZZAS (TP)

Tasty Pizzas ensure that all racial groups are equally represented at every level of employment. They apply correct procedures to prevent employees from exceeding their maximum working hours. TP defined the appointment process so that all parties are well informed.

- 2.6.1 Quote TWO ways in which TP complies with the Employment Equity Act (EEA), 1998 (Act 55 of 1998) from the scenario above. (2)
- 2.6.2 Describe other ways in which businesses can comply with the EEA. (4)

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

(6)
[40]

QUESTION 3: BUSINESS OPERATIONS

- 3.1 Give any FOUR examples of fringe benefits. (4)
- 3.2 Outline the *selection procedure* as a human resource activity. (6)
- 3.3 Read the scenario below and answer the question that follows.

KARABO TRANSPORT (KT)

Karabo Transport is known for providing prompt deliveries to various clients. Lesego, the receptionist, is paid for the number of hours spent at work. Mike, the driver, receives his salary based on the number of deliveries he makes.

Identify TWO salary determination methods used by KT. Motivate your answer by quoting from the scenario above.

Use the table below as a GUIDE to answer QUESTION 3.3.

SALARY DETERMINATION METHODS	MOTIVATIONS
1.	
2.	

(6)

- 3.4 Discuss the legal requirements of an employment contract. (4)
- 3.5 Identify the steps of the PDCA model applied by Rajesh Manufacturing (RM) in EACH statement below:
- 3.5.1 RM initially implemented the change on a small scale to improve their processes and systems. (2)
- 3.5.2 RM used data to evaluate the results of the change. (2)
- 3.6 Outline the difference between *quality control* and *quality assurance*. (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)

(6)
[40]

QUESTION 4: MISCELLANEOUS TOPICS**BUSINESS ENVIRONMENTS**

- 4.1 Name any TWO types of business sectors. (2)
- 4.2 Outline the purpose of the Consumer Protection Act (CPA), 2008 (Act 68 of 2008). (6)
- 4.3 Read the scenario below and answer the questions that follow.

BOTHA ENGINEERING (BE)

The management of Botha Engineering encourages their employees to establish a workplace forum so that they can participate in decision-making. The owners are also aware of their rights as employers.

- 4.3.1 Identify the Act that is applicable to the scenario above. (2)
- 4.3.2 Explain the rights of employers in terms of the Act identified in QUESTION 4.3.1. (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 induction programme. (4)
- 4.6 Read the scenario below and answer the questions that follow.

NOKAMA COMMUNICATIONS (NC)

Nokama Communications has a vacant position in marketing. NC uses the intranet, recruitment agencies and social media as sources of recruitment.

- 4.6.1 Name TWO sources of external recruitment in the scenario above. (2)
- 4.6.2 Explain the advantages of external recruitment. (4)
- 4.7 Discuss the impact of total client/customer satisfaction as a total quality management (TQM) element on large businesses. (6)
- 4.8 Advise businesses on the impact of total quality management (TQM) if poorly implemented. (4)
- [40]**

TOTAL SECTION B: 80

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)

Businesses operate in dynamic environments that require diversification and defensive strategies to remain operational in the market. Some businesses apply the PESTLE analysis to identify challenges posed by social and environmental factors. Businesses should be able to evaluate the effectiveness of the chosen strategy.

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

- Outline the advantages of diversification strategies.
- Discuss THREE types of defensive strategies.
- Explain how the following PESTLE factors pose challenges to businesses:
 - Social
 - Environmental
- Advise businesses on the steps in strategy evaluation.

[40]**QUESTION 6: BUSINESS OPERATIONS (QUALITY OF PERFORMANCE)**

The financial function plays an important role in the smooth operation of business activities. The correct implementation of quality processes enables businesses to enjoy the benefits of a good quality management system. Large businesses know the importance of implementing the total quality management (TQM) elements in order to reduce the cost of quality.

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

- Outline the quality indicators of the financial 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