

<b>EXAMINATION</b>		<b>NATIONAL SENIOR CERTIFICATE</b>	
<b>GRADE</b>		12	
<b>DATE</b>		NOVEMBER 2024	
<b>SUBJECT</b>		BUSINESS STUDIES	
<b>PAPER</b>		1	
<b>MARK TOTAL</b>		150	
<b>DURATION (HOURS)</b>		2	
<b>NUMBER OF PAGES</b>		11	



SOUTH AFRICAN COMPREHENSIVE ASSESSMENT INSTITUTE  
 SUID-AFRIKAANSE KOMPREENSIEWE ASSESSERINGSINSTITUUT

## INSTRUCTIONS AND INFORMATION

Read the following instructions carefully before answering the questions:

1. This question paper consists of **THREE** sections and covers the following **TWO** topics: **BUSINESS ENVIRONMENTS** and **BUSINESS OPERATIONS**.

**SECTION A:** **ALL** the questions in this section are **COMPULSORY**.

**SECTION B:** Consists of **THREE** questions. One question per topic and a combination question covering both topics.

**Answer any TWO questions.**

**SECTION C:** Consists of **TWO** questions, one from each topic.

**Answer only ONE question.**

2. Read the instructions for each question carefully and take note of the requirements.
3. Number the answers correctly according to the numbering system used in this question paper.
4. All answers must be in full sentences except where other instructions are given.
5. Use the mark allocation and nature of the 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)
<b>A</b>	Multiple choice, complete the statement and matching questions <b>COMPULSORY</b>	1	30	30
<b>B</b>	Three direct/indirect questions <b>CHOICE:</b> Answer any <b>TWO</b> .	2–4	2 x 40 (80)	2 x 30 (60)
<b>C</b>	Two essay type questions <b>CHOICE:</b> Answer any <b>ONE</b> .	5–6	40	30
<b>TOTAL</b>			<b>150</b>	<b>120</b>

7. Non-programmable calculators may be used.
8. Write neatly and legibly using only **BLUE** ink.

## SECTION A: (COMPULSORY)

### QUESTION 1

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

1.1.1 Sam is entitled to 6 weeks of paid ... leave over a period of 36 months according to the Basic Conditions of Employment Act (BCEA), 1997 (Act 75 of 1997).

- A annual
- B maternity
- C sick
- D family responsibility

1.1.2 The employees of Pretty Parties render a world-class service to its customers. This is an example of a(n) ... in the SWOT analysis.

- A strength
- B weakness
- C opportunity
- D threat

1.1.3 Bongji's Biscuits operates in the ... sector as she specialises in the baking of biscuits and sweet treats.

- A primary
- B secondary
- C formal
- D tertiary

1.1.4 The ... is by law a benefit available to all employees who contributed while they were working.

- A housing allowance
- B Health Insurance Fund
- C provident fund
- D Unemployment Insurance Fund

- 1.1.5 The ... function is responsible for promoting and protecting the image of the business.
- A public relations
  - B marketing
  - C general management
  - D financial
- 1.1.6 This Act eliminates barriers that have an adverse impact on designated groups.
- A Broad-Based Black Economic Empowerment Act (BBBEE), 2003 (Act 53 of 2003)
  - B Labour Relations Act (LRA), 1995 (Act 66 of 1995)
  - C National Credit Act (NCA), 2005 (Act 34 of 2005)
  - D Employment Equity Act (EEA), 1998 (Act 55 of 1998)
- 1.1.7 Sunbird Solar Solutions acquired Sunny Steelworks to decrease their dependence on suppliers. This business strategy is known as ...
- A horizontal integration.
  - B backward vertical integration.
  - C market penetration.
  - D forward vertical integration.
- 1.1.8 An integrated system applied throughout an organisation that enables businesses to provide quality products and services to customers.
- A Quality management
  - B Quality assurance
  - C Total quality management
  - D Total quality control
- 1.1.9 The ... addresses skills shortages in the South African workplace.
- A Human Resource Development Strategy
  - B National Skills Development Strategy
  - C Skills Development Act
  - D Employment Equity Act

1.1.10 A vacancy for promotion of a current employee in the business will be advertised on/in ...

- A a billboard on the highway.
- B the internal business newsletter.
- C the local newspaper.
- D social media platforms.

(10x2) (20)

1.2 Complete the following statements by using the words provided in the list below. Write only the word(s) next to the question number (1.2.1–1.2.5) in the ANSWER BOOK.

resignation; administration; National Skills Authority; financial; EEA; Sector and Education Training Authorities; retirement; quality management; BBBEE; quality circles

1.2.1 The ... promotes the effective promotion and implementation of affirmative action.

1.2.2 Businesses submit their workplace skills plans and annual training reports to the ... for approval.

1.2.3 The process which ensures that businesses produce products and services of consistently high standards is known as ...

1.2.4 An employment contract is terminated if an employee reaches a pre-determined age for ...

1.2.5 Fast and reliable data capturing and processing systems are quality indicators of the ... function.

(5x1) (5)

1.3 Choose a description from COLUMN B that matches a term in COLUMN A. Write only the letter (A–D) next to the question number (1.3.1–1.3.5) in the ANSWER BOOK, e.g. 1.3.6 K.

COLUMN A		COLUMN B	
1.3.1	Consumer Protection Act	A	The total performance of each department measured against the specified standards
1.3.2	Macro environment	B	Show confidence and have a positive attitude
1.3.3	External recruitment	C	Businesses have some control over challenges emanating from this environment
1.3.4	Interviewer	D	Promote sound relations between employers and employees in the workplace
1.3.5	Quality performance	E	Advertising a vacancy in the local newspaper
		F	Businesses have no control over challenges emanating from this environment
		G	Occurs when a business focuses on the means to achieve an objective
		H	Allocate the same amount of time to each candidate
		I	Promotes accessible and sustainable places for producers to sell their products
		J	Advertising a vacancy on the staffroom noticeboard

(5x1) (5)

**TOTAL SECTION A: [30]**

## SECTION B

Answer **ANY TWO** questions in this section.

### QUESTION 2: BUSINESS ENVIRONMENTS

- 2.1 Name **THREE** types of defensive strategies. (3)
- 2.2 Outline the rights of employers in terms of the Labour Relations Act (LRA), 1995 (Act 66 of 1995). (6)
- 2.3 Read the scenario below and answer the questions that follow.

**SOLVE IT SOLUTIONS (SIS)**

Solve It Solutions specialises in computer software programmes. They buy their components from CHIP International, which has a slow delivery schedule. The employees of SIS lack the relevant skills necessary to design new software technology. SIS had to borrow money from Smart Bank at a high interest rate to expand their product range.

- 2.3.1 Quote **THREE** challenges for SIS from the scenario above. (3)
- 2.3.2 Classify SIS's challenges according to the business environments. (3)
- 2.3.3 State the extent of control that SIS has over each business environment classified in QUESTION 2.3.2.

Use the table below as a guide to answer QUESTION 2.3.1–2.3.3.

CHALLENGES 2.3.1	BUSINESS ENVIRONMENTS 2.3.2	EXTENT OF CONTROL 2.3.3
1.		
2.		
3.		

- 2.4 Explain the purpose of the National Credit Act (NCA), 2005 (Act 34 of 2005). (6)
- 2.5 Identify the pillar of the Broad Based Black Economic Empowerment Act (BBBEE), 2003 (Act 53 of 2003) that has been implemented by Lifestyle Ltd. in each of the following statements:
- 2.5.1 Lifestyle Ltd. supports the community through educational programmes. (2)
- 2.5.2 Black employees are invited to buy shares in the company. (2)

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

**SKY HIGH ARCHITECTS (SHA)**

Sky High Architects ensures that their employees are paid equally for work of the same value. They encouraged their junior designer to participate in learnership programmes. SHA also provided all employees with opportunities to improve their computer skills and expertise.

2.6.1 Quote TWO ways in which SHA complied with the Skills Development Act (SDA), 1998 (Act 97 of 1998) from the scenario above. (2)

2.6.2 Explain the negative impact of the Skills Development Act (SDA), 1998 (Act 97 of 1998) on businesses. (4)

2.7 Advise businesses on the steps in strategy evaluation. (6)

**[40]**

**QUESTION 3: BUSINESS OPERATIONS**

- 3.1 List TWO examples of fringe benefits. (2)
- 3.2 Outline the quality indicators of the marketing function. (4)
- 3.3 Explain the advantages of induction for businesses. (6)
- 3.4 Discuss the selection procedure as a human resource activity. (6)
- 3.5 Differentiate between *piecemeal* and *time-related* salary determination methods. (4)
- 3.6 Read the scenario below and answer the questions that follow.

**MULLER MANUFACTURERS (MM)**

Muller Manufacturers decided to change the production method used in their artificial plant factory. They first implemented the change on a small scale to test the results. Due to positive outcomes, they then decided to apply the change on a larger scale. MM is also evaluating the impact of total customer satisfaction as a total quality management (TQM) element on their processes.

- 3.6.1 Identify TWO steps of the PDCA model applied by MM. Motivate your answer by quoting from the scenario above.

Use the table below as a guide to answer QUESTION 3.6.1.

STEPS OF THE PDCA MODEL	MOTIVATIONS
1.	
2.	

- (6)
- 3.6.2 Explain the impact of total customer/client satisfaction as a total quality management (TQM) element on large businesses. (6)
- 3.7 Suggest ways in which total quality management (TQM) can reduce the cost of quality for businesses. (6)

**[40]**

## QUESTION 4: MISCELLANEOUS TOPICS

### BUSINESS ENVIRONMENTS

- 4.1 State THREE consumer rights in terms of the Consumer Protection Act (CPA), 2008 (Act 68 of 2008). (3)
- 4.2 Read the scenario below and answer the questions that follow.

#### **LADUMA ATTORNEYS (LA)**

Frans is a newly appointed driver at Laduma Attorneys and is responsible for the transportation of legal documents between the two main offices. His duties and responsibilities, as well as the leave conditions at LA, are clearly outlined in the employment contract that he signed.

- 4.2.1 Identify the Act that is applicable to the scenario above. Motivate your answer by quoting from the scenario above. (3)
- 4.2.2 Outline the positive impact of the Act that was identified in QUESTION 4.2.1. (4)
- 4.3 Explain the advantages of intensive strategies. (4)
- 4.4 Recommend actions that can be regarded as non-compliant according to the Compensation of Occupational Injuries and Diseases Act (COIDA), 1997 (Act 61 of 1997). (6)

### BUSINESS OPERATIONS

- 4.5 Name THREE aspects that should be included in an employment contract. (3)
- 4.6 Read the scenario below and answer the questions that follow.

#### **RAJID RENOVATIONS (RR)**

Rajid Renovations specialises in renovating older buildings in Cape Town. RR has appointed two new architects and has positioned them where they will function optimally in the business.

- 4.6.1 Identify the human resource activity applicable to RR. Motivate your answer by quoting from the scenario above. (3)
- 4.6.2 Explain the procedure that RR should follow when applying the human resource activity identified in QUESTION 4.6.1. (4)
- 4.7 Discuss how the purchasing function can contribute to the success of the business. (4)
- 4.8 Advise businesses on the impact of total quality management (TQM) if poorly implemented by businesses. (6)

[40]

**TOTAL SECTION B: [80]**

## SECTION C

Answer only ONE question in this section.

### QUESTION 5: BUSINESS ENVIRONMENTS (STRATEGIES)

The strategic management process enables businesses to implement appropriate strategies to overcome the challenges posed by the business environments. Many businesses prefer to diversify their products to stay sustainable in the market. Others apply the PESTLE factors to identify challenges in the macro environment and to find ways to address these challenges.

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

- Outline the process of strategic management.
- Explain THREE types of diversification strategies.
- Discuss how the following PESTLE factors pose challenges for businesses:
  - Economic
  - Social
- Recommend ways in which businesses can address the challenges posed by the PESTLE factors mentioned above.

[40]

### QUESTION 6: BUSINESS OPERATIONS (TOTAL QUALITY MANAGEMENT)

Successful businesses implement quality concepts such as quality control and quality assurance to derive the benefits of a good quality management system. The total quality management (TQM) elements impact positively and negatively on the operations of large businesses. Businesses should also understand the role of quality circles as part of continuous improvement to processes and systems.

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

- Outline the differences between *quality control* and *quality assurance*.
- 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
  - Adequate financing and capacity
- Advise businesses on the role of quality circles as part of continuous improvement of processes and systems.

[40]

**TOTAL SECTION C: [40]**

**GRAND TOTAL: [150]**