



education

Department:
Education
North West Provincial Government
REPUBLIC OF SOUTH AFRICA

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 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 ONE only.	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 The right to ... outlines that businesses should honor credit vouchers and prepaid services, according to the Consumer Protection Act (CPA), 2008 (Act 68 of 2008).

- A fair and honest dealings
- B reasonable terms and conditions
- C accountability from suppliers
- D equality in the consumer market

1.1.2 Segapo Construction uses this growth strategy to introduce new products into existing markets:

- A Market penetration
- B Product development
- C Market development
- D Marketing

1.1.3 Spax Bakery operates in the ... sector, as they deliver bread to various customers.

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

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 interview.
- C induction.
- D training.

1.1.5 Businesses use ... to solve problems related to quality and implement improvements.

- A quality performance
- B total quality management
- C quality management
- D quality circles

(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.

conglomerate; piece-meal; screening; ten; purchasing; time-related; recruitment; three; concentric; financial
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- 1.2.1 Workers may not work more than ... hours overtime per day.
- 1.2.2 Zonke Traders adds new products that are related to existing products when applying ... diversification.
- 1.2.3 During the ... procedure, a background check is performed on applicants who qualify for the job.
- 1.2.4 The manager of the ... department ensures that required quantities are delivered at the right time and place.
- 1.2.5 According to the ... salary determination method, employees are paid for the amount of time they spend at work. (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 BBEE	A describes minimum acceptable and personal qualities needed for the job
1.3.2 Power of suppliers	B implement improvement to meet the needs of the business
1.3.3 Macro environment	C focuses on five pillars which include all sectors of the society
1.3.4 Job description	D refers to the factors within the business
1.3.5 Act	E assess how easy it is to drive prices down F describes duties of a specific job G focuses on three pillars that did not include all previously disadvantaged people H refers to the external factors outside the business I assess the power in influencing prices J implement the change on a small scale

(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 Integration strategies. (3)
- 2.2 Outline the steps in strategy evaluation. (6)
- 2.3 Identify the leave provision stipulated in the Basic Conditions of Employment Act (BCEA), 1997 (Act 75 of 1997) that complied with EACH statement below:
- 2.3.1 Fifi, the typist, was prevented from performing work that may be hazardous to her and the unborn child.
- 2.3.2 Lerato brought a medical certificate, after being absent for three days, due to health problems.
- 2.3.3 The secretary was granted five days paid leave to attend to the funeral of her sister. (6)
- 2.4 Explain the National Skills Development Strategy. (4)

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

RORI NAIL ART (RNA)

Rori Nail Art is well known for their beautiful art when designing nails. RNA is operating in a high crime area which affects the trading hours resulting in decreased profit. As a result RNA may not be able to afford new technology. Obtaining a loan will be expensive due to high interest rates.

2.5.1 Quote THREE challenges for RNA from the scenario above. (3)

2.5.2 Classify RNA’s challenges according to the relevant PESTLE factor. (6)

Use the table below as a GUIDE to answer QUESTIONS 2.5.1 to 2.5.2.

CHALLENGES (2.5.1)	PESTLE FACTORS (2.5.2)
1.	
2.	
3.	

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

2.7 Advise businesses on the implications of Enterprise and Supplier Development (ESD) as one of the pillars of Broad Based Black Economic Empowerment Act (BBBEE), 2003 (Act 53 of 2003) for businesses. (6)
[40]

QUESTION 3: BUSINESS OPERATIONS

3.1 State any THREE examples of employee benefits (3)

3.2 Outline the benefits of *induction* for businesses. (6)

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

ZAIN’S CURTAIN (ZC)

Sully has been working at ZC for the past 10 years. She decided to leave ZC voluntarily for a better job opportunity. She gave her employer (ZC) a month’s notice.

3.3.1 Identify the reason why Sully’s employment contract was terminated. Motivate your answer by quoting from the scenario above. (3)

- 3.3.2 Explain other reasons for the termination of an employment contract. (4)
- 3.4 Discuss the impact of internal recruitment. (4)
- 3.5 Elaborate on the meaning of quality management systems. (4)
- 3.6 Read the scenario below and answer the questions that follow.

BAFANA BAKERY (BB)

Bafana Bakery is well known for baking delicious cakes. BB adheres to ethical advertising practices when promoting his cakes. BB also offers performance incentives for staff to enhance productivity. BB is planning to expand his business as it is growing rapidly.

- 3.6.1 Quote TWO quality indicators of the business functions from the scenario above. (2)
- 3.6.2 Classify EACH quality indicator quoted in QUESTION 3.6.1 according to the relevant business function. (4)

Use the table below as a GUIDE to answer QUESTIONS 3.6.1 to 3.6.2.

QUALITY INDICATORS (3.6.1)	BUSINESS FUNCTIONS (3.6.2)
1.	
2.	

- 3.7 Explain the benefits of a good quality management system. (4)
- 3.8 Recommend ways in which total quality management (TQM) can reduce the cost of quality. (6)

[40]

QUESTION 4: MISCELLANEOUS TOPICS

BUSINESS ENVIRONMENTS

- 4.1 Name any FOUR elements of the SWOT analysis. (4)
- 4.2 Outline the rights of employees in terms of the Labour Relations Act (LRA), 1995 (Act 66 of 1995). (6)
- 4.3 Elaborate on the meaning of learnership. (4)

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

SENWELO SALON (SS)

Senwelo Salon is experiencing a decrease in terms of their services. SS conducted an environmental analysis using Porter's Five Forces Model. SS formulated alternative strategies in response to their business challenges. She organized a training session to improve the quality of her employee's services.

- 4.4.1 Quote TWO ways in which SS applied the strategic management process from the scenario above. (2)
- 4.4.2 Explain other ways in which SS can apply the strategic management process. (4)

BUSINESS OPERATIONS

- 4.5 Name any TWO sources of External Recruitment. (2)
- 4.6 Outline the role of the Interviewer before the interview. (4)
- 4.7 Explain the recruitment procedure. (4)
- 4.8 Identify the following quality concepts from the given statements below:
- 4.8.1 Processes are put in place to ensure that the quality of products adheres to pre-set standards with minimal defects. (2)
- 4.8.2 Checking raw materials to ensure that high quality standards are maintained. (2)
- 4.9 Discuss the impact of total quality management (TQM) if poorly implemented by businesses. (6)
- [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 (LEGISLATION)

The National Credit Act (NCA), 2005 (Act 34 of 2005) provides a framework to regulate the credit market. It protects the rights of consumers and provides guidelines on how businesses should comply with this Act. Businesses may face penalties for not complying with the National Credit Act.

Write an essay on the National Credit Act in which you include the following aspects:

- Outline the rights of consumers in terms of the National Credit Act.
- Explain ways in which businesses could comply with the NCA.
- Discuss the impact of the NCA on businesses.
- Advise businesses on the penalties they may face for non-compliance to the Act.

[40]

QUESTION 6: BUSINESS OPERATIONS (HUMAN RESOURCES FUNCTION)

Sustainable businesses follow the correct selection procedure. The business must implement UIF as a benefit, as it is required by law. Businesses offer fringe benefits to their employees in addition to their salaries. They also investing in training their employees to show them that they are valued. An effective training programme is important for employees to enhance their current skills.

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

- Outline the selection procedure.
- Explain UIF as a benefit required by law.
- Discuss the impact of fringe benefits on businesses.
- Advise businesses on the importance of skills development in human resources.

[40]

TOTAL SECTION C: 40
GRAND TOTAL: 150