



education

Department:
Education
North West Provincial Government
REPUBLIC OF SOUTH AFRICA

PROVINCIAL ASSESSMENT

GRADE 11

**BUSINESS STUDIES P1
NOVEMBER 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.

- 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 **ONE** of the **TWO** questions in this section.

- Read the instructions for each question carefully and take particular 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.

- 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.
- Except where other instructions are given, answers must be in full sentences.
- Use the mark allocation and nature of each question to determine the length and depth of an answer.
- 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

- Begin the answer to **EACH** question on a **NEW** page, e.g. **QUESTION 1** – new page, **QUESTION 2** – new page.
- You may use a non-programmable calculator.
- 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 Employees of Mahomed Traders have resorted to a ... by refusing to work to pressurise employer to give in to their demands.
- A go-slow
 - B close down
 - C strike
 - D resignation
- 1.1.2 A situation where resources related to farming, mining and fossil fuel are over-used and depleted, is known as ...
- A Illiteracy.
 - B lack of skills.
 - C unavailability of natural resources.
 - D exhaustion of natural resources.
- 1.1.3 The business has ... control over the micro environment.
- A no
 - B little
 - C full
 - D limited
- 1.1.4 Ninja Associates offers ... products that causes satisfaction for the customer over expectations.
- A standard
 - B quality
 - C discounts
 - D inferior quality
- 1.1.5 Ranzo Builders conducts ... to introduce new employees to the business and its related aspects.
- A induction
 - B training
 - C placement
 - D interviews

(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.

SARB; vision; corruption; inspection; dumping; takeover; mission; SABS; corrective action; merger
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- 1.2.1 Developed countries send goods that they are unable to sell in their countries to other developing countries at lower prices. This is known as ...
- 1.2.2 Dave Livestock develops the ... for the business to predict what the future of the business will look like.
- 1.2.3 Johan Enterprise and Marina Suppliers have signed a/an ... document to combine their business to become one.
- 1.2.4 Matlala Engineering conducts ... at regular intervals to check the quality of the process and the final product.
- 1.2.5 The ... is a national standardisation authority established by the government.

(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	Employment Equity Act	A	describes the duties and responsibilities of a specific job
1.3.2	Imports	B	goods or services that South Africa produces locally and sell in other countries
1.3.3	Direct distribution	C	an approach that requires all aspects of an organisation to focus on the quality of a product
1.3.4	Job description	D	a channel with at least one intermediary between the producer and consumer
1.3.5	TQM	E	describes the minimum acceptable personal qualities needed for the job
		F	a channel where products and services are exchanged between the producer and the consumer
		G	aims at eliminating unfair discrimination against race and gender in the workplace
		H	an approach that set quality standards that provide guidance on quality assurance
		I	aims at improving the skills of all people in the country
		J	goods or services that are produced outside of South Africa

(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, for example QUESTION 2 on a NEW page, QUESTION 3 on a NEW page.

QUESTION 2: BUSINESS ENVIRONMENTS

- 2.1 Name any TWO components of micro environment. (2)
- 2.2 Outline the purpose of the Labour Relations Act. (6)
- 2.3 Read the scenario below and answer the questions that follow.

CURTAIN DESIGNERS (CD)

Curtain Designers specialises in house curtains and is unprofitable due to various reasons. The government has increased import duty on the textile items. Many customers have lost their jobs due to COVID-19 related issues.

2.3.1 Identify TWO challenges of the macro environment applicable to CD. Motivate your answer by quoting from the scenario above.

Use the table below as a GUIDE to answer question 2.3.1

CHALLENGES	MOTIVATIONS
1.	
2.	

(6)

2.3.2 Discuss ways in which businesses can be involved in the macro environment. (4)

- 2.4 Explain the advantages of networking. (4)
- 2.5 Discuss the functions of trade unions. (4)
- 2.6 Read the scenario below and answer the questions that follow.

AFRICAN RESTAURANT (AR)

African Restaurant sells African food in various townships of South Africa. AR recently lost customers due to robberies in the area. Some customers are also affected by the general increase in the price of commodities.

- 2.6.1 Name TWO socio-economic issues mentioned in the scenario above. (4)
- 2.6.2 Explain the impact of lack of skills on businesses. (4)
- 2.7 Suggest ways in which businesses can overcome competition in the market. (6)

[40]

QUESTION 3: BUSINESS OPERATIONS

- 3.1 Name FOUR marketing activities. (4)
- 3.2 Outline the role of intermediaries in the distribution process. (4)
- 3.3 Read the following scenario and answer the questions that follow.

ANO ENTERPRISE (AE)

Ano Enterprise continually develops their products to gain market share. AE sell branded jewellery. They also provide quality bread to all customers.

- 3.3.1 Identify TWO types of consumer goods and motivate your answer by quoting from the scenario above.

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

TYPE OF CONSUMER GOODS	MOTIVATIONS
1.	
2.	

(6)

- 3.4 Explain the importance of product development. (6)
- 3.5 Discuss the difference between *piecemeal* and *time-related* salary determination methods. (4)
- 3.6 Read the following scenario and answer the questions that follow.

SUNSHINE TRADING (ST)

Sunshine Trading advertised the position for a financial manager on their notice board in order to find a suitable candidate. Management of ST has to follow the correct recruitment procedure.

- 3.6.1 Name the recruitment method used by ST in the scenario above. (2)
- 3.6.2 Explain the recruitment procedure. (4)
- 3.7 Discuss the effectiveness of personal selling in promoting a business product. (4)
- 3.8 Advise businesses on the legal requirements of an employment contract. (6)

[40]

QUESTION 4: MISCELLANEOUS TOPICS

BUSINESS ENVIRONMENTS

- 4.1 List any FOUR challenges of the market environment. (4)
- 4.2 Outline projects that can be undertaken by businesses as part of social responsibility. (6)
- 4.3 Read the following scenario and answer the questions that follow.

POWER SOLUTIONS (PS)

Power solutions developed solar power energy. PS is worried that other businesses would copy their design, so they registered their new invention. They also used a very special symbol to enable customers to identify them.

- 4.3.1 Identify TWO solutions to piracy implemented by PS. Motivate your answer by quoting from the scenario above.

Use the table below as a GUIDE to answer QUESTION 4.3.1

SOLUTIONS TO PIRACY	MOTIVATION
1.	
2.	

- 4.4 Advise businesses on the benefits of being involved in the macro environment. (4)

BUSINESS OPERATIONS

- 4.5 State any FOUR types of packaging. (4)
- 4.6 Outline the selection procedure as a human resources activity. (6)
- 4.7 Read the scenario below and answer the questions that follow.

WOOL CLOTHES (WC)

Wool Clothes manufactures winter clothes for babies. The management ensures that WC comply with the Occupational Health and Safety Act. WC ensures that their first aid boxes are always available. They also make fire extinguishers available in the workplace.

- 4.7.1 Quote TWO ways in which WC complies with the Occupational Health and Safety Act. (2)
- 4.7.2 Explain other ways in which WC can comply with the Occupational Health and Safety Act. (4)
- 4.8 Recommend precautionary measures that businesses should take when handling machinery. (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 EACH question must start on a NEW page, for example QUESTION 5 on a NEW page OR QUESTION 6 on a NEW page.

QUESTION 5: BUSINESS ENVIRONMENTS (ADAPTING TO CHALLENGES OF THE BUSINESS ENVIRONMENTS)

Businesses need to be involved in lobbying in order to survive in the dynamic business world. Management should be aware of different reasons and types of lobbying to stay competitive. Some businesses form power relations to ascertain that decisions made by the authorities are in the favour of businesses.

Write an essay on adapting to the challenges of the business environment in which you include the following aspects:

- Elaborate on the meaning of the *lobbying*.
- Outline the reasons why businesses lobby.
- Discuss THREE types of lobbying.
- Suggest ways in which businesses can use the following strategies to form power relations:
 - Persuasion on large investors
 - Company representatives' influence

[40]**QUESTION 6: BUSINESS OPERATIONS (MARKETING FUNCTION)**

All businesses are aware of the importance of pricing to ensure financial success. It is therefore the reason why marketing managers often experiment with different pricing techniques. It is important for businesses to analyse all the factors that will influence their prices, and to make use of sales promotions to remain competitive in the market.

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

- Outline the importance of pricing.
- Explain the following pricing techniques:
 - Cost-based pricing
 - Competition based pricing
- Discuss any FOUR factors that influence pricing.
- Advise businesses on the purpose of sale promotions.

[40]

TOTAL SECTION C: 40
TOTAL: 150