Bergvliet High School

GRADE 11

04 NOVEMBER 2024

BUSINESS STUDIES
November P1 Exam

MARKS: **150**

TIME: **2 hours**

EXAMINER: **L KRIEL**

MODERATOR: **M FORTUNE & M VENTER**

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.

   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 particular note of what is required.

3. Number the answers carefully 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 guide a 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	35
	3	40	35
	4	40	35
C: TWO essay-type questions CHOICE: Answer any ONE.	5	40	30
	6	40	30
TOTAL		**150**	**120**

7. **Begin the answer to EACH question on a NEW page, e.g. QUESTION 1 – new page, QUESTION 2 – new page, etc**.

8. You may use a non-programmable calculator.

9. Write neatly and legibly.

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 the question numbers (1.1.1 to 1.1.5) in the ANSWER BOOK, e.g.1.1.6 D.

1.1.1 A challenge to the macro environment:

A difficult employees
B shortage of supplies
C changes in consumer behaviour
D political changes

1.1.2 Johnny Furniture Ltd bought the controlling shares of Andries Manufacturers. This refers to ...

A a merger.
B a takeover.
C an alliance.
D information management.

1.1.3 The ... Act requires that the human resources function must promote equal opportunities and fair treatment in the workplace.

A Labour Relations
B Employment Equity
C Basic Conditions of Employment
D Compensation for Occupational Injuries and Diseases

1.1.4 What is NOT a type of lobbying?

A Hedging against inflation
B Bargaining sessions between management and unions
C Persuasion of large investors
D Influencing supervisory body/regulators

1.1.5 The general increase in prices of all products in the country that results in limited consumer spending:

A illiteracy
B unavailability of natural resources
C merging
D inflation

(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.

retailer; culture; secondary; trade; psychographics; advertiser; structure; workplace; demographics; primary

1.2.1 A ..... union is and employee organisation focusing on the improvement of working conditions.

1.2.2 The organisational .... refers to the way things are done in a business enterprise.

1.2.3 The ….. sector is responsible for extracting raw materials from the earth.

1.2.4 An example of an intermediary in the distribution process is a/an…

1.2.5 Tammy Designers studied the attitudes and tastes of their target market. This is an example of ...

(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	Corruption	A	A group of workers who meet to solve work-related problems
1.3.2	Trademark	B	A process where a business approaches an individual directly and asks them to apply for a vacant position
1.3.3	Strategic alliance	C	Refers to the wrongful use of funds, such as irregular expenditure
1.3.4	Head-hunting	D	When two businesses join their resources together to form a new business
1.3.5	Quality Circles	E	Symbol or word legally registered to represent a company or product
		F	external partner that works on behalf of an organisation to help fill open positions with qualified candidates.
		G	Refers to the act of dishonesty such as bribery
		H	Includes the inspection of the final product to ensure it meets the required standard
		I	Agreement between businesses leading to mutual benefits
		J	Government license for a set period to exclude others from making or using your invention

(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 TWO business sectors. (2)

2.2 Outline the advantages of networking. (4)

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

CHARLIE'S CLOTHING (CC)

Charlie's Clothing (CC) sells a variety of designer clothes to their customers. The seamstress is always late on a Monday for work. The Leaver lace from northern France is expensive due to the exchange rate. SHEIN caused a drop in their sales.

2.3.1 Quote TWO challenges for CC from the scenario above. (2)

2.3.2 Classify CC's challenges according to the business environments. (4)

2.3.3 State the extent of control that CC has over EACH business environment in QUESTION 2.3.2. (2)

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

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

2.4 Discuss the impact of the following issues on businesses:

2.4.1 Dumping (4)

2.4.2 Exhaustion of resources (4)

2.5 Explain the benefits of businesses that are involved in the macro environment. (4)

2.6 Outline reasons why employees strike. (4)

2.7 Critically evaluate the negative effects that the strikes may have on businesses. (4)

2.8 Recommend ways in which businesses can overcome competition in the market. (6)

[40]

QUESTION 3: BUSINESS OPERATIONS

3.1 Name any TWO categories of consumer goods/products. (2)

3.2 Outline the role of the marketing function. (4)

3.3 Identify the type of pricing techniques used in the following statements:

3.3.1 Woolworths offers a 20% discount on selected groceries during the holiday season to encourage higher customer traffic. (2)

3.3.2 Nike prices its new running shoes at R1,499.95 instead of R1,500 to make the product seem more attractively priced. (2)

3.4 Explain the purpose of packaging. (6)

3.5 Discuss the differences between internal and external recruitment. Include an example of each. (6)

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

BEACHFRONT PROPERTIES (BP)

Beachfront Properties offers attractive fringe benefit packages in order to reduce employee turnover. BP encourages employees to attend training programmes. Employees are also loyal and willing to go the extra mile.

3.6.1 Quote TWO advantages of fringe benefits that are applicable to BP from the scenario above. (2)

3.6.2 Provide FOUR examples of fringe benefits. (4)

3.7 Explain TWO salary determination methods. (6)

3.8 Advise businesses on the role of the interviewer during the interview. (6)

[40]

QUESTION 4: MISCELLANEOUS TOPICS

BUSINESS ENVIRONMENTS

4.1 Name any TWO types of ethical misconduct. (2)

4.2 Identify solutions to piracy in EACH statement below:

4.2.1 TechSmart Gadgets uses a distinctive logo of a lightbulb with circuit patterns to help customers identify their products.

4.2.2 The CEO of TechSmart Gadgets has exclusive rights to the design of their unique smartphone interface. (4)

4.3 Name any TWO components of the micro, market and macro environments. Use the table below as a GUIDE to answer QUESTION 4.3.

MICRO	MARKET	MACRO
1.		
2.		

(6)

4.4 Suggest the possible negative impact of the change in consumer behaviour will have on the business. (4)

4.5 Analyse the benefits of social responsibility projects for the business. (4)

BUSINESS OPERATIONS

4.6 List any TWO types of production systems. (2)

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

BELLA'S HOMEMADE ICECREAM (BHI)

The advertisement used by Bella's Homemade Ice Cream (BHI) grabbed the attention of new potential customers. The new customers have acquired a positive impression of the products that were advertised and consequently have purchased them from BHI. BHI has experienced an increase in sales

Identify TWO AIDA principles applied by BHI. Motivate your answer by quoting from the scenario above.

Use the table below as a GUIDE to answer QUESTION 4.7

AIDA PRINCIPLES	MOTIVATIONS
1.	
2.	

(6)

4.8 Outline THREE aspects to include in the content of an employee contract. (6)

4.9 Advise the human resources manager on the implications of the Labour Relation Act (LRA) on their department. (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 EACH 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 (MARKET ENVIRONMENT)

The market environment poses many challenges to business environments. Successful businesses identify the components of the market environment. Some businesses form power relations in order to remain sustainable and competitive.

With reference to the above, write an essay on the following aspects:

- Elaborate on any FOUR components of the market environment.
- Discuss FOUR challenges of the market environment.
- Explain ways in which businesses can form power relationships.
- Suggest ways in which businesses can develop strong relationships with their suppliers.

[40]

QUESTION 6: BUSINESS OPERATIONS (HUMAN RESOURCE FUNCTION)

Businesses follow the correct selection procedure to fill vacant posts to minimise fruitless expenditure. They also ensure that the interviewers understand their role before conducting interviews. The successful candidates and employers must know the legal requirements of an employment contract. Businesses must also ensure that newly appointed employees receive proper induction.

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

- Outline the selection procedure as a human resources activity.
- Explain the role of the interviewer before the interview.
- Discuss the legal requirements of an employment contract.
- Advise businesses on the purpose of induction.

[40]
TOTAL SECTION C: 40
GRAND TOTAL: 150