Bergvliet High School

GRADE 11

04 NOVEMBER 2024

BUSINESS STUDIES

NOV P1 EXAM

MEMORANDUM

MARKS: **150**

TIME: **2 hours**

EXAMINER: **L KRIEL**

MODERATOR: **M FORTUNE & M VENTER**

This MEMO consists of 18 pages.

SECTION A: COMPULSORY

QUESTION 1

1.1 **MULITPLE CHOICE**

1.1.1 D ✓✓

1.1.2 B ✓✓

1.1.3 B ✓✓

1.1.4 C ✓✓

1.1.5 D ✓✓ (5X2)(10)

1.2 **ONE WORD ITEMS**

1.2.1 Trade ✓✓

1.2.2 Culture ✓✓

1.2.3 Primary ✓✓

1.2.4 Retailer ✓✓

1.2.5 Psychographics ✓✓ (5X2)(10)

1.3 **MATCHING ITEMS**

1.3.1 G ✓✓

1.3.2 E ✓✓

1.3.3 I ✓✓

1.3.4 B ✓✓

1.3.5 A ✓✓ (5X2)(10)

TOTAL 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)

- Primary ✓
- Secondary ✓
- Tertiary ✓

Note: Mark only the first two answers.

2.2 **Outline the advantages of networking.** (4)

- Businesses can attract new customers resulting in increased market share and profitability. ✓✓
- Networking can be an excellent source of new perspectives and business ideas. ✓✓
- Allows managers to build new business relationships and generate new business opportunities. ✓✓
- Plays a role in the marketing and expansion of a business. ✓✓
- Assists businesses in making future business decisions. ✓✓
- Businesses can gain support when representation to various authorities is planned. ✓✓
- Any other relevant answer.

Max (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)
ANSWER IN TABLE

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

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

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. The seamstress is always late on a Monday for work. ✓	Micro ✓✓	Full control ✓
2. The Leaver lace from northern France is expensive due to the exchange rate. ✓	Macro ✓✓	No Control ✓
3. SHEIN caused a drop in their sales. ✓	Market ✓✓	Limited control ✓
Sub (2)	**Sub (4)**	**Sub (2)**

2.4 **Discuss the impact of the following issues on businesses:**

2.4.1 **Dumping** (4)

- Local businesses lose profits ✓ as they cannot compete with cheaper prices. ✓
- They may also lose income ✓ and be forced to close their operations. ✓
- This may lead to a decrease in local production ✓ and a loss of jobs. ✓
- It is not possible for local businesses to manufacture the same products ✓at an equal or lower price. ✓
- Any other relevant answer.

2.4.2 **Exhaustion of resources** (4)

- Exhaustion of natural resources can be devastating for businesses whose operations ✓ solely depend on their existence. ✓
- Over time, the depletion of these resources will lead to an energy crisis ✓ which government will then need to address. ✓
- Businesses may be forced to substitute exhausted natural resources with chemicals ✓and become a strong contributor to climate change. ✓
- This can drive business costs higher ✓ when they need to find solutions to minimise emissions. ✓
- Any other relevant answer.

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

- They will gain good publicity ✓and so attract and retain loyal customers. ✓
- They will attract and retain skilful employees ✓ in their communities. ✓
- Government tenders and contracts are normally given ✓ to businesses that are involved in the macro environment. ✓
- Businesses that support their communities normally get some tax ✓ rebates. ✓
- Businesses that get involved in the macro environment can anticipate likely challenges ✓ and devise strategies to turn them into opportunities. ✓
- Top investors are attracted ✓to businesses that are involved in the macro environment. ✓

- It prevents environmental damage ✓ by decreasing the business' carbon footprint. ✓
- Knowing people's age, gender, customs, traditions, and preferences ✓ will make it easier for businesses to appeal to customers. ✓

2.6 **Outline reasons why employees strike.** (4)

- Unresolved disputes ✓✓
- Poor working conditions ✓✓
- Long working hours ✓✓
- Any other relevant answer ✓✓

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

- Strike actions have a potential of jeopardising relations ✓ between the employer and employees. ✓
- It can also affect teamwork in the workplace ✓ in instances where not all workers are in support of such industrial action. ✓
- Businesses suffer financial losses ✓due to low levels of productivity and consumer confidence is adversely affected. ✓
- Any other relevant answer

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

- Businesses must ensure that they produce unique/ differentiated goods or services for the target market. ✓✓
- Businesses need to provide more personalised services by being responsive to their customer's needs/wants. ✓✓
- Goods/services must be priced lower than competitor's goods/services in the market. ✓✓
- Businesses must produce high-quality goods/services that the customers might be interested in. ✓✓
- Create a positive image/publicity through regular engagements in community development projects. ✓✓
- Businesses must improve on customer services and keep customers happy. ✓✓
- Businesses must create a positive outlook by regularly renovating their premises and improving their systems. ✓✓
- Businesses must undertake good marketing campaigns that will draw the attention of the target market. ✓✓
- Businesses must offer low-cost extras such as improved credit terms/loyalty schemes, and so on. ✓✓
- Businesses must ensure that they have well-trained and dedicated employees that create a better working atmosphere. ✓✓
- Any other relevant answer

[40]

QUESTION 3: BUSINESS OPERATIONS

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

- Convenience Goods ✓
- Shopping Products ✓
- Specialty Goods ✓
- Unsought Goods ✓

Note: Mark only the first two answers.

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

- Identify the needs of customers and determine the value they place on getting those needs satisfied. ✓✓
- Share information gathered from customers with the production function to ensure that the products/services offered meet the customers' expectations. ✓✓
- Promote the products/services that the business offers to potential clients/customers. ✓✓
- Provide feedback from customers about the business' products/services and identify areas of improvement. ✓✓
- Shape the experience customers have after the products/services are delivered to them. ✓✓

Max (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)

- Promotional ✓✓

3.3.2 **Nike prices its new running shoes at R1,499.99 instead of R1,500 to make the product seem more attractively priced.** (2)

- Psychological ✓✓

3.4 **Explain the purpose of packaging.** (6)

- physically protect the product ✓from any harm ✓
- promote the marketing ✓ of a product ✓
- prevent a product ✓ from getting spoilt ✓
- prevent tampering ✓or theft of a product ✓
- improve convenience in the use ✓ or storage of a product ✓
- identify ✓ what product is being sold ✓
- differentiate the product ✓ from other competing goods ✓
- contribute to the profitability of the business ✓ through sales and use of resources ✓
- attract attention to show the value of the product ✓ as a marketing tool ✓
- link the product to the promotion strategy ✓ used to promote the product. ✓
- Any other relevant answer.

Max (6)

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

Internal recruitment	External Recruitment
• This is the process used by businesses to advertise vacant positions in the business internally. ✓✓	• This is the process used by businesses to advertise vacant positions in the business externally. ✓✓
Examples: • Internal e-mails, intranet, websites to staff ✓ • Word of mouth ✓ • Business newsletter, circulars ✓ • Internal recommendations or referrals from management ✓ • Notice board of the business ✓ • Internal bulletins ✓ • Recommendations of current • employees ✓ • Headhunting within the business or organisational database ✓	**Examples:** • Recruitment agencies ✓ • Billboards ✓ • Printed media, for example, newspapers, flyers ✓ • Electronic media, for example, radio, TV ✓ • Social media, social networks, internet, business websites ✓ • Headhunting ✓ • Professional associations ✓ • Networking ✓ • Educational/Training institutions ✓ • Posters ✓
Sub (3)	**Sub (3)**

NOTE: Award 2 marks for the definition and 1 mark for the example. Answer does not need to be in a table.

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)

- Beachfront Properties offers attractive fringe benefit packages in order to reduce employee turnover. ✓
- Employees are also loyal and willing to go the extra mile. ✓

Note: Mark only the first TWO answers.

3.6.2 **Provide FOUR examples of fringe benefits**. (4)

- allowances, for example, car/travel/housing/cell phone/clothing ✓
- funeral benefits ✓
- performance-based incentives ✓
- issuing of bonus shares✓
- staff discounts/free or low-cost meal/canteen facilities ✓
- pension/provident fund ✓
- medical aid ✓
- Unemployment Insurance Fund ✓
- Housing allowance /subsidies ✓

Note: Mark only the first FOUR answers.

3.7 **Explain TWO salary determination methods.** (6)

Time-Related ✓✓
- Workers are paid for time they spend at work or working on a task. ✓

Piecemeal ✓✓
- Workers are paid according to the number of items/ units produced /action performed. ✓

Max(6)

3.8 **Advise businesses on the role of the interviewer during the interview**. (6)
- Ensure that each candidate should be allocated the same amount of time for their interviews. ✓✓
- Ensure that members of the interviewing panel should be introduced to the interviewee at the commencement of the interview. ✓✓
- Make the interviewee feel at ease. ✓✓
- Explain the purpose of the interview to the interviewee and interview panel. ✓✓
- Pose the same questions to all interviewees. ✓✓
- Record the interview responses of the interviewees for future reference or if disputes occur. ✓✓
- Ensure that the interviewee should not be misled or be misinformed deliberately. ✓✓
- Provide an opportunity for the interviewee to ask questions. ✓✓
- Conclude the interview by thanking the interviewee for attending the interview. ✓✓

Max(6)

[40]

QUESTION 4: MISCELLANEOUS TOPICS

BUSINESS ENVIRONMENTS

4.1 **Name any TWO types of ethical misconduct.** (2)
- Sexual harassment ✓
- Corruption ✓
- Mismanagement of funds ✓

NOTE: Mark first TWO answers only.

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.**
- Trademark ✓✓

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

4.3 **Name any TWO components of the micro, market and macro environments.** (6)

Use the table below as a GUIDE to answer QUESTION 4.3.

MICRO	MARKET	MACRO
vision, mission statement, goals and objectivities ✓	customers/consumers ✓	social ✓
organisational structure ✓	suppliers ✓	political ✓
organisational resources ✓	intermediaries ✓	legal ✓
organisational culture ✓	competitors ✓	economic ✓
management and leadership ✓	other organisations/civil society such as CBOs, NGOs, regulators, strategic allies, and unions. ✓	technological ✓
eight business functions. ✓		physical ✓
		global/international environments. ✓
Sub (2)	**Sub (2)**	**Sub (2)**

NOTE: Mark first TWO answers only under each heading.
Answer does not need to be in table format.

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

- Economic conditions or fashions can cause changes in consumer taste and preferences, this could lead to fewer sales. ✓✓
- Businesses, therefore, need to work harder in their marketing effort/s, or adapt their products or service to meet the requirements of the target market. ✓✓
- Changes in consumers' needs may lead to stockpiling and reduced profit margins. ✓✓
- Businesses are forced to continuously study these changes so that they can provide goods or services that consumers always need. ✓✓
- Any other relevant answer.

Max(4)

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

- Increases employees' morale and job satisfaction ✓ when they are involved in social responsibility programmes. ✓
- Businesses can use CSR/CSI projects as a marketing strategy ✓ to promote their products. ✓
- CSI helps to attract investors ✓ because of increased profits/income.
- Promotes customer loyalty resulting in more sales. ✓
- May attract experienced employees/increase the pool of skilled labour, ✓ which could increase productivity. ✓
- Positive/improved image ✓as the business looks after employees/ responsibly conducts itself. ✓
- A business may have a competitive advantage, ✓resulting in good publicity/an improved reputation. ✓
- The business enjoys the goodwill ✓support of communities. ✓

- Any other relevant answer. **Max(4)**

BUSINESS OPERATIONS

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

- Mass ✓
- Batch ✓
- Job ✓

NOTE: Mark first TWO answers only.

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

BELLAS 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. Attention ✓✓	The advertisement used by Bella's Homemade Ice Cream (BHI) grabbed the attention of new potential customers. ✓
2. Action ✓✓	The new customers have acquired a positive impression of the products that were advertised and consequently have purchased them from BHI. ✓ Or BHI has experienced an increase in sales ✓
Sub (4)	**Sub (2)**

(6)

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

- The employers' details such as name, address, contact numbers, and so on. ✓✓
- Personal details relating to the employee's remuneration, such as weekly or monthly payment. ✓✓
- Employee deductions (compulsory, non-compulsory). ✓✓
- Leave, for example, sick, maternity, annual, adoption leave. ✓✓
- Fringe benefits, perks, allowances. ✓✓
- Job title and job position ✓✓
- Job description, for example, duties, working conditions ✓✓
- Job specification, for example, formal qualifications, willingness to travel. ✓✓
- Period of contract, details of termination, date of employment, the commencement of employment. ✓✓
- Probation period (if applicable) and for how long. ✓✓
- Working hours, for example, normal time, overtime. ✓✓
- Place where the employee will spend most of his/her working time. ✓✓
- Signatures of the employer and employee. ✓✓
- List of documents that forms part of the contract, for example, letter of appointment, code of conduct. ✓✓

NOTE: Mark first THREE answers only.

4.9 **Advise the human resources manager on the implications of the Labour Relation Act (LRA) on their department.** (6)

- The human resources function should follow due processes such as the Commission for Conciliation, Mediation and Arbitration/(CCMA) and Labour Appeals Court before dismissing employees. ✓✓
- Workers should be allowed to form workplace forums that serve the interests of all employees. ✓✓
- The HRM should ensure that negotiation and employee participation in decision-making takes place within the workplace. ✓✓
- Employee rights as stipulated in the constitution should be protected so that social justice, economic development and labour peace are enabled. ✓✓
- Any other relevant answer.

Max(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

INTRODUCTION

- The market environment is part of the external business environment as it falls immediately outside the business. ✓
- The business has limited control over the challenges of the market environment. ✓
- The business has limited control over the challenges from the market environment but it can influence them. ✓
- Businesses can form power relations with other businesses and customers to remain sustainable. ✓
- Any other relevant introduction related to the market environment/power

relations.

Any (2 x 1) (2)

COMPONENTS OF THE MARKET ENVIRONMENT

- Customers/Buyers ✓ are the final users of the product/services. ✓
- Suppliers ✓ include factories/providers of goods/services that businesses would obtain/buy from in order to operate their businesses. ✓
- Intermediaries/Agents who help to promote, sell and distribute products to consumers. ✓
- Competitors' ✓ which sell the same/similar products/services may have a greater impact on the market of the business. ✓
- A regulator ✓ is a person/organisation with official power to control an activity and make sure that it is done in a satisfactory way/make rules by which enterprises in the different industries must abide. ✓
- Strategic allies ✓refer to two or more businesses that work together to allow them to obtain the expertise they lack from another business. ✓
- Unions ✓ are the employee organisations that aim to improve working conditions of the labour force. ✓
- Any other relevant answer related to the components of the market environment
- **NOTE: Mark the first FOUR only.**
- **(4 x 2) (8)**

CHALLENGES OF THE MARKET ENVIRONMENT

Shortages of supply ✓✓

- Essential for a business to have a regular supply ✓ of all the materials that are inputs in the production process. ✓
- Any shortage ✓ can have a seriously negative effect on production and profits. ✓
- Dissatisfied customers can damage the reputation ✓ and threaten the future of the business. ✓
- Any other relevant answer related to a shortage of supply as a challenge of the market environment.

Heading (2)
Challenge (2)
Submax (4)

Strong competition ✓✓

- Other businesses which sell similar/substitute products ✓ pose a problem to/threaten the success of a business. ✓
- If a business is not able to match the quality of service/products and the price of its competitors, ✓ it will be in real danger. ✓
- Businesses could find that they are unable to make sufficient profit ✓ when the demand is not high enough to support the supply of the same goods/ services. ✓
- The challenges around competitors can be industry rivalry where businesses aim to sell more than competitors, ✓new entrants with better products/cheaper or better substitutes. ✓

- Any other relevant answer related to strong competition as a
- challenge of the market environment.

Heading (2)
Challenge (2)
Submax (4)

Changes in consumer behaviour ✓✓

- A business is dependent on its customers ✓ to purchase its products. ✓
- Consumers are influenced by many factors ✓ and are mostly unpredictable in their buying behaviour. ✓
- Consumers' preferences and tastes can change ✓as fashions change and as technology advances. ✓
- Changes in consumer behaviour, spending habits, tastes and preferences ✓ present an ongoing challenge to businesses. ✓
- The challenges include keeping up with changes in consumer tastes and demand by doing research, ✓ finding ways to influence consumer demand and conducting advertising campaigns/consumer surveys. ✓
- Any other relevant answer related to changes in consumer behaviour as a challenge of the market environment.

Heading (2)
Challenge (2)
Submax (4)

Demographics and psychographics ✓✓

- Consumers' attitudes, interests, opinions and lifestyles ✓ determine the characteristics of the consumer. ✓
- It is difficult to determine the demographics/psychographics of the target market ✓ because they change frequently. ✓
- The consumer market is diverse in the cultural and social background ✓ which has a direct influence on the choices they make. ✓
- The challenges include collecting/interpreting information about the target market ✓and to use the data to develop a marketing strategy. ✓
- The demographics and psychographics can change quickly and businesses need to change just as quickly ✓ if they want to retain their customers. ✓
- Any other relevant answer related to demographics and psychographics as a challenge of the market environment.

Heading (2)
Challenge (2)
Submax (4)

Socio-cultural factors ✓✓

- Social-cultural factors describe the common behaviour and attitudes ✓ of a particular society. ✓
- As society changes ✓ so will the cultural values and practices of individuals. ✓
- Businesses must be aware of change ✓and that they can avoid threats and take advantage of the new opportunities that the change may present. ✓

- Businesses should be aware of social trends and influential campaigns ✓ that promote buying. ✓
- The challenge is to gather information about changes ✓and to respond to them by adapting practices to maintain and increase its customer base. ✓
- Any other relevant answer related to socio-cultural factors as a challenge of the market environment.

Heading (2)
Challenge (2)
Submax (4)

NOTE: Mark the first FOUR only.

Max (16)

WAYS IN WHICH BUSINESSES CAN FORM POWER RELATIONSHIPS

- Businesses can build themselves around BBBEE ✓ and empowerment of
- employees. ✓
- Persons/Businesses can use power ✓to influence others' thoughts, actions or choices. ✓
- Every party to a relationship can use power to strike ✓ /demand payment/
- order material etc. ✓
- Strategic alliances/Agreement between businesses leading to mutual
- benefits. ✓
- Strategic allies can consider suggestions made ✓ by businesses in the alliance. ✓
- Large businesses can persuade investors' ✓ to influence other businesses. ✓
- Businesses can secure goodwill of investors ✓ and listen to suggestions of investors. ✓
- Influence on company representatives ✓ through agent or intermediary. ✓
- Intermediaries can influence customers by handing out free samples ✓ and by recommendation of certain products by specialists/investors.✓
- Any other relevant answer related to ways businesses form power relations.

Max (12)

SUGGEST WAYS IN WHICH BUSINESSES CAN DEVELOP STRONG RELATIONSHIPS WITH SUPPLIERS

- Businesses can make sure to sign long term contracts with their suppliers
- Businesses can make sure to pay their suppliers on time
- Make sure there is effective and clear communications
- Businesses can look to form strategic alliances with their suppliers in order to influence prices
- Businesses can purchase in bulk in order to get discounts from their suppliers
- Accept any relevant answer

Max (10)

CONCLUSION

- Businesses have to pay careful attention to challenges from the market and devise strategies to overcome those challenges. ✓✓
- Businesses cannot control the market environment and therefore need to adapt to the challenges of the market environment. ✓✓
- Businesses with positive power relationships stand to gain over its counterparts. ✓✓
- Any other relevant conclusion related to the market environment.

Max (2)
[40]

DETAILS	MAXIMUM	TOTAL
Introduction	2	Max 32
Components of the market environment	8	
Challenges of the market environment	12	
Ways to form power relationships	16	
Develop relationships with suppliers	10	
Conclusion	2	
INSIGHT		8
Layout	2	
Analysis, interpretation	2	
Synthesis	2	
Originality, examples	2	
TOTAL MARKS		40

[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.

With reference to the above, write an essay on 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.

INTRODUCTION

- Selection refers to choosing the best candidate with necessary skills and abilities to execute given tasks successfully. ✓

- The interviewer should be well conversant with the interview process to enable them to make necessary planning arrangements before the interview. ✓
- A legal employment contract eliminates misinterpretations regarding the content of the contract that could result in lawsuits. √✓
- A proper induction process enables new employees to have a better understanding of businesses' standard operating procedures. ✓
- Any other relevant introduction related to the selection procedure/role of the interviewer before the interview/legal requirements of an employment contract/purpose of induction.

Any (2 x 1) (2)

SELECTION PROCEDURE

OPTION 1

- Determine fair assessment criteria on which selection will be based. ✓✓
- Applicants must submit the application forms/curriculum vitae and certified copies of personal documents/IDs/proof of qualifications. ✓✓
- Sort the received documents/CVs according to the assessment/selection criteria. ✓✓
- Screen/Determine which applications meet the minimum job requirements and separate these from the rest. ✓✓
- Preliminary interviews are conducted if many suitable applications were received/to identify suitable applicants. ✓✓
- Reference checks/Vetting process should be made/followed to verify work experience/criminal records/credit records/qualifications on the CV.✓✓
- Compile a shortlist of potential candidates identified. ✓✓
- Shortlisted candidates may be subjected to various types of selection tests such as skills tests. ✓✓
- Invite shortlisted candidates for an interview. ✓✓
- A written offer is made to the selected candidate. ✓✓
- Inform unsuccessful applicants about the outcome of their application/Some adverts indicate the deadline for informing only successful candidates. ✓✓
- Any other relevant answer related to the selection procedure as a human resource activity.

OR

OPTION 2

- Receive documentation such as application forms and sort it according to the criteria of the job. ✓✓
- Evaluate CVs and create a shortlist/Screen the applicants. ✓✓
- Check information in the CVs and contact references. ✓✓
- Conduct preliminary sifting interviews to identify applicants who are not suitable for the job, although they meet all requirements. ✓✓
- Assess/Test candidates who have applied for senior positions/to ensure the best candidate is chosen. ✓✓
- Conduct interviews with shortlisted candidates. ✓✓
- Offer employment in writing to the selected candidate(s). ✓✓
- Any other relevant answer related to the selection procedure as a human resource activity.

NOTE: The procedure may be in any order.
Max (10)

ROLE OF THE INTERVIEWER BEFORE THE INTERVIEW

- Book and prepare✓ the venue for the interview. ✓
- Inform all shortlisted candidates ✓ about the date and place of the interview. ✓
- Set the interview date✓ and ensure that all interviews take place on the same date, if possible. ✓
- Notify all panel members conducting the interview ✓ about the date and place of the interview. ✓
- The interviewer should develop a core set of questions✓ based on the skills/knowledge/ability required. ✓
- Check/Read the application/verify the CV✓ of every candidate for anything that may need to be explained. ✓
- Plan the programme for the interview✓ and determine the time that should be allocated to each candidate. ✓
- Any other relevant answer related to role of the interviewer before the interview.

Max (12)

LEGAL REQUIREMENTS OF AN EMPLOYMENT CONTRACT

- The employer and employee/Both parties✓ must sign the contract. ✓
- Employer and employee must agree✓ to any changes to the contract. ✓
- No party may unilaterally change✓ aspects of the employment contract. ✓
- The remuneration package, including benefits✓, must be clearly indicated. ✓
- The employment contract may not contain any requirements✓ that are in conflict with the BCEA. ✓
- Aspects of the employment contract can be renegotiated✓ during the course of employment. ✓
- The employer must explain the terms and conditions✓ of the employment contract to the employee. ✓
- Conditions of employment/duties/responsibilities of the employees✓ must be stipulated clearly. ✓
- All business policies/procedures/disciplinary codes/rules✓ can form part of the employment contract. ✓
- The employer must allow the employee to thoroughly read ✓through the contract before it is signed. ✓
- The employment contract should include a code of conduct✓ and code of ethics. ✓
- Any other relevant answer related to the legal requirements of an employment contract.

Max (12)

PURPOSE OF INDUCTION

- Introduce new employees to management/colleagues to establish relationships with fellow colleagues at different levels. ✓✓
- Give new employees a tour/information about the layout of the building/office. ✓✓
- Make new employees feel welcome by introducing them to their physical workspace. ✓✓
- Improve skills through in-service training. ✓✓
- Familiarise new employees with the organisational structure/their supervisors. ✓✓
- Allow new employees the opportunity to ask questions that will put them at ease/reduce insecurity/anxiety/fear. ✓✓
- Create opportunities for new employees to experience/explore different departments. ✓✓
- Explain safety regulations and rules, so that new employees will understand their role/responsibilities in this regard. ✓✓

- Ensure that employees understand their roles/responsibilities so that they will be more efficient/productive. ✓✓
- Communicate information about the products/services offered by the business. ✓✓
- Communicate business policies regarding ethical/professional conduct/ procedures/employment contract/conditions of employment. ✓✓
- Any other relevant answer related to the purpose of induction.

Max (12)

CONLUSION

- The selection procedure serves as a guideline on how to eliminate unsuitable and appoint competent candidates for available posts. ✓✓
- A well-prepared interviewer should conduct research on relevant questions that should be asked during the interview. ✓✓
- Businesses should align employment contracts according to the requirements of recent legislation to avoid legal actions. ✓✓
- Businesses should be well conversant with the induction programme to ensure a purposeful/meaningful induction for new employees. ✓✓
- Any other relevant conclusion related to the selection procedure/role of the interviewer before the interview/legal requirements of an employment contract/purpose of induction.

Any (1 x 2) (2)
[40]

DETAILS	MAXIMUM	TOTAL
Introduction	2	Max 32
Selection procedure	10	
Role of the interviewer before the interview	12	
Legal requirements of an employment contract	12	
Purpose of induction	12	
Conclusion	2	
INSIGHT		8
Layout	2	
Analysis, interpretation	2	
Synthesis	2	
Originality, examples	2	
TOTAL MARKS		40

[40]

TOTAL SECTION C: 40

GRAND TOTAL: 150