BERGVLIET HIGH SCHOOL

NOV P1 EXAMINATION 2025

GRADE: 11

MARKING GUIDELINE

SECTION A: COMPULSORY

QUESTION 1

1.1.1 D ✓✓

1.1.2 A✓✓

1.1.3 D ✓✓

1.1.4 B✓✓

1.1.5 C ✓✓

(2x5) **10**

1.2.1 Selection ✓✓

1.2.2 Skills Development✓✓

1.2.3 Trademark ✓✓

1.2.4 Psychographics✓✓

1.2.5 Net✓✓

(2x5) **10**

1.3.1 D ✓✓

1.3.2 E ✓✓

1.3.3 J ✓✓

1.3.4 I ✓✓

1.3.5 G✓✓

(2x5) **10**

TOTAL [30]

SECTION B

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

QUESTION 2: BUSINESS ENVIRONMENTS

2.1 **Contemporary legislation that affects business operations:** (2)

- National Credit Act √
- Consumer Protection Act √
- Employment Equity Act √
- Basic Conditions of Employment Act √
- Labour Relations Act √

NOTE: Mark only the first two

2.2 **The impact of ethical misconduct** (6)

- Ethical misconduct refers to dishonest activities in which a person entrusted with authority in a business acts contrary to the interest of the business. ✓✓
- An employee may abuse his or her position of trust for monetary gain. ✓✓
- It negatively affects the image of the business and may result in disinvestment or no new investments from new shareholders. ✓✓
- Businesses may face lawsuits from employees who feel that not enough was done to protect them from unethical behaviour in the workplace. ✓✓
- Stringent and strict policies need to be implemented by businesses to prevent these crimes from happening. ✓✓
- Implementing these policies and procedures may be costly for businesses when it is rolled out for the employ. ✓✓

Max.(6)

2.3 **Ways in which businesses are adapting to challenges from the scenario.** (6)

WAYS TO ADAPT TO CHALLENGES	MOTIVATION
Organisation design and flexibility √√	Nomdoe Manufacturers (NM) invested a large amount of capital into an information technology system to update their business operations. √
Information management √√	NM changed how their business is structured to compete in a changing market. √
Sub-max. (4)	**Sub-max. (2)**

NOTE:
1.Mark the first TWO (2) only.
2.The answer does not have to be in tabular format.
3.Award marks for the ways adapting to challenges even if the quotes were incomplete.
4.Do not award marks for the motivations if the ways adapting to challenges were incorrectly identified.

Max.6

2.4 **The link between the primary, secondary and tertiary sector** (4)

- The primary sector depends on the secondary sector √ for manufactured goods such as machinery/equipment/fertilisers. √
- The primary sector is dependent on the tertiary sector √ for its customer needs. √
- The primary sector depends on other primary sectors √ for raw materials/feed e.g. a farmer may require seeds from another farm. √
- The secondary sector processes the raw materials obtained from the primary sector into more useful products. √
- The secondary sector depends on the primary sector √ for raw materials and products. √
- The secondary sector depends on other secondary industries for manufactured products needed to be used in the manufacturing of their product. √
- Secondary sector needs the tertiary sector √ to sell their processed or manufactured goods and also for services such as banks, insurance, transport and communication. √
- The tertiary sector depends on the primary sector √ for raw materials that do not need processing by the secondary sector. √
- The tertiary sector depends on the secondary sector √ for manufactured goods such as office machines/office furniture/stationery etc. √
- Any other relevant answer related to the link between the primary, secondary and tertiary sector.

Max 4.

2.5 Challenges of the business environment

2.5.1 Challenges of the market environment from the scenario (2)

- KF is struggling to find a reliable provider of vegetables. √
- Two other food retailers have also opened in the same area. √

NOTE:
1.Mark the first TWO (2) only.
2.Only award marks for responses that are quoted from the scenario (2X1)

2.5.2 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 to satisfy the customer needs and wants. √
- Businesses need to provide more personalised services √ by being responsive to their customer's needs/wants/ expectations. √
- Goods/services must be priced lower √ than competitor's goods/services in the market. √
- Businesses must produce/sell high-quality/new 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 service√ and ensuring client satisfaction. √
- Businesses must create a positive image/outlook √ by regularly renovating their premises and improving their systems. √
- Businesses must undertake good marketing campaigns √ by using promotional ideas such as posters or campaigns on social media that will draw the attention of the target market. √
- Businesses must offer low-cost extras √ such as improved credit terms and loyalty schemes. √
- Businesses must ensure that they have well-trained/ knowledgeable and dedicated employees √ that create a better working atmosphere. √
- Keeping up with developments in the business sector, √ following consumer trends/investing in new technology. √

- **Any other relevant answer related to ways in which businesses can overcome competition in the market**

Max 6

2.6 Ways in which businesses can have a direct influence on the environment. (6)

- Businesses need to be flexible by getting involved in research/ development so that they can continue to operate. √√
- Influencing their suppliers by signing long term contracts for their raw materials at fixed prices. √√
- Influencing their customer base by creating new uses for a product, taking customers away from competitors, finding new customers and convincing them they need the new product. √√
- Influencing regulators through lobbying and bargaining and can influence their owners using information contained in annual reports. √√
- Initiating bargaining sessions between management and unions. √√
- Influencing their owners using information contained in annual reports. √√
- Negotiate strategic alliance agreement through contractual processes. √√

- Any other relevant answer related to ways in which businesses can have a direct influence on the environment

Max 6

2.7 **How businesses have more control over the micro environment.** (4)

It can influence the internal functioning of the business and exercise control by:

- Establishing and revising its vision, mission statement √, goals, and objectives in line with current trends √
- Engages strategic management systems √and ensures that plans are implemented and revised when necessary √
- Establishing policies, procedures, and management structures √ that could move the business in the right direction √
- Ensuring that all the business' resources are used efficiently and effectively √to the benefit of the business √
- Ensuring that all employees understand the culture of the business, √and are working toward the agreed goals and values that accommodate all the stakeholders of the business √
- Leading employees, organising and directing their activities √, and controlling their actions to achieve the goals and objectives of the business. √

- Any other relevant answer related to why businesses have more control over the micro environment

Max 4

2.8 **The advantages of businesses that are involved in the macro environment.** (4)

- Preventing environmental change/damage √ by being sustainable and environmentally aware/decreasing carbon footprint. √
- Entering global markets, using the internet, √ increases markets and can source cheaper/better raw materials internationally. √
- Knowing peoples age, gender, customs, traditions and preferences √ will make it easier for businesses to appeal to people. √
- Laws regulate industries, control trade with other countries √ and protect industries, consumers and employees. √
- Businesses are aware of the impact of foreign exchange currency and taxes √ are flexible in supplying the products and services relevant to the current economic situation. √
- Keeping up with the latest technology √ ensures reaching the largest possible market. √
- Ensures that the business keep abreast/work within √ policies, laws and regulations that govern businesses. √
- The business can more accurately predict √ future events, threats and opportunities that may arise. √

- **Any other relevant answer related to the advantages of businesses that are involved in the macro environment.**

Max 4

[40]

QUESTION 3: BUSINESS OPERATIONS

3.1 Quality control bodies. (2)

- South African Bureau of Standards/SABS √
- International Organisation for Standardisation/ISO √
- Quality circles √

NOTE: Mark the first TWO (2) only.

3.2 **The advantages of production planning.** (4)

- Planning allows businesses to ensure that every machine and worker is used to their full capacity and not left with nothing to do. √√
- A business can ensure that it has the correct amount of supplies and stock/inventory control at a given time. √√
- Planning will prevent time from being wasted and will increase the number of final products. √√
- The planning process involves quality checks, ensures that the correct quality is reached, and that production time is decreased. √√
- Improved inventory control reduces wastage and unnecessary storage cost. √√
- Any other relevant answer related to the advantages of production planning.

Max 4

3.3 **Distribution policy**

3.3.1 **Type of intermediary from the scenario** (2)

Retailers √√

3.3.2 **Reasons why manufacturers may prefer to make use of indirect distribution methods** (6)

- The experienced agents/intermediaries deal with customers, √ which allow businesses to focus on core issues. √
- Transportation and storage √ are taken care of by intermediaries. √
- There is no need to hire specialised staff √ to do sales complaints. √
- Businesses do not have to deal √ with customer complaints. √
- Businesses enjoy the benefits of bulk orders √ from wholesalers. √
- Better market coverage is achieved √ with using intermediaries. √
- Intermediaries understand √ how the market operates. √
- Consumers are often spread across the country, √ distribution needs to be widespread as well. √

- Indirect distribution does not require a large investment √ in advertising. √
- Intermediaries sometimes provide credit to consumers, √ which will help attract more consumers. √

- Any other relevant answer related to the reasons why manufacturers may prefer to make use of indirect distribution methods.

Max.(6)

3.4 **TWO categories of consumer goods** (6)

Convenience goods √√

- Consumers are not willing to spend much effort on buying convenience goods because they differ very little in terms of price, quality and the satisfaction it provides to consumers. √
- These are low priced goods purchased by consumers without much thought. √- Example of convenience goods: bread, milk or soft drink. √
- Any other relevant answer related to convenience goods as a category of consumer goods.

Name of good (2)

Description (1)

Shopping goods √√

- Shopping goods are more expensive than convenience goods. √
- Consumers do not buy them regularly. √
- They are prepared to spend a considerable amount of time and energy going to various shops until they are sure that they are getting the best value for their money. √
- Examples of shopping goods: television, motor vehicles or clothing. √
- Any other relevant answer related to shopping goods as a category of consumer goods.

Speciality goods √√

- These goods usually have specific brand names. √
- Consumers know exactly what they want and are willing to search until they find exactly what they are looking for. √
- Examples of speciality goods: jewellery or branded clothing. √
- Any other relevant answer related to speciality goods as a category of consumer goods.

Services √√

- Services are not tangible. √
- Services are rendered by service providers to consumers. √
- Example of services: garden service, financial services or transportation services. √
- Any other relevant answer related to services as a category of consumer goods.

Unsought goods√√

- Goods that consumers do not think of until the need for such products arise. √
- Purchases of unsought goods may arise due to danger or fear of danger. √
- Examples are: funeral services, encyclopaedias', fire extinguishers and reference books. √
- Any other relevant answer related to unsought goods as a category of consumer goods.

3.5 **Marketing function**

3.5.1 Internal Publicity√√ " WE change the display of goods and improved staffs behaviour towards customers" √ (3)

NOTE: No marks awarded for quote if identification is wrong
Marks still awarded for identification if quote is wrong.

3.5.2 **Role of public relations in publicity** (4)

- Public relations aims to present a favourable image of the business √and its products and services. √
- Public relations strives for members of the external stakeholders√ to view the business in a positive light. √
- There is a direct link between public relations√ and publicity. √
- Public relations is concerned with strategic management √of information to ensure that the business achieves specific communication goals. √
- Public relations plays a critical role in developing positive publicity√ and
- minimising the effects of negative publicity on the business. √
- The business can decide to manage its own public relations function √or outsource public relations services from an outside vendor because of specialised knowledge. √
- The public relations function develops sound relationships √with members of the media. √
- The public relations function provides regular information to the media √about the business, its products, services and general business activities. √
- The public relations function and marketing function are interconnected√ and aim to establish and build brand loyalty. √

3.6 **THREE aspects that must be considered during production planning.** (2)

- Planning √
- Routing √
- Scheduling √
- Loading √
- Production control √
- Dispatching √
- Following up or controlling √
- Inspection √
- Corrective action √
- Any other relevant answer related to aspects to be considered during production planning.

- **NOTE: Mark only the first THREE.**

(3x1)

3.7 **Difference between piecemeal and time-related salary determination** (4)

PIECEMEAL	TIME-RELATED
- Workers are paid according to the number √ of items/units produced / action performed. √	Workers are paid according to the amount of time/hours √ they spend at work/on a task. √
- Workers are not remunerated for the number of hours worked, √ regardless of how long it takes them to make the items. √	- Workers with the same experience/ qualifications √ are paid on salary scales regardless of the amount of work done. √
- Mostly used in factories√ particularly in the textile/ technology industries. √	- Many private and public sector businesses √ use this method. √
- Any other relevant answer related to piecemeal as a salary determination method.	Any other relevant answer related to time-related as a salary determination method.
Sub-max. (2)	Sub-max. (2)

NOTE:
1.The answer does not have to be in tabular format.
2.The difference does not have to link, but must be clear.
3.Award a maximum of TWO (2) marks if the difference is not clear/Mark either piecemeal or time-related salary determination methods only.

3.8 **Legal requirements of an employment contract** (6)

- Employment contract is an agreement between the employer and the employee and is legally binding. √√
- Employer and employee must agree to any changes to the contract. √√
- Aspects of the employment contract can be renegotiated, during the course of employment. √√
- No party may unilaterally change aspects of the employment contract. √√
- The employer and the new employee must both sign the contract. √√

- The employment contract should include a code of conduct and code of ethics. √√
- The employer must explain the terms and conditions of the employment contract to the employee. √√
- It may not contain any requirements that are in conflict with the BCEA. √√
- Conditions of employment/duties/responsibilities of the employees must be stipulated clearly. √√
- The remuneration package/including benefits must be clearly indicated. √√
- All business policies, procedures and 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. √√

- Any other relevant answer related to the legal requirements of the employment contract.

[40]

QUESTION 4: MISCELLANEOUS

BUSINESS ENVIRONMENTS

4.1 **Challenges of the micro environment faced**

4.1.1 Go slow √√ (2)

4.1.2 Lack of adequate management skills. √√

4.2 **Hedging against inflation as a type of lobbying.** (4)

- The business use hedging by buying bonds, shares, property or buying precious metals like gold √ to protect capital from the effects of inflation. √
- Businesses invest surplus fund √ so that its value grows at a faster rate than inflation. √
- Businesses use hedging to protect their financial investments √ by spreading the risk. √
- Any other relevant answer related to hedging against inflation as a type of lobbying.

4.3 **Ways businesses can form power relationships**

4.3.1 Persuasion of large investors √√ (2)

4.3.2 **ONE other way businesses can form power relationships** (4)

Strategic alliance/Partnership agreements √√
- Businesses form partnership agreements in order to benefit from each other's involvement. √
- These partnership alliances help parties involved to benefit in infrastructure development and scarce skills. √
- These alliances are designed to build on the expertise of each partner and on the way in which they complement each other. √
- Any other relevant answer related to strategic alliance/partnership agreements as a way businesses can form power relationships.

Way (2)
Description (2)
Sub-max. (4)

Company representatives' influence √√
- This representative fulfils an important function in trying to persuade investors to invest in a particular business practice. √
- People will make decisions based on the company's image, personality, communication style and power of persuasion. √
- Businesses must invest time and energy to recruit the right person for this job. √
- Any other relevant answer related to company representatives' influence as a way businesses can form power relationships.

Way (2)
Description (2)
Sub-max.(4)

NOTE:
1.Mark the first ONE (1) only.
2.Do not award marks for 'persuasion of large investors'.

4.4 **The negative impact of strikes as a socio-economic issue on businesses.** (6)

- Strike actions have a potential of jeopardising √ relations. √/May lead to an unhealthy relationship √ between the employer/management 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. √
- Strike actions may lead to production losses √ and decline in sales/economic growth. √
- Businesses may be forced to close down operations √ after strike actions. √
- May force businesses to retrench some of its skilled workers √ to recover from losses. √
- Looting, destruction of business property/infrastructure √ and intimidation of non-striking workers. √
- Employees can lose their pay √ with the 'no work no pay' rule applied by the business. √
- Businesses has to hire employees to replace striking workers √ and increases the training costs of new employees. √
- Businesses may lose market shares/customers to competitors √ during the period of a strike. √
- The image/reputation of the business √ might be damaged. √/Scares off potential investors. √
- The supplies of goods and services √ are interrupted. √

- Prices sometimes increase √ to offset the costs incurred by the strike. √
- Any other relevant answer related to the negative impact of strikes as a socio-economic issue on businesses.

Max.(6)

BUSINESS OPERATIONS

4.5 **Marketing Activities** (4)

4.5.1 Storage √√
4.5.2 Transportation √√

4.6 **Advantages of electronic marketing.** (4)

- The cost is lower √and there is a better return on investment. √
- It is a quicker process√ to get messages from customers. √
- Businesses will be able to use data √from target markets. √
- There will be more interaction√ with end-users. √
- E-marketing will reduce costs√ of intermediaries. √
- It is a fast and successful way of brand visibility.
  It will allow immediate feedback √to the business on consumer views. √

Max 4.

4.7 **Requirements of good 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 products and 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√√.

Max 6

4.8 **The purpose of induction** (6)

- Introduce new employees to management/colleagues √ to establish relationships with colleagues at different levels. √
- 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. √
- Communicate information about the products/services √ of the organisation. √
- Allow new employees the opportunity to ask questions √ that will reduce insecurity/anxiety/fear. √
- Make new employees feel welcome √ by introducing them to their physical work space. √
- Any other relevant answer related to the purpose of induction.

Max(6)

[40]

TOTAL SECTION B: [80]

SECTION C

Answer **ANY ONE** questions 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, QUESTION 6 on a NEW page, et cetera.

QUESTION 5: BUSINESS ENVIRONMENTS (SOCIO ECONOMIC ISSUES)

[40]

5.1 Introduction

- A trade union is an employee organisation controlled, run and paid for by its members to represent workers in negotiations with their management. √
- Strikes is a refusal to work by two or more employees in an effort to pressurise employers to give in to their demands. √
- Ethical misconduct is any behaviour by employees of the business that is not consistent with the values of the business. √
- Piracy is unauthorised use/reproduction or copying of original music, films, books or computer software, patent rights and trademarks without the consent of the rightful owner. √
- Any other relevant introduction related to the function of trade unions/negative impact of strikes/types of ethical misconduct/solutions to piracy.

Any (2 x 1) (2)

5.2 Functions of trade unions

- Protecting the interest of workers. √√
- Representing the interest of general society and minority groups through media and negotiations. √√
- Influencing government decisions. √√
- Influencing management for better working conditions, salaries and benefits. √√
- Representing employees corporately and individually. √√
- Improving the material benefits of their members. √√
- Advancing the interest of members. √√
- Providing legal and financial advice. √√
- Providing benefits and educational facilities to its members. √√
- Supporting gender equality. √√
- Protecting members in times of retrenchments and disciplinary hearings. √√
- Protecting the interest of their members during disciplinary procedures. √√
- Any other relevant answer related to the functions of trade unions.

Max.(10)

5.3 Negative impact of strikes as a socio-economic issue on businesses

- Strike actions may lead to production losses √ and decline in sales. √
- Businesses may be forced to close down operations √ after strike actions. √
- May lead to unhealthy working relationships √ between management and workers. √
- May force businesses to retrench some of its skilled workers √ to recover from losses. √
- Strikes leads to loss of productivity √ and decreases economic growth. √
- Loss of revenue √ and financial loss on business operations. √

- Looting, destruction of business property/infrastructure √ and intimidation of non-striking workers. √
- Employees can lose their pay √ with the 'no work no pay' rule applied by the business. √
- Businesses has to hire employees to replace striking workers √ and increases the training costs of new employees. √
- Businesses may lose market shares/customers to competitors √ during the period of a strike. √
- The image/reputation of the business √ might be damaged. √
- The supplies of goods and services √ are interrupted. √
- Prices sometimes increase √ to offset the costs incurred by the strike. √
- Scares off √ potential investors. √

- Any other relevant answer related to the impact of strikes as a socio-economic issue on businesses**.**

Max.(12)

5.3 Types of ethical misconduct

Sexual harassment √√
- Sexual harassment in the workplace involves unwelcome or unwanted conduct √ of a sexual nature from someone at work √
- It causes discomfort √ and unhappiness at the workplace. √
- The victim may be severely traumatised √ and affect other employees. √
- Any other relevant answer related to sexual harassment as a type of ethical misconduct.

Type (2)
Discussion (2)
Sub-max. (4)

Corruption √√
- Refers to any act of dishonesty √ such as bribery/theft/collusion/ kickbacks etc. √
- It occurs when two parties enter into an illegal √ but mutually beneficial agreement. √
- Any other relevant answer related to corruption as a type of ethical misconduct.

Type (2)
Discussion (2)
Sub-max.(4))

Mismanagement of funds √√
- The mismanagement of funds refers to the wrongful use of funds √ that do not belong to a person/employee e.g. irregular expenses. √
- This involves dishonest activities in which a person entrusted with authority in a business √ abuses his/her position of trust in order to achieve some personal gain. √
- Any other relevant answer related to mismanagement of funds as a type of ethical misconduct.

Type (2)
Discussion (2)
Sub-max. (4)

NOTE: Mark the first THREE (3) only.

Max. (12)

5.4 Solutions to piracy

Patent
- A patent prevents other businesses/people not to produce √ and sell the same product/specific service. √
- Businesses can take out a patent for new inventions √ and include a sample of their invention with application. √
- They must register a patent √ with the Patents Office in South Africa. √
- The invention must comply √ with Patent Act No. 57 of 1978. √
- They can bring legal proceedings √ against anyone who uses the invention. √
- Any other relevant answer related to a patent as a solution to piracy.

Sub-max. (6)

Trademark
- Businesses can use trademarks to identify themselves √ and their products. √
- They must register their trademarks √ with the register of trademarks at the companies and intellectual property registration. √
- A registered trademark is protected forever √ provided it is renewed every ten years and a renewal fee is paid. √
- Claim damages from someone √ who infringes the trade mark. √
- Any other relevant answer related to a trademark as a solution to piracy.

Sub-max.(6)
Max.(12)

Conclusion
- Trade unions are involved in ways to address poverty reduction, job creation and ways to create more equitable income and wealth distribution. √√
- Strikes represent the final stage of dispute/disagreement between management and employees and should be avoided at all costs. √√
- The types of ethical misconduct that occur inside the business that also present threats and challenges to businesses. √√
- The negative impact of piracy on businesses makes it necessary for businesses to implement solutions to piracy to prevent loses of sales and income in the future. √√

- Any other relevant conclusion related to the function of trade unions/nega**tive impact of strikes/types of ethical misconduct/solutions to piracy.**

(Any 1 x 2)

[40]

DETAILS	MAXIMUM	TOTAL
Introduction	2	Max. 32
Functions of trade unions	10	
Negative impact of strikes on businesses	12	
Types of ethical misconduct	12	
Solutions to piracy: ○ Patent ○ Trademark	12	
Conclusion	2	
INSIGHT		
Layout	2	8
Analysis/Interpretation	2	
Synthesis	2	
Originality/Examples	2	
TOTAL MARKS		40

LASO – For each component:
Allocate 2 marks if all requirements are met.
Allocate 1 mark if only some of the requirements are met.
Allocate 0 marks where requirements are not met at all.

QUESTION 6: BUSINESS OPERATIONS (HUMAN RESOURCE FUNCTION)

6.1 Introduction

- The success of a business is strongly influenced by sound recruitment processes ap-plied by the human resources function. ✓
-Interviews are a critical human resources activity within the selection process as it pro-vides the opportunity to determine/assess the suitability of the applicant/candidate for the available post. ✓
-Businesses are required to implement the necessary means in the workplace in order to improve the positive impact and reduce the negative impact of fringe benefits on their operations. ✓
-Businesses are required to employ human resources managers and legal experts with sound knowledge/experience of legislation such as the LRA. ✓
-
Any other relevant introduction related to the recruitment procedure as a human re-sources activity/purpose of an interview/impact of fringe benefits on businesses/impli-cation of the LRA on the human resources function**.**

Any (2 x 1) (2)

6.2 Recruitment procedure as a human resources activity

-The human resource manager (HRM) should evaluate the job/prepare a job analysis, that includes the job specification/job description/in order to identify recruitment needs. ✓✓
-HRM should indicate the job specification/key performance areas to attract suitable candidates. ✓✓
-Choose the method of recruitment, such as internal/external, to reach/target the suitable applicants/candidates. ✓✓
-If the external recruitment is chosen, the relevant recruitment sources should be se-lected, such as recruitment agencies/tertiary institutions/newspapers. ✓✓ **[40]**

-Vacancies can be internally advertised via internal email/word of mouth/posters/staff notices. ✓✓
-External recruitment should be considered if internal recruitment was unsuccessful.✓✓
-The advertisement should be prepared with the relevant information, such as the name of the company, contact details, contact person. ✓✓
-Place the advertisement in the selected media that will ensure that the best candi-dates apply. ✓✓
-Any other relevant answer related to the recruitment procedure as a human resources activity.
NOTE: The procedure may be in any order.

Max (12)

6.3 Purpose of an interview

-Creates an opportunity where information about the business and applicant ✓ can be exchanged. ✓
-Gathers information about the strengths and weaknesses ✓ of each candidate. ✓
-Determines a candidate's suitability ✓ for the job. ✓/Determines whether the candidate would add value ✓ to the business. ✓
-Helps the employer in choosing/making an informed decision ✓ about the most suitable candidate for the job. ✓
-Matches information provided by the applicant ✓ to the job requirements. ✓
-Evaluates the skills/personal characteristics/qualities ✓ of the applicant. ✓
-Verifies to a certain degree, ✓ the accuracy regarding the information presented on the CV. ✓
-Any other relevant answer related to the purpose of an interview.

Max (12)

6.4 Impact of fringe benefits

Positives/Advantages
Attractive fringe benefit packages ✓ may result in higher employee retention/reduces employee turnover. ✓

Attracts qualified/skilled/experienced employees ✓ who may positively contribute to-wards the business goals/objectives. ✓

Improves productivity ✓ resulting in higher profitability. ✓

It increases employee satisfaction/loyalty, ✓ as they may be willing to go the extra mile. ✓

Businesses save money ✓ as benefits are tax deductible. ✓

Fringe benefits can be used as leverage ✓ for salary negotiations. ✓

Any other relevant answer related to the positive impact/advantages of fringe benefits on businesses.

AND/OR
Negatives/Disadvantages
Businesses which cannot offer fringe benefits, ✓ fail to attract skilled workers. ✓

Businesses which offer employees different benefit plans ✓ may create resentment. ✓/
Employees who receive less benefit may not be motivated ✓ resulting in lower productivity. ✓

It can create conflict/lead to corruption ✓ if allocated unfairly. ✓

Fringe benefits are additional costs ✓ that may result in cash flow problems. ✓

Decreases business profits, ✓ as incentive/package/remuneration costs are higher. ✓

Administrative costs increase, ✓ as benefits need to be correctly recorded for tax purposes. ✓

Workers only stay with the business for fringe benefits, ✓ and may not be committed/loyal to the tasks/business. ✓

Businesses have to pay advisors/attorneys ✓ to help them create benefit plans that comply with legislation. ✓

Errors in benefit plans ✓ may lead to costly lawsuits/regulatory fines. ✓

Any other relevant answer related to the negative impact/disadvantages of fringe benefits on businesses.

Max (12)

6.5 **Implication of the LRA on the human resources function**

Allows for the establishment of trade unions/collective bargaining/bargaining councils, which may directly influence operations within human resources/the business. ✓✓

Employees cannot be easily dismissed as bargaining council/CCMA processes need to be correctly followed. ✓✓

Provides a framework for bilateral meetings/collective bargaining/bargaining councils where employees, trade unions, and employers discuss matters relating to employment. ✓✓

Promotes orderly negotiations and employee participation in decision-making in the workplace. ✓✓

Protects the rights of employees/employers as outlined in the Constitution. ✓✓

-Advances economic development/social justice/labour peace. ✓✓

-Any other relevant answer related to the implication of the LRA on the human re-sources function.

Max (10)

6.6 **Conclusion**

-The human resources department must make use of reliable recruitment procedures/processes/systems to achieve specific human resources goals. ✓✓

-Candidates/applicants aim to make a strong impression of themselves in the interview in order to secure the available post/employment. ✓✓

-Businesses use fringe benefits as a supplement to the regular salaries of employees, which makes employment packages seem more attractive. ✓✓

-Human resources managers have to be continually trained on the LRA in order to keep abreast of current/new legislations/labour legislation that may influence opera-tions within the human resources function. ✓✓

-Any other relevant conclusion related to the recruitment procedure as a human re-sources activity/purpose of an interview/impact of fringe benefits on businesses/impli-cation of the LRA on the human resources function.

Any (1 x 2) (2)

[40]

QUESTION 6: BREAKDOWN OF MARK ALLOCATION

DETAILS	MAXIMUM	TOTAL
Introduction	2	Max 32
Recruitment procedure as a human resources activity	12	
Purpose of an interview	12	
Impact of fringe benefits on businesses	12	
Implication of the LRA on the human resources function	10	
Conclusion	2	
INSIGHT		8
Layout	2	
Analysis/Interpretation	2	
Synthesis	2	
Originality/Examples	2	
TOTAL MARKS		40

LASO – For each component:
Allocate 2 marks if all requirements are met.
Allocate 1 mark if some requirements are met.
Allocate 0 marks where requirements are not met at all.

TOTAL SECTION C: 40

GRAND TOTAL: 150