Bergvliet High School

GRADE 11

6 NOVEMBER 2025

BUSINESS STUDIES P1

MARKS: **150**

TIME: **2 hours**

EXAMINER: **T Abrahams**

MODERATOR: **C Chirinda & L Kriel**

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.

   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	30
	3	40	30
	4	40	30
C: TWO essay-type questions CHOICE: Answer any TWO.	7	40	40
	8	40	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, etc**.

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 number (1.1.1–1.1.5) in the ANSWER BOOK, e.g. 1.1.1- D.

1.1.1 The impact of…….on businesses as a socio economic issue may lead to employees having to repeat a work task.

A Ethical misconduct
B Economic crime
C Exhaustion of natural resources
D Lack of skills

1.1.2 The component in the marketing communication policy that is not paid for by the business is known as……..

A Publicity
B advertising
C Sales promotion
D Personal selling

1.1.3 Manasse Textiles operates in the … sector as they specialise in the manufacturing of clothing.

A Primary
B Tertiary
C Economic
D Secondary

1.1.4 Goods enter South Africa from China at a price that is cheaper than the normal value of the goods in a domestic country. This is known as …

A Globalisation
B Dumping
C Economic crime
D Exports

1.1.5 The … ensures that the human resources manager guard against discriminatory appointment.

A Labour Relations Act (LRA), 1995 (Act 66 of 1995)
B Basic Conditions of Employment Act (BCEA), 1997 (Act 75 of 1997)
C Employment Equity Act (EEA), 1998 (Act 55 of 1998)
D Compensation for Occupational Injuries and Disease Act (COIDA), 1997 (Act 61 of 1997)

(5 x 2) (10)

1.2 Complete the following statements by using the words provided in the list below. Write only the word(s) next to the question number (1.2.1–1.2.5) in the ANSWER BOOK.

Selection; trademark; recruitment; Labour Relations; gross; patent; net; psychographics; demographics; Skills Development

1.2.1 Abrahams Bank used the ….. procedure when they evaluated applicants' curricula vitae (CVs) against predetermined stand.

1.2.2 Fortuin Distributors have complied with the ….. Act by appointing service providers to train their employees.

1.2.3 Jonkers Gold Mine registered JG as their symbol to differentiate their product from others manufacturers' products. This is known as a ….

1.2.4 Valentine Designers studied the attitudes and tastes of their target market. This is an example of …..

1.2.5 Suhayl received his … salary after all the deductions had been made.

(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 number (1.3.1–1.3.5) in the ANSWER BOOK, e.g. 1.3.6 K.

COLUMN A		COLUMN B	
1.3.1	Oligopoly	A	these are low priced goods purchased by consumers without much thought
1.3.2	Micro-lending	B	identify the most suitable candidate for the vacancy
1.3.3	Quality assurance	C	granting of mortgage bonds to people who cannot obtain credit from banks
1.3.4	Shopping goods	D	Only a few suppliers/sellers control the prices of products
1.3.5	Recruitment	E	granting of small loans to people who cannot obtain credit from banks
		F	Only one supplier/seller controls prices and products
		G	identify vacancies to attract suitable candidates
		H	quality checks that are done after the production process
		I	these are high priced goods and require time and effort to be purchased by consumers.
		J	quality checks are done during and after the production process

(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, etc.

QUESTION 2: BUSINESS ENVIROMENTS

2.1 State TWO examples of contemporary legislation that may affect business operations. (2)

2.2 Outline the impact of ethical misconduct. (6)

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

NOMDOE MANUFACTURERS (NM)

Nomdoe Manufacturers (NM) invested a large amount of capital into an information technology system to update their business operations. NM changed how their business is structured to compete in a changing market.

2.3.1 Identify TWO ways in which NM are adapting to challenges of the business environment. Motivate your answer by quoting from the scenario above.

Use the table below as a GUIDE to answer QUESTION 2.3.1 (6)

WAYS TO ADAPT TO CHALLENGES	MOTIVATION

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

** QUESTION TWO CONTINUES ON THE NEXT PAGE **

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

WOLHUTER FOODS (WF)

Wolhuter Foods is experiencing many challenges. They are struggling to find a reliable provider of vegetables. The management of WF do not have a clear plan of where the business is going. Two other food retailers have also opened in the same area.

2.5.1 Quote TWO challenges of the market environment for WF in the scenario above (2)

2.5.2 Explain ways in which businesses can overcome competition in the market. (6)

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

2.7 Explain the reasons how businesses have more control over the micro environment. (4)

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

(40)

QUESTION 3: BUSINESS OPERATIONS

3.1 Name any TWO quality control bodies. (2)

3.2 Outline the advantages of production planning. (4)

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

RADEMEYER MANUFACTURERS (RM)

Rademeyer Manufacturers specialise in the manufacturing of office furniture. RM make use of intermediaries to distribute their products. They use other businesses to sell to consumers in small quantities.

3.3.1 Identify the type of intermediary used by RM. (2)

3.3.2 Explain the reasons why RM as a manufacturer may prefer to make use of indirect distribution methods. (6)

3.4 Describe any TWO categories of consumer goods (6)

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

WILLIAMS ENTERPRISE (WE)

Williams enterprise lost many customers due to bad publicity. To address this. WE change the display of goods and improved the staff's behaviour towards customers. They also appointed Hailey to create a favourable image of the business and its products or services. WE sets its price based on what other businesses are charging customers.

3.5.1 Identify the type of publicity used by WE. Motivate your answer by quoting from the scenario. (3)

3.5.2 Explain the roles of public relations in publicity. (4)

3.6 State any THREE aspects that must be considered during production planning. (3)

3.7 Differentiate between piecemeal and time-related salary determination. (4)

3.8 Advise businesses on the legal requirements of an employment contract (6)

[40]

QUESTION 4: MISCELLANEOUS TOPICS

BUSINESS ENVIROMENTS

4.1 Identify the challenges of the micro environment faced by Seth Enterprises in EACH statement below:

4.1.1 Employees have declared a dispute and they are refusing to work until the dispute has been settled. (2)

4.1.2 The CEO of Seth Enterprises does not have a clear strategy of where the business is going. (2)

4.2 Discuss hedging against inflation as a type of lobbying. (4)

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

SIMONS TRADERS (ST)

The management at Simons Traders is desperately trying to control its environment and the behaviour of other businesses by forming power relationships. They gained valuable advice from powerful influential people after inviting them to be part of their board of directors.

4.3.1 Identify the way ST had formed a power relationship in the scenario above (2)

4.3.2 Describe ONE other way in which businesses can form a power relationship (4)

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

BUSINESS OPERATIONS

4.5 Identify the marketing activities applied by Uniliva (Pty) Ltd in EACH scenario below:

4.5.1 Uniliva (Pty) Ltd has hired a strong room for safekeeping of their products until the consumers need them. (2)

4.5.2 Uniliva (Pty) Ltd uses different airlines to deliver supplies to the UK. (2)

4.6 Discuss the advantages of electronic marketing. (4)

4.7 Outline THREE requirements of good packaging. (6)

4.8 Justify the purpose of induction. (6**)**

[40]

TOTAL SECTION B **{80}**

SECTION C

Answer ANY ONE questions in this section.

NOTE: Clearly indicate the QUESTION NUMBER of each question chosen. The answer to EACH question must start on a NEW page, e.g. QUESTION 5 on a NEW page, QUESTION 6 on a NEW page, etc.

QUESTION 5: BUSINESS ENVIROMENTS (SOCIO ECONOMIC ISSUES)

Businesses need to have a good relationship with the trade unions in order to prevent strike actions which have a negative impact on businesses. The work environment can be affected by ethical misconduct and piracy and therefore needs to be identified and reported by businesses. Solutions to piracy needs to be implemented to protect intellectual property...

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

- Outline the functions of trade unions.
- Explain the negative impact of strikes as a socio-economic issue on businesses.
- Discuss THREE types of ethical misconduct.
- Advise businesses on the following solutions to piracy:
  - Patent
  - Trademark **[40]**

QUESTION 6: BUSINESS OPERATION (HUMAN RESOURCE FUNCTION)

The recruitment procedure is a human resources activity that must be completed to fill vacant posts. Interviews provide deeper insight into understanding the character of new recruits. Businesses are required to be knowledgeable about the impact of fringe benefits on their activities. They also need to understand the implication of the Labour Relations Act (LRA), 1995 (Act 66 of 1995) on the human resources function.

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

- Outline the recruitment procedure as a human resources activity
- Explain the purpose of an interview.
- Discuss the role of the interviewer during an interview.
- Advise businesses on the implication of the LRA on the human resources function. **[40]**

TOTAL SECTION C: {40}

GRAND TOTAL: 150