



## **Education and Sport Development**

Department of Education and Sport Development  
Departement van Onderwys en Sport Ontwikkeling  
Lefapha la Thuto le Tihabololo ya Metshameko

**NORTH WEST PROVINCE**

**NATIONAL  
SENIOR CERTIFICATE**

**GRADE 12**

**BUSINESS STUDIES**

**MAY/JUNE 2018 EXAMINATION**

**MARKS: 300**

**TIME : 3hours**

**This question paper consists of 12 pages**



NW/JUNE/BUSDS/ EMIS/6\*\*\*\*\*

## INSTRUCTIONS AND INFORMATION

Read the following instructions carefully before answering the questions.

1. This question paper consists of THREE sections and covers all term 1 and term 2 topics.

SECTION A: COMPULSORY

SECTION B: Consists of FOUR questions

Answer any THREE of the five questions from this section.

SECTION C: Consists of THREE questions

Answer any TWO of the three questions from this section.

2. Read the instructions for each question carefully and take particular note of what is required.
3. 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.
4. Except where other instructions are given, answers must be 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 a guide for mark and time allocation when answering each question.

SECTION	QUESTION	MARKS	TIME
<b>A: Objective type questions COMPULSORY</b>	<b>1</b>	<b>40</b>	<b>30 minutes</b>
<b>B: FIVE direct/indirect type questions (CHOICE: Answer any THREE.)</b>	<b>2</b>	<b>60</b>	<b>30 minutes</b>
	<b>3</b>	<b>60</b>	<b>30 minutes</b>
	<b>4</b>	<b>60</b>	<b>30 minutes</b>
	<b>5</b>	<b>60</b>	<b>30 minutes</b>
<b>C: THREE essay-type questions (CHOICE: Answer any TWO)</b>	<b>6</b>	<b>40</b>	<b>40 minutes</b>
	<b>7</b>	<b>40</b>	<b>40 minutes</b>
	<b>8</b>	<b>40</b>	<b>40 minutes</b>
<b>TOTAL</b>		<b>300</b>	<b>180 minutes</b>

7. Begin the answers to EACH question on a NEW page, for example QUESTION 1 – new page, QUESTION 2 – new page, et cetera.
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 – 1.1.10) in the ANSWER BOOK, for example 1.1.11 B.
- 1.1.1 These institutions are responsible for developing and implementing Sector Skills Plans.
- A SETAs
  - B Banks
  - C Johannesburg Securities Exchange
  - D Trade unions
- 1.1.2 This Act makes provision for the establishment of the Commission for Conciliation, Mediation and Arbitration (CCMA):
- A Broad-Based Black Economic Empowerment Act, 2003 (Act 53 of 2003)
  - B Employment Equity Act, 1998 (Act 55 of 1998)
  - C Labour Relations Act, 1995 (Act 66 of 1995)
  - D National Credit Act, 2005 (Act 34 of 2005)
- 1.1.3 A SWOT analysis is used to analyse the .....
- A. Internal business environment
  - B. External business environment
  - C. International business environment
  - D. Internal and external business environments
- 1.1.4 When applying this creative thinking technique the group members just give their ideas without any criticism.
- A Delphi technique
  - B Brainstorming
  - C Force-field analysis
  - D Lateral thinking

- 1.1.5 Which ONE of the following does NOT apply to responsible business practice
- A Transparency
  - B Accountability
  - C Non-sustainability
  - D Fairness
- 1.1.6 Workers with low morale can be inspired by the insight and personality of ... leaders.
- A Transactional
  - B Democratic
  - C Laissez-Faire/Free Reign
  - D Charismatic
- 1.1.7 Which one of the following statements does NOT include issues of equality, respect and dignity include...
- A Treating all employees equally
  - B Developing equity programmes
  - C Treating employees as equals regardless of status
  - D Promoting inclusivity when dealing with different cultures
- 1.1.8 Which ONE of the following action aims at promoting human health?
- A Irregular testing of drinking water
  - B Avoiding issues related to hygiene
  - C Disposing of medical waste close to residential areas
  - D Complying with environmental legislation
- 1.1.9 Producing products and services at the lowest possible cost is the example of...function
- A Marketing
  - B Production
  - C Purchasing
  - D Financial
- 1.1.10 Continuous improvement to systems and processes means...
- A Customers will be satisfied if products and services meet their needs
  - B Employees need to understand the operating system
  - C Effective meetings should be encouraged at all times
  - D There should be enough funds available for proper quality management

**(10X2)(20)**



**1.2 Give one word/phrase for the following statements. Do not re-write the statements, write the correct word only next to the question number.**

1.2.1 When an employee reaches a certain age (usually 65) and need not work anymore.

1.2.2 This include the right to clean water, food housing, sanitation, education, health services, privacy, freedom from discrimination and the right to have a family.

1.2.3 A brainstorming process where participants suggest solutions anonymously and vote thereafter.

1.2.4 This Act aims at improving the quality and quantity of training for all South Africans.

1.2.5 The way in which employees in an enterprise are arranged in order to carry out plans, responsibilities and duties. (5x2)(10)

1.3. Choose a description from COLUMN B that matches a term in COLUMN A. Write only the letter (A-G) next to the question number (1.31 -1.3.5) in the ANSWER BOOK, for example 1.3.6 H.

<b>COLUMN A</b>	<b>COLUMN B</b>
1.3.1 The National Credit Act (NCA)	A. A business gains control of another business in the same field so that competition is reduced.
1.3.2 Horizontal integration	B. A state of meeting high standards and business context by meeting consumers' expectations.
1.3.3 Quality control	C. It is when people have the same status, rights and opportunities.
1.3.4 Leader	D. Someone who directs operations so that his/her staff members achieve the set goals.
1.3.5 Equality	E. Includes the responsibility of establishing whether consumers can afford the repayments.
	F. Someone who sets goals and inspires his/her followers to achieve these goals.
	G. A process that checks the finished product to ensure that the required standard have been met.

(5x2)(10)

**Total Section A: 40 marks**



**SECTION B**

Answer ANY THREE questions in this section.

**NOTE:** Clearly indicate the QUESTION NUMBER of each question that you choose. The answers to EACH question must start on a NEW page, for example  
QUESTION 2 on a NEW page, QUESTION 3 on a NEW page, et cetera.

**QUESTION 2: BUSINESS ENVIRONMENT**

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

**Lucy tailor business(LTB)**

Lucy owns a small tailor business in the back room at one of the renting houses in Rustenburg.

Lucy's 2 employees are not trained to do aprons and her tailoring business does not have the latest machine to do embroidery. She does not have sufficient capital to buy the necessary equipment.

Lucy is worried about the increase in electricity and rates which will make her increase the prices of her traditional dresses that she is making. This increase may scare clients away from her business to other dress making businesses. As a small business owner this gives her sleepless nights.

2.1.1 Name the business sector in which Lucy tailor business is operating

(1)

2.1.2 Identify ONE challenge for Lucy's business from each business environment and classify it accordingly. Use the table below to present your answer.

CHALLENGE	BUSINESS ENVIRONMENT

(9)

2.1.3 Indicate the degree/extent of control which Lucy tailor business May normally have over each of the business environments identified in QUESTION 2.1.2 above.

(3)

2.2

2.2.1 Identify the business environment in which the Porter's Five Forces model may be applied.

(1)

2.2.2 List the FIVE macro-environment factors.

(5)

2.3 Suggest any FOUR implications of SETAS for large business.

(8)



## 2.4

Thoriso the mine worker at Impala went to buy a car on credit at BMW in Klerksdorp, to his surprise the company declined his application without stating to him any reasons.

2.4.1 Identify the Act that was not observed by BMW. Quote from the above scenario to support your answer (3)

2.4.2 Discuss any FOUR advantages of the Act identified in question 2.4.1 for the consumers (8)

2.5 Describe the steps in evaluating a strategy (10)

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

**VIP Cosmetics Labs**

VIP Cosmetics Labs specialises in unique cosmetics products for both female and male customers who have itchy scalp and suffer from hair loss. The company's product lines are formulated to refresh and stimulate the scalp, while improving circulation. Added to the company's range are the anti- dandruff, moisturising spray, hair food, nourishing hairline repair and shampoo. As a result, there is a greater demand for VIP Cosmetics products.

The management of VIP Cosmetics Labs mentioned that they required a large amount of capital to establish their company. VIP Cosmetics has established a brand name and a good reputation. Their wide variety of products is affordable as compared to other cosmetics companies that offer similar products.

Apply the following parts of Porter's five forces to analyse the VIP Cosmetics Lab's market environment.

2.6.1 Threats of new entry

2.6.2 Power of competitors

2.6.3 Power of buyers (12)

**[60]**

### QUESTION 3 BUSINESS VENTURES AND ROLES

3.1 Name FOUR management tasks. (4)

3.2 Differentiate between management and leadership. (12)

3.3

In business world, there are many ways of managing and leading businesses which leaders will always strive to improve for the betterment of good productivity and profitability of the business. They will also take into consideration the welfare of workers in general.

With the above scenario in mind answer the following questions

3.3.1 Distinguish between Democratic Leadership and Autocratic Leadership styles.(12)

3.3.2 How can the TWO leadership styles mentioned in question 3.3.1 be applied in a work situation? (8)

3.4 Explain the unethical business practices under the following headings

3.4.1 Advertising (2)

3.4.2 Dealing with waste (2)

3.4.3 Applying for the tender (2)

3.5 Compare the nominal – group and the empty chair as techniques used in the business to solve problems. (8)

3.6 Analyse any FIVE advantages of creative thinking in the work place. (10)

**[60]**

### QUESTION 4 BUSINESS ROLES AND OPERATIONS

4.1

Many Industrial psychologists believe that teamwork in business is an essential ingredient in overall success of a business and if it is maintained properly the business productivity can improve

4.1.1 Mention any FIVE team roles according to MTR-I. (5)

4.1.2 Discuss FOUR stages of team development. (12)

4.1.3 Outline FIVE ways in which a business can deal with difficult employees (10)

4.2 Name any ONE consumer right that you know. (1)

4.3 Elaborate on how businesses can promote inclusivity in the workplace. (8)



## 4.4

Paul the financial manager of B and B (Pty) Ltd want has a tendency to always arrive late at work on Mondays. Every summer holidays he uses the company's money to book his family an expensive holiday around the world. Promoted his wife to a senior position without proper documents and skills.

- 4.4.1 Identify THREE unprofessional and irresponsible business practices in the scenario above. (3)
- 4.4.2 Recommend ways which B and B (Pty) Ltd can use to address each unprofessional business practices identified in Question 4.4.1. (6)

## 4.5

**Siwelele Ltd.**

Siwelele Ltd. is a large company that manufactures Shoes and leather jackets. Recently, they received many complaints from their customers. Many orders have been delivered late and customers returned faulty shoes and jackets. There are no quality control measures in place, and the company uses an out-of-date machines and service delivery system. A skills audit has not been conducted to determine the qualifications and competence of staff and that can influence the quality of products and processes. The board of directors has discovered that the problem of poor quality lies with the general management and purchasing functions.

- 4.5.1 Quote from the scenario THREE statements and link each one to a specific element of Total Quality Management (TQM). (9)
- 4.5.2 Comment on the THREE advantages of quality management system. (6)

**[60]****QUESTION 5 MISCELLANEOUS TOPICS****BUSINESS ENVIRONMENTS**

- 5.1 Mention any FOUR elements of BBBEE. (4)
- 5.2 Identify the strategy used in each of the examples given below.
- 5.2.1 Microsoft buys Apple in a major bid. (2)
- 5.2.2 A vegetable farmer buys a farm stall in the neighbouring village. (2)
- 5.2.3 A vehicle assembly plant in Johannesburg has taken over the factory in Krugersdorp that supplies the body panels for the vehicles it assembles. (2)
- 5.3 Explain the following defensive strategies:
- 5.3.1 Retrenchment
- 5.3.2 Liquidation (4)



**BUSINESS VENTURES**

5.4 Identify the leadership style/theory applicable to each statement below:

5.4.1 Tasks are delegated to various followers, with little or no direction given to Them

5.4.2 Leaders focus their leadership on motivating their followers through a system of rewards and punishment.

5.4.3 Leaders use communication to change, develop and transform workers and employees.

5.4.4 This is the kind of leader that draws followers with charm and personality. (8)

5.5 Discuss the role of personal attitude in successful leadership. (8)

**BUSINESS ROLES**

5.6 Explain the term "Innovator". (2)

5.7 Suggest FIVE ways in which business may promote human rights in the work place (8)

5.8 Explain any THREE criteria for a successful team performance. (6)

**BUSINESS OPERATIONS**

5.9 Distinguish between job description and job specification. (8)

5.10 Suggest THREE ways in which the quality of performance of the marketing function can contribute to the success of businesses. (6)

**{60}**

**Total Section B: 180**



## SECTION C

Answer only TWO questions from 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 6 on a NEW page, QUESTION 8 on a NEW page, et cetera.

### QUESTION 6: BUSINESS ENVIRONMENTS



With the above pictures in mind write an essay on BCEA and COIDA under the following headings:

- Discuss the nature and purpose/aims of BCEA and COIDA.
- Name and explain any THREE types of leaves outlined in the BCEA.
- Evaluate the impact of the TWO legislations above on the business operations.
- Suggest the penalties/consequences for non-compliance with the two Acts.

[40]

### QUESTION 7: BUSINESS ROLES

South Africa is a one of the world's most unequal societies. This is despite the government's efforts to improve the situation. The many challenges in South African society cannot be reduced without the help of business.

- Explain the concept of Corporate Social Responsibility
- Distinguish between corporate social responsibility and corporate social investment.
- Analyse the nature of CSR
- Evaluate the benefits of CSR for businesses.

[40]

**QUESTION 8: BUSINESS OPERATIONS**

Paballo resigned as Maluti Ltd CEO a couple of weeks ago. You are the human resources manager of Maluti Ltd. Now that there is a vacancy in Maluti Ltd, it is your responsibility to fill this vacancy urgently.

Write an essay based on the following:

- Discuss in detail the recruitment and selection procedures.
- Outline the aspects to be included in the induction programme.
- Briefly explain the matters regarding current legislation to be considered when filling in the vacancy.

**[40]**

**Total Section C: 80**

**GRAND TOTAL 300**

