



## **education**

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North West Department of Education  
NORTH WEST PROVINCE**

### **PROVINCIAL ASSESSMENT**

**GRADE 11**

**BUSINESS STUDIES P1**

**NOVEMBER 2019**

**MARKS: 150**

**TIME: 2 hours**

**This question paper consists of 8 pages.**

**INSTRUCTIONS AND INFORMATION**

**Read the following instructions carefully before answering the questions.**

1. This question paper consists of THREE sections and covers TWO main topics:  
(Business Environment and Business Operations)

**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 ONE of the two 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.

<b>SECTION</b>	<b>QUESTION</b>	<b>MARKS</b>	<b>TIME (Minutes)</b>
<b>A: Objective-type questions COMPULSORY</b>	<b>1</b>	<b>30</b>	<b>30</b>
<b>B: THREE direct/indirect type questions CHOICE: Answer any TWO.</b>	<b>2</b>	<b>40</b>	<b>30</b>
	<b>3</b>	<b>40</b>	<b>30</b>
	<b>4</b>	<b>40</b>	<b>30</b>
<b>C: TWO essay-type questions CHOICE: Answer ONE.</b>	<b>5</b>	<b>40</b>	<b>30</b>
	<b>6</b>	<b>40</b>	<b>30</b>
<b>TOTAL</b>		<b>150</b>	<b>120</b>

7. Begin the answer to EACH question on a NEW page, for example 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 to 1.1.5) in the ANSWER BOOK, e.g. 1.1.6 D.

1.1.1 The process of finding out what consumers want and don't want.

- A Production
- B Market research
- C Grading
- D Standardisation

1.1.2 Refer to all costs incurred by an enterprise in producing a product.

- A Fixed costs
- B Variable costs
- C Production costs
- D Direct labour costs

1.1.3 Only a few suppliers/sellers control the prices of products.

- A Oligopoly
- B Monopoly
- C Perfect Competition
- D Monopolistic Competition

1.1.4 A person's ability to influence other people's thoughts, actions or choices.

- A Strategic alliance
- B Information management
- C Social values
- D Power relationship

1.1.5 The point where a business enterprise makes neither a profit nor a loss.

- A Follow-up point
- B Break-even point
- C Inspection
- D Dispatching

(5 x 2) (10)

1.2 Choose a description from COLUMN B that matches a term in COLUMN A. Write only the letter (A–J) next to the question number (1.2.1 to 1.2.5) in the ANSWER BOOK, e.g 1.2.6 K.

COLUMN A	COLUMN B
1.2.1 Economic Crime	A Process of finding and attracting employees with the right knowledge, skills and abilities to fill a job
1.2.2 Production planning	
1.2.3 Interrupted production system	B Addresses unfair discrimination in the workplace
1.2.4 Recruitment	C Involves drawing up an action plan according to which the production process must take place
1.2.5 Basic Conditions of Employment Act	D Process of trying to determine which individual will best match the particular job
	E Also known as white collar crime
	F Batch production and jobbing
	G Wrongful use of funds that do not belong to you
	H Lays down minimum conditions of employment
	I Mass production
	J Involves exercising control over each activity that takes place during the production process

(5 x 2) (10)

1.3 Complete the following statements by using the word(s) in the list below. Write only the word(s) next to the question number (1.3.1–1.3.5) in the ANSWER BOOK.

Routing, Take over, Demographics, Trademarks, SABS, Scheduling, Merger, Psychographics, Copyrights, ISO

- 1.3.1 Calculating the time required to perform each activity in the manufacturing process.
- 1.3.2 Two enterprises joining one another in order to become one enterprise through mutual agreement.
- 1.3.3 Physical characteristics of the target market e.g. gender, age and the level of education.
- 1.3.4 It is used to distinguish the product from similar products produced.
- 1.3.5 An institution regulating quality standards in South Africa.

(5 x 2) (10)

**TOTAL SECTION A: 30**

**SECTION B**

Answer ANY TWO questions in this section.

**NOTE:** Clearly indicate the QUESTION NUMBER of each question that you choose. The answer to EACH question must start on a NEW page, e.g. QUESTION 2 on a NEW page, QUESTION 3 on a NEW page, etc.

**QUESTION 2: BUSINESS ENVIRONMENTS**

2.1 Identify socio-economic issues from EACH statement below:

- 2.1.1 The prices of goods and services increase, while the buying power of money decreases. (2)
- 2.1.2 A pricing strategy where a foreign business makes large volumes of its products available in the domestic market at prices well below the normal market price. (2)
- 2.1.3 Unauthorised duplication and copying of original work, including music, computer software, trademarks, books, etc. (2)

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

**ORA CREATIONS**

Ora Creations is a company that specialises in fashion designs and styling. Ora Creations has employed ten stylists who are always late for work.

The management of Ora Creations purchases their material at Rex Clothing Manufacturers who charge high prices for their material. Ora Creations is situated in a location that has a high rate of poverty and crime.

Blessings Fashion Designs has just entered the fashion industry with exclusive designs that attract many clients. Ora Creations has a poor marketing strategy and has lost many of their clients to the Blessings Fashion Designs.

Ora Creations imports some of their designs from Dubai. The government has increased import tariffs, making it difficult for Ora Creations to continue importing from Dubai.

Use the table below to present your answer(s).

Business Environment	Example from the scenario	Challenges	Extent of control

- 2.2.1 Identify THREE business environments from the scenario above. Motivate your answer by quoting from the scenario. (9)
- 2.2.2 Name ONE challenge of each business environment identified in Question 2.2.1 (3)
- 2.2.3 State the extent of control Ora Creations has over each business environment identified in Question 2.2.1 (3)
- 2.3 Define the following concepts:
- 2.3.1 *Strikes* (2)
- 2.3.2 *Go-slows* (2)
- 2.4 Explain the meaning and importance of *networking* for a business. (6)
- 2.5 Discuss THREE types of lobbying that can be used by the business to influence decisions made by the government. (9)
- [40]**

### QUESTION 3: BUSINESS OPERATIONS

- 3.1 Mention six activities within the marketing function. (6)
- 3.2 Read the following statement and answer the questions that follow.
- Products differ in many ways. Some products are relatively cheap and are consumed immediately, while others might be more expensive and lasting. It is therefore important that the packaging suits the product.
- 3.2.1 Discuss the requirements of good packaging. (6)
- 3.2.2 Describe any TWO kinds of packaging and give a practical example on each. (6)
- 3.3 Discuss the impact of *electronic marketing* on businesses. (8)
- 3.4 Define *quality control*. (2)
- 3.5 Suggest ways in which businesses can comply with the Occupational Health and Safety Act (No. 85 of 1993). (4)
- 3.6 Advise the human resource manager on his/her role as the interviewer during the interviewing process. (8)

**[40]**

**QUESTION 4: MISCELLANEOUS TOPICS**

**BUSINESS ENVIRONMENTS**

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

**SPAX VINEYARDS**

Spax Vineyards is located in the Stellenbosch Mountains. Spax Vineyards has strong minerals in the soil which cultivates rich grapes. Molly Producers buy grapes from Spax Vineyards and uses it to produce wine in the country. Miracle Retail Traders is one of their loyal customers that enjoy their speedy delivery services and reasonable prices.

4.1.1 Identify THREE business sectors from the scenario above. Motivate your answer by quoting from the scenario. (9)

Use the table below to present your answer.

Business sectors	Quote from the scenario

4.1.2 Discuss the link between the business sectors identified in Question 4.1.1 (6)

4.2 Explain how contemporary legislation can affect business operations. (5)

**BUSINESS OPERATIONS**

4.3 Identify the pricing technique used in each statement below.

4.3.1 The business sets the price it charges for products and services artificially low, relative to production cost, and gain market share. (2)

4.3.2 This strategy is used when the price is lowered for a short period of time. Examples include “Buy one, Get one free” promotions. (2)

4.3.3 The business is charging R9.99 for a product rather than R10.00. (2)

4.4 Define *channel of distribution*. (2)

4.5 Briefly explain reasons why manufacturers may prefer to make use of direct distribution channels. (8)

4.6 Justify reasons why businesses must manage safety in the workplace. (4)

**[40]**

**TOTAL SECTION B: 80**

**SECTION C**

Answer ONE question in this section.

**NOTE:** Clearly indicate the QUESTION NUMBER of each question that you choose.

**QUESTION 5: BUSINESS ENVIRONMENT  
(MARKET ENVIRONMENT)**

Businesses are exposed to challenges in all three business environments. The success of business lies in adapting to the challenges of the market environment by differentiating themselves from their competitors.

With reference to the above statement, answer the following questions:

- Explain FOUR components of the market environment.
- Discuss FIVE challenges of the market environment.
- Recommend ways in which a business can overcome competition in the market.
- Describe ways in which a business can adapt to challenges in the business environment by using the following strategies:
  - Organisation design and flexibility
  - Social responsibility

[40]

**QUESTION 6: BUSINESS VENTURES  
(HUMAN RESOURCES)****MOJO TRADERS**

The management of Mojo Traders recently appointed Karabo as their marketing manager. The business is supposed to orientate and place Karabo where he can make the best contribution to the business.

As a human resources consultant, give a detailed report on the following human resources activities.

- Explain the purpose of *induction*.
- Advise Mojo Traders on the placement procedure they should follow.
- Distinguish between *piecemeal* and *time-related* as methods of salary determination.
- Discuss the purpose of the Labour Relations Act (LRA) No. 66 of 1995.
- Recommend SIX aspects that must be included in Karabo's employment contract.

[40]

**TOTAL SECTION C: 40**

**GRAND TOTAL: 150**