



education

Department:
Education
North West Provincial Government
REPUBLIC OF SOUTH AFRICA

PROVINCIAL ASSESSMENT

GRADE 11

BUSINESS STUDIES P1

JUNE 2024

MARKS: 150

TIME: 2 hours

This question paper consists of 9 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.

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 in this section.

2. Read the instructions for each question carefully and take particular note of what is required.

Note that **ONLY** the answers for the first **TWO** questions selected in **SECTION B** and the answers to the **FIRST** question selected in **SECTION C** will be marked.

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 (minutes)
A: Objective-type questions COMPULSORY	1	30	20
B: THREE direct/indirect- type questions CHOICE : Answer any TWO	2	40	70
	3	40	
	4	40	
C: THREE essay-type questions CHOICE: Answer any ONE	5	40	30
	6	40	
TOTAL		150	120

7. Begin the answer 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 numbers (1.1.1 to 1.1.5) in the ANSWER BOOK, e.g. 1.1.6.D.

1.1.1 The way of forming power relations on how businesses can get credit easily is through ...

- A strategic alliance.
- B persuasion of large investors.
- C influencing company representatives'.
- D influencing government representatives'.

1.1.2 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

1.1.3 The general increase in the prices of all products in the country that results in limited consumer spending is known as...

- A deflation
- B corruption
- C social grants
- D inflation

1.1.4 The component of 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

1.1.5 The advertisement by Power Vision was successful because it resulted in ... when the customers purchased their solar panels.

- A interest
- B attractiveness
- C action
- D desire

(5 x 2) (10)

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

go-slow; patent; SABS; technology; strike; SARB; full; piracy; no; foreign

- 1.2.1 Vandyke Enterprise is selling sportswear for kids that are replicated without permission from the registered owner. This is known as ...
- 1.2.2 Mandla Logistics has ... control over the economic environment.
- 1.2.3 Employees of Karoo farm participated in a ... when they deliberately delayed their productivity at work.
- 1.2.4 Abdul hardware use ... marketing when promoting their products through social media.
- 1.2.5 ... is a national standardisation authority.

(5 x 2) (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 numbers (1.3.1 to 1.3.5) in the ANSWER BOOK, e.g. 1.3.6 K.

COLUMN A		COLUMN B	
1.3.1	Corruption	A	a group of people who develop solutions after analysing problems with the production process
1.3.2	Trademark	B	an integrated system applied throughout the organisation.
1.3.3	Unit packaging	C	symbol that is not legally registered to make an invention
1.3.4	Total Quality Management	D	packaging that is thrown away once the product is consumed
1.3.5	Quality circles	E	refers to the act of dishonesty such as bribery and kickbacks
		F	symbol that is legally registered to represent a company or product
		G	packaging that can be re-used for the purpose other than storing the original contents
		H	a group people who develop and publish standards for products and services
		I	refers to wrongful use of funds such as irregular expenditure
		J	a system that ensures that products meet the correct standards

(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, for example QUESTION 2 on a NEW page, QUESTION 3 on a NEW page, et cetera.

QUESTION 2: BUSINESS ENVIRONMENTS

- 2.1 Name any TWO types of business sectors. (2)
- 2.2 Outline the functions of trade unions. (6)
- 2.3 Identify the socio-economic issues faced by Reakgona Textiles in EACH statement below:
- 2.3.1 Some employees cannot read the patterns or instructions to make the clothing. (2)
- 2.3.2 The employees are considering refusing to work, due to an unresolved dispute with the management. (2)
- 2.3.3 Brazil exports their clothing that they are unable to sell in their own country to South Africa at very low prices. (2)
- 2.4 Explain the purpose of the Labour Relations Act. (6)
- 2.5 Read the scenario below and answer the questions that follow.

BIG SHOES (BS)

Big shoes specialises in men's health shoes. BS expanded their businesses to other African countries by opening a store in Zanzibar. They are also spending money on research in the development of their shoes. Recently the management of BS also obtained a reliable supplier of raw materials for their shoes.

- 2.5.1 Quote TWO ways that BS are involved in the macro environment. (2)
- 2.5.2 Explain other ways that BS can be involved in the macro environment. (6)
- 2.6 Discuss the advantages of businesses that are involved in the macro environment. (6)
- 2.7 Suggest ways in which businesses can overcome competition in the market. (6)

[40]

QUESTION 3: BUSINESS OPERATIONS

- 3.1 List FOUR categories of consumer goods (4)
- 3.2 Outline the purpose of packaging. (6)
- 3.3 Read the following scenario and answer the questions that follow.

KHANIMAMBO MANUFACTURERS (KM)

Khanimambo Manufacturers sell office furniture to different universities. KM make use of intermediaries to distribute their products. They also use other businesses to sell to consumers in small quantities.

- 3.3.1 Identify the type of intermediary used by KM. (2)
- 3.3.2 Explain the reasons why KM as a manufacturer may prefer to make use of indirect distribution methods. (6)
- 3.4 Distinguish between *direct* and *indirect* channel of distribution. (4)
- 3.5 Read the following scenario and answer the questions that follow.

RENDY BAGS (RB)

Rendy Bags specialises in the manufacturing of various laptop bags. Their designers are working on the design and development of product ideas that would allow for a one size fits all approach.

- 3.5.1 Name ONE stage of the product design from the scenario above. (2)
- 3.5.2 Explain other stages of the product design that would also be followed by RB. (4)
- 3.6 Discuss the effectiveness of personal selling in promoting a business product. (6)
- 3.7 Advise businesses on the role of marketing function. (6)

[40]

QUESTION 4: MISCELLANEOUS TOPICS**BUSINESS ENVIRONMENTS**

- 4.1 Name TWO challenges of the market environment. (2)
- 4.2 Elaborate on the meaning of *industrial relations*. (4)
- 4.3 Explain ways businesses can form power relationships. (6)
- 4.4 Read the following scenario and answer the questions that follow.

NTSAKO TRADERS (NT)

Ntsako Traders is faced with many challenges. The managers at NT lack adequate management skills. Difficult employees also make the daily running of the business a challenge. The newly implemented labour restrictions are also affecting NT negatively.

- 4.4.1 Quote TWO challenges of the micro environment from the scenario above. (2)
- 4.4.2 State TWO other challenges of the micro environment. (2)
- 4.5 Suggest ways in which businesses can have a direct influence on the environment. (4)

BUSINESS OPERATIONS

- 4.6 List FOUR marketing activities. (4)
- 4.7 Identify the pricing techniques used by Norman Fast Food (NFF):
- 4.7.1 Norman, the owner of NFF sets his prices based on what other fast foods are charging customers. (2)
- 4.7.2 He charged lower prices for the food when the shop was newly opened to attract customers. (2)
- 4.7.3 He priced a packet of chips at R34,99 instead of R35,00. (2)
- 4.8 Discuss the importance of pricing. (6)
- 4.9 Recommend 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 the chosen question. The answer to the 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 (ADAPTING TO CHALLENGES OF THE BUSINESS ENVIRONMENT)

Businesses use networking and lobbying to meet their specific needs and activities. Successful businesses have the ability to adapt to the many challenges that their businesses face. Businesses should undertake projects that can benefit their community due to the benefits of these projects for businesses and the community.

Write an essay on adapting to challenges of the business environment in which you include the following aspects:

- Outline the advantages of networking.
- Explain the following types of lobbying:
 - o Hedging against inflation
 - o Bargaining sessions between management and unions
- Discuss any THREE ways in which businesses can adapt to challenges of the business environments.
- Recommend projects that can be undertaken by businesses as part of social responsibility.

[40]**QUESTION 6: BUSINESS OPERATIONS(PRODUCTION FUNCTION)**

Successful production planning enables the aspects of production control to be implemented in business operations. Businesses must be well informed of the purpose of the Occupational Health and Safety Act and must take the necessary precautionary measures when handling machinery.

As an expert in production planning, write an essay on the following aspects:

- Outline the advantages of production planning.
- Explain THREE aspects that must be considered during production control.
- Discuss the purpose of the Occupational Health and Safety Act.
- Recommend precautionary measures that businesses should take when handling machinery.

[40]

TOTAL SECTION C: 40
TOTAL: 150