



Province of the  
**EASTERN CAPE**  
EDUCATION

**NATIONAL  
SENIOR CERTIFICATE**

**GRADE 11**

**NOVEMBER 2019**

**BUSINESS STUDIES P1**

**MARKS: 150**

**TIME: 2 hours**



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This question paper consists of 10 pages.

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## 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 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.

Note that ONLY the first TWO questions in SECTION B and the FIRST question in SECTION C will be marked.

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 a guide for mark and time allocation when answering each question.

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

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, for example 1.1.6 D.

1.1.1 Top Targets workers participated in a ... when they collectively refused to work.

- A lock-out
- B picketing
- C strike
- D go-slow

1.1.2 Money Finders offer small loans to people who cannot get credit from banks. This is an example of a challenge of the ... environment.

- A market
- B macro
- C micro
- D primary

1.1.3 Healthy Sweets used ... pricing when they launched a new chocolate bar at a price below that of a similar chocolate bar already on the market.

- A penetration
- B competitive
- C discount
- D differential

1.1.4 Gugu Bags produces 3 500 bags at a total cost of R259 000. If they want to make 40% profit on cost price, they will have to sell the bags at ... per bag.

- A R74,00
- B R103,60
- C R29,60
- D R52,86

1.1.5 This Act does not allow Futa Foods to carry out tests and examinations during the selection process, if these discriminate against candidates on the ground of race, gender or culture:

- A Basic Conditions of Employment Act (BCEA), 1997 (Act 75 of 1997)
- B Labour Relations Act (LRA), 1995 (Act 66 of 1995)
- C Employment Equity Act (EEA), 1998 (Act 55 of 1998)
- D Compensation for Occupational Injuries and Diseases Act (COIDA), 1997 (Act 61 of 1997) (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 number (1.2.1–1.2.5) in the ANSWER BOOK.

networking; human; strategic ally; natural; primary; standardisation; regulator; power relationships; grading; overhead
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- 1.2.1 Mega Mining is closing due to the exhaustion of ... resources.
- 1.2.2 The process of establishing a beneficial relationship with other business people and customers, is known as ...
- 1.2.3 The SABS as a ... promotes standardisation in industry and commerce.
- 1.2.4 The monthly rental paid by Shoe World forms part of their ... costs.
- 1.2.5 Leto Manufacturers uses the process of ... to produce identical products using machinery. (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 number (1.3.1–1.3.5) in the ANSWER BOOK, for example 1.3.6 K.

COLUMN A	COLUMN B
1.3.1 Dumping	A the process of introducing new employees to the business and its related aspects
1.3.2 Labour restrictions	B breaking down of international barriers to trade and promote the movement of goods and services to create a global economy
1.3.3 Piecemeal	C the way materials need to move from one point to the next until the final product is completed
1.3.4 Scheduling	D a country exports illegal goods to another country
1.3.5 Induction	E paying workers for the number of hours they work  F the government initiative which makes it difficult to import skills internationally but rather encourages businesses to employ locally  G the process whereby a new employee is put in a vacant position  H works out the time required to perform each activity and by when the process needs to be completed  I paying workers for the number of items they produce  J a country exports goods to another country at a price that is much lower than the price it charges in its home market

(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 Name THREE types of business sectors. (3)

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

**JOE'S SUPERMARKET (JS)**

Joe's Supermarket employed a manager that lacks management skills. The increase in the minimum wages of employees that is enforced by legislation is making it hard to make a profit. Recently a new 24-hour supermarket opened across the street of Joe's Supermarket.

Use the table below as a guide to answer the questions that follow.

<b>CHALLENGES (2.2.1)</b>	<b>BUSINESS ENVIRONMENTS</b>	<b>EXTENT OF CONTROL (2.2.2)</b>
	Micro	
	Market	
	Macro	

2.2.1 Quote ONE challenge in each business environment that JS has to deal with from the scenario above. (3)

2.2.2 State the extent of control JS has over EACH business environment. (3)

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

- 2.4 Read the scenario below and answer the questions that follow.

**LOOKOUT MINES**

Lookout Mines specialises in the extraction of gold. The mine workers all belong to a trade union. The trade union often meets with the management of the mine in an effort to improve the working conditions of the workers.

The trade union also provides legal and financial advice to their members. Recently the trade union influenced the government's decision to ensure the safe use of explosives in mines.

- 2.4.1 Quote THREE functions of a trade union from the scenario above. (3)
- 2.4.2 Outline other functions of a trade union. (6)
- 2.5 Explain the purpose of the Labour Relations Act (LRA) 1995 (Act 66 of 1995). (6)
- 2.6 Discuss ways in which businesses can deal with unemployment as a socio-economic issue. (4)
- 2.7 Suggest ways in which businesses can overcome competition in the market. (6)

**[40]**

**QUESTION 3: BUSINESS OPERATIONS**

3.1 Name the THREE categories of consumer goods. (3)

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

**BRIGHT BISCUITS (BB)**

Bright Biscuits sells different types of biscuits. Their biscuits are packaged in airtight containers that can be used to store other items when the biscuits are finished. Recently Bright Biscuits also sold sweets and biscuits packaged together as a special offer.

3.2.1 Identify the TWO types of packaging used by Bright Biscuits. Motivate your answer by quoting from the scenario above. (6)

Use the table below as a guide to answer QUESTION 3.2.1.

TYPE OF PACKAGING	MOTIVATION
1.	
2.	

3.2.2 Explain the purpose of packaging of products. (6)

3.3 Discuss ways in which South African businesses can enter into a foreign market. (6)

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

**CUPBOARDS 4 AFRICA**

Cupboards 4 Africa specialises in making built-in cupboards. They make the cupboards to the exact specifications of a specific customer.

3.4.1 Identify the production system used by Cupboards 4 Africa. Motivate your answer by quoting from the scenario above. (3)

3.4.2 Explain the disadvantages of the production system identified in QUESTION 3.4.1 on businesses. (6)

3.5 Describe total quality management (TQM) as part of quality management systems. (4)

3.6 Advise businesses on the aspects that must be considered during production control. (6)

**[40]**



**QUESTION 4: MISCELLANEOUS TOPICS****BUSINESS ENVIRONMENTS**

- 4.1 Identify possible solutions for Fancy Feet to deal with piracy in each statement below:
- 4.1.1 Fancy Feet uses a special symbol of two feet with wings to enable customers to identify their shoes.
  - 4.1.2 Fancy Feet registered their invention to change the height of the heel of their shoes by just clipping on different lengths of heels. (4)
- 4.2 Explain benefits of businesses that are involved in the macro environment. (6)
- 4.3 Discuss how contemporary legislation can affect business operations. (4)
- 4.4 Recommend ways in which businesses can be involved in the macro environment. (6)

**BUSINESS OPERATIONS**

- 4.5 List THREE employee benefits. (3)
- 4.6 Read the scenario below and answer the questions that follow.

**ELITE TRACKSUITS**

Elite Tracksuits sells tracksuits in East London. They always place an advert in the local newspaper advertising their weekly specials. Recently they had a photograph in the newspaper of them sponsoring the local soccer team with tracksuits.

- 4.6.1 Identify TWO components of the marketing communication/promotion policy used by Elite Tracksuits. (4)
- 4.6.2 State any other ONE component of the marketing communication/promotion policy that can be used by Elite Tracksuits. (1)
- 4.7 Explain the disadvantages of electronic marketing on businesses. (4)
- 4.8 Elaborate on the meaning of *quality control* as a quality concept. (4)
- 4.9 Recommend precautionary measures that businesses should take when machinery is used during the production process. (4)

**[40]****TOTAL SECTION B: 80**

**SECTION C**

Answer ONE questions in this section.

**NOTE:** Clearly indicate the QUESTION NUMBER of each question chosen. 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**

Businesses constantly need to adapt to the challenges of the micro, market and macro business environments. Lobbying and power relationships can be used by businesses to adapt to these challenges.

Write an essay in which you address the following aspects:

- Explain FOUR ways in which businesses can adapt to challenges of the macro environment
- Discuss THREE types of lobbying
- Describe ways businesses can form power relationships
- Suggest ways in which businesses can have a direct influence on the environment

[40]

**QUESTION 6: BUSINESS OPERATIONS****CRISTAL CONSTRUCTION (CC)**

Cristal Construction used internal and external recruitment before interviewing three candidates that had been shortlisted during the selection process. The management will also have to prepare an employment contract for the selected candidate.

As a human resources consultant, write an essay on the following aspects:

- Distinguish between internal and external recruitment; include an example of each type of recruitment
- Explain the selection procedure
- Advise Cristal Construction on the role of the interviewer during the interview
- Recommend to Cristal Construction the aspects that must be included in the employment contract of the selected candidate

[40]

**TOTAL SECTION C: 40**  
**GRAND TOTAL: 150**











