



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

NOVEMBER 2020

BUSINESS STUDIES P1

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 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)
A: Objective-type questions COMPULSORY	1	30	20
B: THREE direct/indirect type questions CHOICE: Answer any TWO.	2	40	35
	3	40	35
	4	40	35
C: TWO essay-type questions CHOICE: Answer any ONE.	5	40	30
	6	40	30
TOTAL		150	120

7. Begin the answer to EACH question on a NEW page, e.g. QUESTION 1 – new page, QUESTION 2 – new page.
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 business has ... control over the micro environment.

- A some
- B full
- C no
- D less

1.1.2 Competitors is one of the components of the ... environment.

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

1.1.3 The agreement between Fuma Furniture and Cuma Chairs to work together to achieve their objectives, is known as ...

- A merger.
- B takeover.
- C acquisition.
- D alliance.

1.1.4 Sweet Tooth uses ... when sweets and biscuits are packaged together.

- A combination packaging
- B speciality packaging
- C packaging for double use
- D unique packaging

1.1.5 The process of matching a new employee's skills and abilities with the requirements of a job is known as ...

- A selection.
- B recruitment.
- C placement.
- D induction.

(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.

quality; psychographics; promotional; piecemeal; primary; production; secondary; penetration; time related; demographics

- 1.2.1 The ... sector is responsible for changing the raw materials into useful products.
- 1.2.2 Suki Stationers studied the attitudes and tastes of their target market. This is an example of ...
- 1.2.3 Fast Shoes uses ... pricing when they have an end-of-range sale.
- 1.2.4 The setting of targets, measuring performance and taking corrective measures are known as ... control.
- 1.2.5 A ... salary determination method is used when workers are paid according to the number of items produced.

(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	Inflation	A	the total salary amount before deductions
1.3.2	Go slow	B	consumers buy these goods after putting in time and effort to compare similar goods
1.3.3	Convenience goods	C	ensure the involvement and co-operation of the management in improving the quality of products
1.3.4	Total quality management	D	general increase in the prices of goods and services in a country
1.3.5	Gross salary	E	workers temporary and collectively refuse to work
		F	the total salary amount after deductions
		G	general increase in the population of a country
		H	consumers buy these goods regularly without hesitation
		I	workers collectively continue with their duties at a slower pace than normal
		J	integrated system which ensures each employee is responsible for quality work

(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.

QUESTION 2: BUSINESS ENVIRONMENTS

- 2.1 Name TWO types of lobbying that businesses can use to adapt to the challenges of the business environment. (2)
- 2.2 Outline the functions of trade unions. (8)
- 2.3 Identify the socio-economic issues faced by Wild Print 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 China 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. (8)
- 2.5 Read the scenario below and answer the questions that follow.

ESSENTIAL SUPERMARKET (ES)

The employees of Essential Supermarket don't want to cooperate and work together as a team. Recently the management also could not find a regular provider of all the products they need.

Use the table below as a GUIDE to answer QUESTION 2.5.1 and 2.5.2 that follow.

CHALLENGES (2.5.1)	BUSINESS ENVIRONMENTS (2.5.2)
1.	
2.	

- 2.5.1 Quote TWO challenges from the scenario above that ES have to deal with. (2)
- 2.5.2 Classify EACH challenge quoted in QUESTION 2.5.1 according to the business environment. (4)
- 2.5.3 Suggest TWO ways in which businesses can adapt to ONE of the challenges quoted in QUESTION 2.5.1. (4)
- 2.6 Recommend projects that can be undertaken by businesses as part of social responsibility. (6)

[40]

QUESTION 3: BUSINESS OPERATIONS

- 3.1 State FOUR employee benefits. (4)
- 3.2 Outline THREE aspects of the employment contract. (6)
- 3.3 Discuss the purpose of induction as a human resources activity. (6)
- 3.4 Identify the factors considered by Core Clothing that influence their pricing in EACH statement below:
- 3.4.1 The number of consumers wanting to buy their clothing (2)
- 3.4.2 An increase of 20% in their labour and transportation costs (2)
- 3.5 Explain the purpose of packaging. (6)
- 3.6 Read the scenario below and answer the questions that follow.

BRIGHT SNEAKERS (BS)

Bright Sneakers manufactures a variety of brightly coloured sneakers. Steve, the production manager, has to set up the actual route which the materials must follow in the factory. He also has to calculate the time required to perform each activity in the manufacturing process.

- 3.6.1 Quote from the scenario TWO aspects that must be considered by BS during production planning. (2)
- 3.6.2 Explain to the management of BS the advantages of production planning. (6)
- 3.7 Recommend precautionary measure that businesses should take when handling machinery. (6)

[40]

QUESTION 4: MISCELLANEOUS TOPICS**BUSINESS ENVIRONMENTS**

- 4.1 Give TWO examples of contemporary legislation that may affect business operations. (2)
- 4.2 Elaborate on the meaning of *networking*. (4)
- 4.3 Explain ways businesses can form power relationships. (6)
- 4.4 Read the scenario below and answer the questions that follow.

ELITE MUSIC (EM)

Elite Music sells CDs and DVDs in East London. Recently they discovered that more and more people are making illegal copies of the CDs and DVDs that they are selling. Therefore, that would explain the decrease in sales and profits that they have been experiencing.

- 4.4.1 Quote the impact of piracy on EM from the scenario above. (2)
- 4.4.2 Suggest ways in which EM can deal with piracy. (6)

BUSINESS OPERATIONS

- 4.5 State TWO types of recruitment. (2)
- 4.6 Name any TWO quality control bodies. (2)
- 4.7 Outline the purpose of the Occupational Health and Safety Act. (6)
- 4.8 Read the scenario below and answer the question that follows.

CUMA ENTERPRISE (CE)

Cuma Enterprise is a large retail business that provides a variety of products. They allow their workers to belong to a trade union. The human resources department regularly identify the training needs of their workers.

Identify TWO acts that are applicable to CE. Motivate your answer by quoting from the scenario above.

Use the table below as a GUIDE to answer QUESTION 4.8

ACTS	MOTIVATIONS
1.	
2.	

(6)

- 4.9 Recommend ways in which the human resources function can comply with the Basic Conditions of Employment Act (BCEA), 1997 (Act 75 of 1997). (4)

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

SECTION C

Answer ONE question 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

The macro environment consists of many components and poses many challenges to businesses. Businesses should be involved in the macro environment which in return can benefit them.

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

- Outline FOUR components of the macro environment.
- Explain FIVE challenges of the macro environment.
- Discuss the advantages of businesses that are involved in the macro environment.
- Recommend ways in which businesses can be involved in the macro environment.

[40]

QUESTION 6: BUSINESS OPERATIONS

Super Bags (SB) is a newly established company that specialises in the manufacturing of quality school bags. SB realises that the distribution of their products and their marketing communication policy will determine their success. The management is looking into using different types of intermediaries and are considering using personal selling to promote their products.

As an expert in distribution and communication, write an essay on the following aspects:

- Outline the different types of intermediaries.
- Explain the reasons why SB, as a manufacturer, may prefer to make use of direct distribution methods.
- Discuss the following components of the marketing communication policy:
 - Advertising
 - Publicity
 - Personal selling
- Advise SB on the effectiveness of personal selling in promoting their products.

[40]

TOTAL SECTION C: 40
GRAND TOTAL: 150

