



Province of the  
**EASTERN CAPE**  
EDUCATION



**NATIONAL  
SENIOR CERTIFICATE**

**GRADE 12**

**SEPTEMBER 2022**

**BUSINESS STUDIES P1  
(DEAF)**

**MARKS: 150**

**TIME: 2 hours**

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This question paper has 8 pages.

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## INSTRUCTIONS AND INFORMATION

Read the following instructions carefully.

- This question paper has **THREE** sections and covers **TWO** main topics.

SECTION A: **COMPULSORY**

SECTION B: Has **THREE** questions.

**Answer any TWO** of the three questions in this section.

SECTION C: **HAS TWO** questions.

**Answer any ONE** of the two questions in this section.

- Read the **instructions** for each question **carefully** and **concentrate** what is required(needed).

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

- Number** the answers **correctly**.

- Except where other instructions are given, answers must be written in full sentences.

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**Use** the **mark** allocation and **nature**(kind) of each question to **determine**(find out) the **length** and depth of an answer.

- Use** the **table** below as guide for **mark** and time **allocation** when answering each question.

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

- Begin** the answer to **EACH** question on a **NEW** page, e.g. QUESTION 1 – new page, QUESTION 2 – new page.
- You may use a non-programmable calculator.
- Write neatly.

**SECTION A (COMPULSORY)****QUESTION 1**

1.1 **Various**(different) **options**(choices) are **provided**(given) as **possible**(correct) **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, for example 1.1.6 D.

1.1.1 This Act regulates the implementation(carrying out) of affirmative action when businesses make new appointments:

- A Consumer Protection Act, 2008 (Act 68 of 2008)
- B Employment Equity Act, 1998 (Act 55 of 1998)
- C Broad-Based Black Economic Empowerment Act, 2003 (Act 53 of 2003)
- D Labour Relations Act, 1995 (Act 66 of 1995)

1.1.2 Tau, a livestock farmer, executed(done) the ... integration strategy when he bought Kagiso Butchery.

- A forward vertical
- B backward vertical
- C Intensive
- D horizontal

1.1.3 It is easy for Power Electric to influence prices as there are limited businesses that provide (gives out) electricity. This refers to the ... as an element of Porter's Five Forces model.

- A threats/barriers for new entrants to the market
- B threat of substitution/substitutes
- C power of buyers
- D power of suppliers

1.1.4 It is compulsory for businesses to **offer**(give) ... for their **employees**(workers) as a benefit.

- A housing allowances
- B car allowances
- C Unemployment insurance fund
- D Bonuses

1.1.5 The ... function is **responsible** for ensuring that **effective strategic** plans are **monitored**.

- A Administration
- B general management
- C human resource
- D Financial

(5 x 2) (10)

- 1.2 **Complete** the following **statements** by **using** the **word(s) provided**<sub>(given)</sub> in the list below. Write only the word(s) next to the question number (1.2.1 to 1.2.5) in the ANSWER BOOK.

assurance; retirement; privacy; secondary; description;  
promotion; control; resignation; specification; tertiary

- 1.2.1 Consumers can object <sub>(say no)</sub> to unwanted promotional e-mails. This is referred to as a right to ...
- 1.2.2 Coastal Furniture **operates**<sub>(works)</sub> in the sector as they specialise in the manufacturing of wooden furniture.
- 1.2.3 Core Enterprise specified the **prospective**<sub>(future)</sub> candidate's duties and responsibilities in their job advertisement. This is an example of job ...
- 1.2.4 Nande, decided to leave Grand Traders after **being**<sub>(given)</sub> a better job opportunity. This is known as ...
- 1.2.5 Quality ... refers to checks carried out during and after the production process.

(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, for example 1.3.6 K.

COLUMN A	COLUMN B
1.3.1 SETAs	A aims at maximising the business profits
1.3.2 Divestiture	B makes reliable information available to management on time
1.3.3 Time-related	C provides employment opportunities
1.3.4 PDCA cycle	D selling all assets to pay creditors
1.3.5 Administration function	E workers are paid according to the number of items produced
	F provides accreditation for skills development facilitators
	G aims at continuous improvement to processes and systems
	H workers are paid according to the number of hours spent on a task
	I makes changes to products based on feedback from customers
	J selling some assets that are no longer profitable

(5 x 2) (10)

**TOTAL SECTION A: 30**

**SECTION B**

Answer ANY TWO questions in this section.

**NOTE:** Clearly **indicate**<sub>(show)</sub> 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.

**QUESTION 2: BUSINESS ENVIRONMENTS**

2.1 **Name** any **TWO types** of **intensive strategies**. (2)

2.2 **Outline**<sub>(summarise)</sub> the **rights of employers**<sub>(workers)</sub> in terms of the Labour Relations Act (LRA), 1995 (Act 66 of 1995). (4)

2.3 **Read** the **scenario**<sub>(passage)</sub> below and **answer** the **questions**.

**TECH WORLD (TW)**

Tech World is well-known throughout the country for selling high-quality computers. They recently began selling cellphones and accessories to various customers.

2.3.1 **Identify**<sub>(state)</sub> the type of diversification strategy applied by TW in the scenario above. (2)

2.3.2 Explain TWO other types of diversification strategies. (6)

2.4 the advantages of the Broad-Based Black Economic Empowerment Act (BBEE), 2003 (Act 53 of 2003) for businesses. (6)

2.5 Read the **scenario**<sub>(passage)</sub> below and answer the questions.

**MOODLEY MANUFACTURERS (MM)**

Moodley Manufacturers specialises in the production of winter jackets. Employees<sub>(workers)</sub> at MM are only permitted<sub>(allowed)</sub> to work an additional three hours per day beyond their normal working hours. MM also ensures that children over the age of 15 do not do work that is harmful to their health.

**Identify**<sub>(name)</sub> TWO **provisions** as **stipulated** in the **Basic Conditions of Employment Act** (BCEA), 1997 (Act 75 of 1997) that MM complied<sub>(agreed)</sub> with. **Motivate**<sub>(give reasons)</sub> your answer by **quoting** from the **scenario**<sub>(passage)</sub> above.

Use the table below as a GUIDE to answer QUESTION 2.5.

PROVISIONS	MOTIVATIONS <sub>(reasons)</sub>
1.	
2.	

2.6 **Explain** how the following PESTLE **factors pose**<sub>(cause)</sub> **challenges** to **businesses**: (6)

2.6.1 Legal (4)

2.6.2 Environmental (4)

2.7 Suggest **ways** in which business could **comply** with the National Credit Act (NCA), 2005 (Act 34 of 2005). (6)

**[40]**

**QUESTION 3: BUSINESS OPERATIONS**

- 3.1 **State** any **FOUR aspects** that should be **included** in an **induction programme**. (4)
- 3.2 **Outline**(summarise). any **TWO legal requirements**(needs) of an **employment contract**. (4)
- 3.3 **Read** the **scenario**(passage) below and **answer** the **questions**.

**LIFE TRADERS (LT)**

Life Traders has a vacancy(job) for an administration clerk. The **human resources** manager **prepared** a **job analysis** to identify(find) the **recruitment needs** of the business. LT also **compiled** a **shortlist** of **candidates**. The **vacancy**(job) was **internally advertised** via internal **email**. The management of LT **conducted interviews** to **assess** the **competency** of **selected candidates**.

- 3.3.1 **Quote TWO steps** of the **recruitment procedure** that LT **applied** in the scenario above. (2)
- 3.3.2 **Explain** the **role** of the **interviewer during** the **interview**. (6)
- 3.4 Advise businesses on the **benefits** of **induction**. (4)
- 3.5 **Outline** the **quality indicators** of the **marketing function**. (4)
- 3.6 **Read** the scenario(passage) below and answer the questions.

**AUTO CARS LIMITED (ACL)**

Auto Cars Limited is a large business that specialises in the production of sport cars. ACL always request their customers to give feedback on the quality of their products. ACL can afford to pay market researchers to gather information.

**Identify**(name) **TWO total quality management (TQM) elements** applied by ACL. **Motivate**(give reasons) your answer by quoting from the scenario above.

**Use** the **table** below as a **GUIDE** to answer QUESTION 3.6.

TQM ELEMENTS	MOTIVATIONS
1.	
2.	

- 3.7 **Explain** the **benefits** of a **good quality management system**. (6)
- 3.8 **Advise** businesses on the **role** of **quality circles** as part of **continuous improvement** to **processes** and **systems**. (4)

**[40]**

**QUESTION 4: MISCELLANEOUS TOPICS**

**BUSINESS ENVIRONMENTS**

4.1 **Define** the meaning of *learnership*. (2)

4.2 **Read** the **scenario**<sub>(passage)</sub> below and **answer** the **questions**.

**HENNIE CONSTRUCTION (HC)**

Hennie Construction specialises in building of low-cost housing. The suppliers of HC do not always deliver materials on time. The recent increase in the fuel price is affecting their sales. The management of HC lacks necessary skills to run the business successfully.

Use the **table** below as a **GUIDE** to **answer** QUESTION 4.2.1 and 4.2.2.

<b>CHALLENGES (4.2.1)</b>	<b>BUSINESS ENVIRONMENTS (4.2.2)</b>
1.	
2.	
3.	

4.2.1 **Quote** **THREE** **challenges** for **HC** from the scenario above. (3)

4.2.2 **Classify**<sub>(group)</sub> **HC's** **challenges** according to the **THREE** **business environments**. (3)

4.3 **Explain** the *strategic management process*. (6)

4.4 **Evaluate** the **impact** of the **Compensation for Occupational Injuries and Diseases Amendment Act** (COIDA), 1997 (Act 61 of 1997) on **businesses**. (6)

**BUSINESS OPERATIONS**

4.5 **Name** **FOUR** **sources** of **external recruitment**. (4)

4.6 **Outline**<sub>(summarise)</sub> the **selection procedure** as a **human resource activity**. (6)

4.7 **Read** the scenario below and **answer** the questions that follow.

**DUMI LIGHTING (DL)**

Dumi Lighting specialises in the selling of light fittings. DL places orders on time and follows up on a regular basis to ensure that goods are delivered on time.

4.7.1 **Name** the **business function** that **applies** to the **scenario** above. (2)

4.7.2. **Explain** other **quality indicators** of the **business function** **mentioned** in QUESTION 4.7.1. (4)

4.8 **Advise** **businesses** on the **impact** of **total quality management (TQM)** if **poorly implemented**<sub>(done)</sub> by businesses. (4)

**[40]**

**TOTAL SECTION B: 80**

**SECTION C**

Answer **ONE** question in this section.

**NOTE:** Clearly indicate<sub>(show)</sub> 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 (LEGISLATION)**

The Consumer Protection Act (CPA), 2008 (Act 68 of 2008) promotes the social and economic welfare of consumers in South Africa. The consumer rights stipulated in the CPA protects consumers against unfair business practices. Businesses may face penalties for non-compliance with the CPA.

Write an **essay** on the **Consumer Protection Act** in which you **include** the following aspects:

- **Outline**<sub>(summarise)</sub> the purpose of the Consumer Protection Act.
- **Explain** the following **consumer rights** as **stipulated** in the CPA:
  - Right to choose
  - Right to information about products and agreements/Right to disclosure and information
  - Right to equality in the consumer market place
- **Discuss** the **impact** of the **CPA** on **businesses**.
- **Advise businesses** on **penalties** that they may **face** for **non-compliance** with this **Act**.

[40]

**QUESTION 6: BUSINESS OPERATIONS (QUALITY OF PERFORMANCE)**

The production function plays an important role in ensuring that businesses remain productive and sustainable<sub>(maintained)</sub>. Many businesses realise the importance of quality management and quality performance in achieving<sub>(getting)</sub> their objectives. They also implement continuous skills development and monitoring and evaluation of quality processes as part of total quality management (TQM) elements. Large businesses agree that TQM reduces<sub>(cut)</sub> the cost of quality.

Write an **essay** on the **quality** of **performance** in which you **address** the following aspects:

- **Outline**<sub>(summarise)</sub> the **quality indicators** of the **production function**.
- **Explain** the **differences** between **quality management** and **quality performance**.
- **Discuss** the **impact** of the **following TQM elements** on **large businesses**:
  - Continuous skills development/Education and training
  - Monitoring and evaluation of quality processes
- **Suggest ways** in which **TQM** can **reduce** the cost of **quality**.

[40]

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