



Province of the  
**EASTERN CAPE**  
EDUCATION



## NATIONAL SENIOR CERTIFICATE

**GRADE 11**

**NOVEMBER 2022**

### **BUSINESS STUDIES P1**

**MARKS:** 150

**TIME:** 2 hours

This question paper consists of 10 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.

<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>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>

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, for example 1.1.6 D.

1.1.1 Anchor Bank operates in the ... sector, as they specialise in providing financial facilities.

- A primary
- B secondary
- C tertiary
- D economic

1.1.2 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'.

1.1.3 Walters Cooldrinks changes their packaging continually; this is known as ...

- A packaging for double use.
- B packaging for resale.
- C speciality packaging.
- D kaleidoscopic packaging.

1.1.4 Businesses use ... when sales staff have face-to-face contact with potential customers.

- A personal selling
- B advertising
- C sales promotion
- D publicity

1.1.5 The ... ensures that the human resources manager guard against discriminatory appointment.

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

takeover; induction; shopping; industrial relations; full control; interview; merger; convenience; industrial action; no control

- 1.2.1 Businesses have ... over micro-lending.
- 1.2.2 A ... occurred when Fuller (Pty) Ltd and Paddy (Pty) Ltd agreed to combine to form one business.
- 1.2.3 The interaction between the employees and management is known as ...
- 1.2.4 Consumers buy ... goods after putting time and effort into comparing similar products.
- 1.2.5 Obtaining information about the strengths and weaknesses of each candidate takes place during the ... of the candidate. (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.

<b>COLUMN A</b>	<b>COLUMN B</b>
1.3.1 Networking	A developing and publishing standards for products and services
1.3.2 Lockout	B suitable applicants are identified by conducting preliminary interviews
1.3.3 Grading	C benefiting businesses by trying to influence government policies
1.3.4 Quality circles	D performed by the employee in an attempt to have their demands met
1.3.5 Selection procedure	E the process of developing a uniform set of criteria to ensure the production of quality products F benefiting businesses by making connections using business website platform G performed by employers to keep employees from entering the workplace H suitable applicants are encouraged to apply for vacant posts I the process of sorting individual units of a product into categories according to their quality J developing solutions after analysing problems with the production process

(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.

**QUESTION 2: BUSINESS ENVIRONMENTS**

- 2.1 State TWO examples of contemporary legislation that may affect business operations. (2)
- 2.2 Elaborate on the meaning of *power relationships*. (4)
- 2.3 Read the scenario below and answer the question that follows.

**ULNA MANUFACTURERS (UM)**

Ulna Manufacturers (UM) invested a large amount of capital into an information technology system to update their business operations. UM changed how their business is structured to compete in a changing market.

Identify TWO ways in which UM are adapting to challenges of the business environment. Motivate your answer by quoting from the scenario above.

Use the table below as a GUIDE to answer QUESTION 2.3.

WAYS TO ADAPT TO CHALLENGES	MOTIVATIONS
1.	
2.	

(6)

- 2.4 Explain the link between the primary, secondary and tertiary sector. (4)
- 2.5 Discuss the following challenges of the market environment:
  - 2.5.1 Shortage of supply of stock (4)
  - 2.5.2 Changes in customer behaviour (4)

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

**ANELA SHOES (AS)**

Anela Shoes (AS) expanded their businesses to other African countries by opening a store in Botswana. They are also spending money on research in the development of their shoes. Recently the management also obtained a reliable supplier of raw materials for their shoes.

- 2.6.1 Quote TWO ways that AS are involved in the macro environment. (2)
- 2.6.2 Explain other ways that AS can be involved in the macro environment. (4)
- 2.7 Discuss the advantages of businesses that are involved in the macro environment. (6)
- 2.8 Suggest ways in which businesses can overcome competition in the market. (4)
- [40]**

**QUESTION 3: BUSINESS OPERATIONS**

- 3.1 Name any TWO factors influencing pricing. (2)
- 3.2 Briefly outline the requirements of a good trademark. (6)
- 3.3 Identify the types of intermediaries used by Melwin Manufacturers in EACH statement below:
- 3.3.1 Melwin Manufacturers use smaller-scale traders to sell to consumers in smaller qualities. (2)
- 3.3.2 Melwin Manufacturers make use of representatives to organise transactions between them and the final consumer. (2)
- 3.4 Explain total quality management (TQM) as part of quality management systems. (6)
- 3.5 Discuss the role of public relations in publicity. (6)

- 3.6 Read the scenario below and answer the question that follows.

**ASAT ACCOUNTANTS (AA)**

Asat Accountants (AA) employed Abie and Isa as financial accountants. Abie gets paid R5 000 for each set of financial statements he completes. Isa gets paid R380/hour for performing her duties.

Identify TWO salary determination methods used by AA. Motivate your answer by quoting from the scenario above.

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

SALARY DETERMINATION METHODS	MOTIVATIONS
1.	
2.	

(6)

- 3.7 Discuss the recruitment procedure. (6)
- 3.8 Advise businesses on the legal requirements of an employment contract. (4)  
[40]

## QUESTION 4: MISCELLANEOUS TOPICS

### BUSINESS ENVIRONMENTS

- 4.1 Name TWO components of the macro environment. (2)
- 4.2 Read the scenario below and answer the questions that follow.

#### BOSHOFF TRADERS (BT)

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

- 4.2.1 Quote TWO challenges of the micro environment from the scenario above. (2)
- 4.2.2 State TWO other challenges of the micro environment. (2)
- 4.3 Explain the purpose of the Labour Relations Act. (6)
- 4.4 Discuss hedging against inflation as a type of lobbying. (4)
- 4.5 Suggest ways in which businesses can have a direct influence on the environment. (4)

### BUSINESS OPERATIONS

- 4.6 Name TWO aspects that must be considered during production planning. (2)
- 4.7 Outline the purpose of induction as a human resources activity. (6)
- 4.8 Read the scenario below and answer the questions that follow.

#### WANDA BAGS (WB)

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

- 4.8.1 Name ONE stage of the product design from the scenario above. (2)
- 4.8.2 Explain other stages of the product design that would also be followed by WB. (6)
- 4.9 Advise businesses on placement procedure as a human resource activity. (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, for example QUESTION 5 on a NEW page OR QUESTION 6 on a NEW page.

### QUESTION 5: BUSINESS ENVIRONMENTS (SOCIO-ECONOMIC ISSUES)

Businesses need to have a good relationship with the trade unions in order to prevent strike actions which have a negative impact on businesses. The work environment can be affected by ethical misconduct and piracy and therefore needs to be identified and reported by businesses. Solutions to piracy needs to be implemented to protect intellectual property.

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

- Outline the functions of trade unions.
- Explain the negative impact of strikes as a socio-economic issue on businesses.
- Discuss THREE types of ethical misconduct.
- Advise businesses on the following solutions to piracy:
  - Patent
  - Trademark

[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**  
**GRAND TOTAL: 150**