



# basic education

Department:  
Basic Education  
REPUBLIC OF SOUTH AFRICA

## NATIONAL SENIOR CERTIFICATE

GRADE 11

BUSINESS STUDIES P1

EXEMPLAR NOVEMBER 2019

**MARKS: 150**

**TIME: 2 hours**

This question paper consists of 9 pages.

**INSTRUCTIONS AND INFORMATION**

Read the following instructions carefully before answering the questions.

- 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.
- Read the instructions for each question carefully and take particular note of what is required.
- 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.
- Except where other instructions are given, answers must be written in full sentences.
- Use the mark allocation and nature of each question to determine the length and depth of an answer.
- 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>35</b>
	<b>3</b>	<b>40</b>	<b>35</b>
	<b>4</b>	<b>40</b>	<b>35</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>30</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, etc.
- You may use a non-programmable calculator.
- 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 ... Act requires that the human resources function must promote equal opportunities and fair treatment in the workplace.

- A Labour Relations
- B Employment Equity
- C Basic Conditions of Employment
- D Compensation for Occupational Injuries and Diseases

1.1.2 Teko Quick Cash grants small loans to clients who cannot obtain credit from the bank. This is a challenge of the ... environment.

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

1.1.3 Johnny Furniture Ltd bought the controlling shares of Andries Manufacturers. This refers to ...

- A a merger.
- B a takeover.
- C an alliance.
- D information management.

1.1.4 Timmy Manufacturers used the ... production system when they first produced tables before producing chairs.

- A batch
- B job
- C mass
- D single

1.1.5 Sizwe Enterprises used ... when they gave away free samples of the new hand lotion they are introducing.

- A direct selling
- B personal selling
- C sales promotion
- D joint promotion

(5 x 2) (10)

- 1.2 Complete the following statements by using the word(s) 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.

selection; trademark; recruitment; Labour Relations, gross; patent; net; psychographics; demographics: Skills Development
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- 1.2.1 Easy Bank used the ... procedure when they evaluated applicants' curricula vitae (CVs) against predetermined standards.
- 1.2.2 Mohammed Distributors have complied with the ... Act by appointing service providers to train their employees.
- 1.2.3 Zabalaza Gold Mine registered ZG as their symbol to differentiate their product from others manufacturers' products. This is known as a ...
- 1.2.4 Tammy Designers studied the attitudes and tastes of their target market. This is an example of ...
- 1.2.5 Michael received his ... salary after all the deductions had been made. (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	Copyright	A	taxes placed on goods brought into the country
1.3.2	Strategic alliance agreement	B	it includes words and symbols that are legally registered by manufacturers to distinguish their products
1.3.3	Variable cost	C	system that produces a variety of almost similar goods in quantities
1.3.4	Tariffs	D	tax relief to encourage the export of goods to other countries
1.3.5	Jobbing	E	agreement between businesses leading to mutual benefits
		F	costs that remain constant irrespective of number of items produced
		G	exclusive legal right given to the originator to print, publish, perform or record
		H	agreement between companies to join forces to overcome competition in the market
		I	systems where each product is made according to the exact specifications of the customer
		J	costs change according to the number of products produced

(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 ENVIRONMENT**

- 2.1 Give FIVE examples of *contemporary legislation* that may affect business operations. (5)
- 2.2 Discuss THREE types of lobbying that businesses can use to adapt to the challenges of the business environment. (9)
- 2.3 Read the scenario below and answer the questions that follow.

**VASHNIE FASHION DESIGNERS (VFD)**

Vashnie Fashion Designers employ fashion designers who are always late for work despite several warnings. The government has increased import tariffs, making it difficult for VFD to continue importing designer clothing from China. VFD purchase their raw materials from Ditebogo Clothing Manufacturers who are usually out of stock.

Use the table below as a guide to answer the following questions.

CHALLENGE (2.3.1)	BUSINESS ENVIRONMENT (2.3.2)	EXTENT OF CONTROL (2.3.3)
(a)		
(b)		
(c)		

- 2.3.1 Quote THREE challenges faced by VFD in the scenario above. (3)
- 2.3.2 Classify EACH challenge according to the THREE business environments. (6)
- 2.3.3 State the extent of control VFD has over EACH business environment identified in QUESTION 2.3.2. (3)
- 2.4 Explain the benefits of businesses that are involved in the macro environment. (8)
- 2.5 Advise businesses on the relationship between the primary, secondary and tertiary sectors. (6)

**[40]**

**QUESTION 3: BUSINESS OPERATIONS**

- 3.1 Outline THREE aspects that must be included in the employment contract. (3)
- 3.2 Distinguish between *piecemeal* and *time-related salary determination systems*. (4)
- 3.3 Read the scenario below and answer the questions that follow.

**THOMAS FINANCIAL SERVICES (TFC)**

Thomas Financial Services advertised a post for an accountant on the notice board.

- 3.3.1 Identify the recruitment method used by TFS. Motivate your answer by quoting from the scenario. (3)
- 3.3.2 Explain other recruitment steps/procedure that TFS should have followed. (6)
- 3.3.3 Advise the management of TFS on any TWO roles of the interviewer during the interview. (4)

**3.4 CLEAR WATER BOTTLE MANUFACTURERS (CWBM)**

Clear Water Bottle Manufactures specialise in the manufacturing of water bottles. The total cost to produce 10 000 bottles of water is R40 000.

- 3.4.1 Calculate the production cost per bottle. (3)
- 3.4.2 Calculate the selling price per bottle if they want to make 40% profit on cost price. (4)
- 3.5 Outline any THREE aspects that must be considered during production planning. (3)
- 3.6 Discuss the requirements of a safe environment in the workplace. (4)
- 3.7 Recommend ways in which businesses can comply with the Occupational Health and Safety Act, 1993 (Act 85 of 1993). (6)

**[40]**

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

- 4.1 Outline the challenges of the micro environment. (8)
- 4.2 Read the scenario below and answer the questions that follow.

**STEVEN MUSIC PRODUCTIONS (SMP)**

Steven Music Productions is losing sales and income because of people who illegally duplicate and distribute his music albums. This leads to job losses in the music industry.

- 4.2.1 Identify the socio-economic issue applicable in the scenario above. (2)
- 4.2.2 Quote, from the scenario above, TWO negative impacts of the socio-economic issue identified in QUESTION 4.2.1. (2)
- 4.2.3 Advise SMP on other negative impacts of the socio-economic issue identified in QUESTION 4.2.1. (8)

**BUSINESS OPERATIONS**

- 4.3 Identify the marketing activities applied by Uniliva (Pty) Ltd in EACH scenario below:
- 4.3.1 Uniliva (Pty) Ltd has hired a strongroom for safekeeping of their products until the consumers need them.
- 4.3.2 Customers of Uniliva (Pty) Ltd are requested to complete the questionnaires about new products they want to introduce.
- 4.3.3 Uniliva (Pty) Ltd uses different airlines to deliver supplies to the UK. (6)
- 4.4 Explain the purpose of *induction*. (6)
- 4.5 Advise the human resources manager on the implications of the Employment Equity Act (EEA), 1998 (Act 55 of 1998) when making new appointments. (8)

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

**SECTION C**

Answer ONE question in this section.

**NOTE:** Clearly indicate the QUESTION NUMBER of the 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 South African Constitution recognises the right of every worker to join a trade union. Employer organisations and trade unions must enter into collective agreements to avoid strikes and go-slows, as guided by the Labour Relations Act (LRA), 1995 (Act 66 of 1995).

Write an essay in which the following aspects are included:

- Outline the reasons for the establishment of trade unions.
- Describe the purpose of the Labour Relations Act.
- Differentiate between a *strike* and a *go-slow*.
- Advise businesses on the functions of trade unions.

**[40]****QUESTION 6: BUSINESS OPERATIONS****BEST PAINTS MANUFACTURERS (BPM)**

Best Paints Manufacturers specialise in the manufacturing of high-quality paints for their customers. BPM realise that good packaging and pricing techniques can attract new customers and increase their market share. The management of BPM always does research on different categories of consumer goods in order to satisfy the needs of their clients.

As an expert of marketing policy instruments, write an essay on the following aspects:

- Explain any TWO categories of consumer goods.
- Explain the purpose of packaging.
- Discuss any THREE forms of packaging.
- Advise BPM on how customers can be attracted using the following pricing strategies:
  - Penetration pricing
  - Price skimming
  - Discount pricing
  - Competitive pricing

**[40]**

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