



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

BUSINESS STUDIES

FEBRUARY/MARCH 2011

MARKS: 300

TIME: 3 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 all learning outcomes.

SECTION A: COMPULSORY

SECTION B: Consists of **THREE COMPULSORY** questions.

SECTION C: Consists of **FOUR** questions.

Answer any **TWO** of the four questions from this section.

2. Number the answers correctly according to the numbering system used in this question paper.
3. Except where other instructions are given, answers must be in full sentences.
4. Use the mark allocation and nature of each question to determine the length and depth of an answer.
5. Use the table below as a guide for mark and time allocation when answering each question.

SECTION	QUESTION	MARKS	TIME
A: Multiple-choice Questions, Words in Brackets, Matching Items COMPULSORY	1	40	30 min.
B: THREE direct questions COMPULSORY	2	60	30 min.
	3	60	30 min.
	4	60	30 min.
C: Essay questions Answer any TWO of the four questions.	5	40	30 min.
	6	40	30 min.
	7	40	30 min.
	8	40	30 min.
TOTAL		300	180 min.

6. The answer to **EACH** question must begin on a **NEW** page, for example: **QUESTION 1** – new page, **QUESTION 2** – new page, et cetera.
7. Calculators may be used.
8. Write legibly and present your work neatly.

SECTION A (COMPULSORY)**QUESTION 1**

1.1 Four 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 – 1.1.10) in the ANSWER BOOK, for example 1.1.11 B.

- 1.1.1 A business enterprise has no control over the ...
- A micro-business environment.
 - B employees.
 - C macro-business environment.
 - D marketing function.
- 1.1.2 This Act provides business enterprises with information on non-payment by customers:
- A Broad-Based Black Economic Empowerment Act, 2003 (Act 53 of 2003)
 - B Basic Conditions of Employment Act, 1997 (Act 75 of 1997)
 - C Employment Equity Act, 1998 (Act 55 of 1998)
 - D National Credit Act, 2005 (Act 34 of 2005)
- 1.1.3 Which ONE of the following is an example of a tertiary sector?
- A Banking
 - B Farming
 - C Forestry
 - D Mining
- 1.1.4 Pravin invested R40 000 in a savings account at Standard Bank for one year at an interest rate of 8% p.a. Which ONE of the following amounts represents the simple interest earned by Pravin after one year?
- A R40 000
 - B R43 200
 - C R3 200
 - D R3 500
- 1.1.5 Makes provision for the payment of maternity benefits to contributors:
- A Road Accident Fund (RAF)
 - B Compensation for Occupational Injuries and Diseases Act (COIDA), 1993 (Act 130 of 1993)
 - C Child Welfare Society
 - D Unemployment Insurance Fund (UIF)

- 1.1.6 This is regarded as a professional and ethical business practice:
- A Deducting income tax and making monthly payments to the South African Revenue Service (SARS)
 - B Selling counterfeit imported goods
 - C Marketing goods using your competitor's brand name
 - D Payment of unfair wages
- 1.1.7 The government imposes fines on businesses that dump harmful materials in rivers and dams. This is one way in which government addresses ... issues.
- A inclusivity
 - B environmental
 - C human rights
 - D gender
- 1.1.8 A factor that should be discouraged when choosing a career:
- A Learnerships
 - B Tertiary studies
 - C Self employment
 - D Waiting to pass Grade 12
- 1.1.9 The final step in the conflict resolution process is known as ...
- A arbitration.
 - B negotiation.
 - C reconciliation.
 - D retrenchment.
- 1.1.10 Can be used to advance the well-being of an employee who is addicted to drugs:
- A Promotion
 - B Immediate dismissal
 - C Rehabilitation
 - D Decrease his/her salary
- (10 x 2) (20)

1.2 Choose the correct word(s) from those given in brackets. Write only the word(s) next to the question number (1.2.1 – 1.2.5) in the ANSWER BOOK.

1.2.1 Business data obtained via the internet is called (written/electronic) information.

1.2.2 (Concentric/Conglomerate) diversification occurs when a business merges with, or takes over, another enterprise in a completely different industry.

1.2.3 The (Empty Chair/Delphi) problem-solving technique involves obtaining expert opinions to make a decision.

1.2.4 The (Porter's Five Forces/King's Code) was introduced to enhance corporate governance because of the prevalence of corruption and unethical business practices.

1.2.5 (Leadership/Management) refers to a process of influencing employees to become achievers in the performance of their duties.

(5 x 2) (10)

1.3 Choose a description from COLUMN B that matches a term in COLUMN A. Write only the letter (A – G) next to the question number (1.3.1 – 1.3.5) in the ANSWER BOOK, for example 1.3.6 H.

COLUMN A	COLUMN B
1.3.1 Green Peace	A deals with employer/employee grievances
1.3.2 Poverty	B monthly payment to indemnify losses
1.3.3 Physical resources	C example of a trade union
1.3.4 Premium	D consists of market value of insurable items
1.3.5 CCMA	E organisation fighting environmental issues
	F worsened by unemployment and high food prices
	G consists of buildings and equipment

(5 x 2) (10)

TOTAL SECTION A: 40

SECTION B (COMPULSORY)**QUESTION 2**

- 2.1 Name any FIVE pillars of BBBEE. (10)
- 2.2 Describe any FOUR main purposes of each of the following acts:
- 2.2.1 South African Qualifications Authority Act, 1995 (Act 58 of 1995) (8)
- 2.2.2 Labour Relations Act, 1995 (Act 66 of 1995) (8)
- 2.3 List any FIVE clauses or recommendations from the King's Code of Best Practice. (10)
- 2.4 Does corporate social responsibility benefit communities? Use examples to support your answer. (6)
- 2.5 Read the case study below and answer the questions that follow.

TINY TOTS TOY FACTORY

Lawrence Mfundo is the general manager of a factory that manufactures a variety of good quality toys. It is situated in the Eastern Cape. Their toys are successfully marketed locally as well as globally.

The factory uses modern machinery and equipment in the production process. The factory has a relatively small human resources department with no counselling and support services for workers.

Lawrence Mfundo read about the problem of HIV/Aids and unemployment in the local community in the local newspaper. The article stated that approximately 30% of the people in the local community are probably HIV positive, more than 40% are unemployed and crime is on the increase.

- 2.5.1 You must assist Lawrence Mfundo to compile a SWOT analysis of Tiny Tots Toy Factory. (8)
- 2.5.2 Use the information from the SWOT analysis to develop strategies as a counter to the challenges. (6)
- 2.6 Distinguish between *market penetration* and *market development* as intensive strategies. (4)
- [60]**

QUESTION 3

- 3.1 State any FOUR functions of a trade union. (8)
- 3.2 Describe how the division of profits of a sole trader, close corporation and public company may affect the success of a business. (12)
- 3.3 Read the dialogue below and answer the questions that follow.

Penny:	Hi! What happened! Your hair is not brushed and it seems as if you have not slept.
Tom:	Yes, I am feeling depressed. I made a presentation and within 15 minutes everyone had walked out instead of sitting for the full two hours.
Penny:	Why? Tell me more.
Tom:	The presentation was on 2009 financial performance but I could only speak about my family. I was worried but did not know what to do.

- 3.3.1 Give TWO reasons, from the dialogue, why the audience walked out. (4)
- 3.3.2 Advise Tom on what he should do to prevent a similar situation from occurring in future. (10)
- 3.4 Sibongile is employed at ABC Factory Ltd. She works a five-day week. Her remuneration is based on the following:
- (a) Working hours are 8 hours per day.
 - (b) The normal rate of pay is R60 per hour.
 - (c) Sibongile worked three hours overtime this week.
 - (d) The rate for overtime is 1,5 times the normal rate.
 - (e) Deductions for the week are as follows: income tax R320, UIF R26,70, staff social club R15 per week.
- 3.4.1 Calculate Sibongile's gross wage for the week. Show ALL calculations. (6)
- 3.4.2 Calculate Sibongile's nett wage for the week. Show ALL calculations. (4)
- 3.5 Discuss how the quality of performance of the following business functions will ensure success in the business enterprise:
- 3.5.1 Marketing function (4)
 - 3.5.2 Risk management (4)
- 3.6 Evaluate the retirement annuity (RA) as an investment opportunity. (8)

[60]

QUESTION 4

- 4.1 Outline any SIX steps that management should follow to resolve problems in the workplace. (12)
- 4.2 State the FIVE forces, identified by Michael Porter, that can be used when analysing the market environment of a business. (10)
- 4.3 Once the applicant has been chosen and has accepted the position offered, he/she has to sign an employment contract.
- 4.3.1 Describe the term *employment contract*. (2)
- 4.3.2 List any FOUR conditions that will be stipulated in the employment contract. (8)
- 4.4 Read the case study below and answer the questions that follow.

LPJ STATIONERS LTD

LPJ Stationers Ltd has 36 shareholders and two directors. They are BBBEE compliant and have secured a tender with the Department of Education to print and supply textbooks to schools in 2011.

The directors want to declare a larger dividend and reduce expenses through the retrenchment of 15 employees.

Pinky Zulu is one of the affected employees.

- Give FOUR reasons why the workplace forum will advise Pinky Zulu against retrenchment. (8)
- 4.5 Distinguish between *autocratic* and *charismatic* leadership styles. (8)
- 4.6 Explain the following issues that challenge ethical and professional behaviour in the business environment and make recommendations for improvement thereof. Use examples to support your answer.
- 4.6.1 Unfair advertising (6)
- 4.6.2 Abuse of work time (6)

[60]**TOTAL SECTION B: 180**

SECTION C**Answer ANY TWO questions.**

NOTE: Write down the QUESTION NUMBER only. The answer to EACH QUESTION must begin on a NEW PAGE, for example QUESTION 5 on a NEW page, QUESTION 6 on a new page, et cetera.

QUESTION 5

Skilled labour has been a serious challenge to the business environment in South Africa. The government has introduced the Skills Development Act, 1998 (Act 97 of 1998) to address the skills shortage.

Discuss the Skills Development Act (SDA), 1998 (Act 97 of 1998) by referring to its purpose, funding and utilisation of the skills levy. You are also required to explain the role of SETAs in skills development. Do you think that the Skills Development Act meets its objectives? Motivate your answer.

[40]**QUESTION 6**

Thabo Mhlongo is currently employed at the Cape Town municipality. He has R100 000 in his bank account that he has saved. Thabo intends resigning from his current employment to start his own business venture known as Thabo's Catering Services.

Discuss the entrepreneurial qualities that Thabo should possess. You are also required to explain how profitability, sustainability and a good customer base will contribute to the success of Thabo's Catering Services. Recommend whether Thabo should remain in his current place of employment or not. Motivate your answer.

[40]**QUESTION 7**

It is not easy to get a group of diverse individuals together to work as a team. Managers must understand that shifting from individual work to teamwork is an emotional experience and workers must be motivated step by step to work as a team.

Discuss teamwork in the workplace by referring to any THREE types of teams. Give reasons for the use of teams and the characteristics of successful teams. Also indicate whether teamwork, instead of individual work, should always be encouraged by managers.

[40]**QUESTION 8**

You are the human resources manager of SA Breweries Ltd. Your production manager resigned recently.

Discuss in detail your recruitment, selection, placement and induction programme for the new production manager. In view of current legislation, briefly explain THREE matters that should be considered when filling this vacancy.

[40]

TOTAL SECTION C: 80
GRAND TOTAL: 300