



**NATIONAL  
SENIOR CERTIFICATE**

**GRADE 12**

**JUNE 2022**

**BUSINESS STUDIES P1**

**MARKS: 150**

**TIME: 2 hours**

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This question paper consists of 10 pages.

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## 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 any ONE of the two questions in this section.

- 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.

- 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 guide for mark and time allocation when answering each question.

| SECTION  | QUESTION | MARKS      | TIME (minutes) |
|--|----------|------------|----------------|
| <b>A: Objective-type questions<br/>COMPULSORY</b>                                  | <b>1</b> | <b>30</b>  | <b>20</b>      |
| <b>B: THREE direct/indirect type<br/>questions<br/>CHOICE:<br/>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<br/>CHOICE:<br/>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 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 This Act requires businesses to check customers' financial backgrounds before granting loans to them:

- A Consumer Protection Act (CPA), 2008 (Act 68 of 2008)
- B Labour Relations Act (LRA), 1995 (Act 66 of 1995)
- C Employment Equity Act (EEA), 1998 (Act 55 of 1998)
- D National Credit Act (NCA), 2005 (Act 34 of 2005)

1.1.2 Karoo Finance operates in the ... sector as they specialise in offering financial services.

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

1.1.3 Workers may not work more than ... hours in a week.

- A 30
- B 40
- C 45
- D 60

1.1.4 The process of conducting interviews to identify the most suitable applicant, is known as ...

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

1.1.5 The ... function ensures compliance to recent legislation.

- A marketing
- B public relations
- C purchasing
- D production

(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 control; fringe benefits; SWOT; strategy evaluation;<br>internship; quality assurance; learnership; compulsory benefits;<br>PESTLE; strategic management |
|--|

- 1.2.1 A/An ... agreement includes practical work experience that can lead to a recognised occupational qualification.
- 1.2.2 Frank Fruits compiled a ... analysis to identify challenges in their internal environment.
- 1.2.3 The process of monitoring business activities and measuring performance, is known as ...
- 1.2.4 Businesses offer vehicle allowances as a ... to attract employees.
- 1.2.5 Etienne Manufacturers used ... when inspecting their products only 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 (1.3.1–1.3.5) in the ANSWER BOOK, for example 1.3.6 K.

| COLUMN A |                          | COLUMN B |   |
|----------|--------------------------|----------|---|
| 1.3.1    | Skills development levy  | A        | candidates' application forms are checked against the requirements of the job     |
| 1.3.2    | Forward integration      | B        | aims at satisfying the needs of consumers and improving businesses' processes     |
| 1.3.3    | Job specifications       | C        | employers contribute 1% of their payroll to SARS to train employees               |
| 1.3.4    | Placement                | D        | business takes over its supplier  |
| 1.3.5    | Total Quality Management | E        | describes the duties and responsibilities of a specific job                       |
|          |                          | F        | aims at analysing the business position in the market                             |
|          |                          | G        | candidates' skills and abilities are matched with the requirements of the job     |
|          |                          | H        | business takes over its distributor   |
|          |                          | I        | describe the minimum personal qualities needed for a job                          |
|          |                          | J        | employers and employees contribute 1% of their payroll to SARS to train employees |

(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 any FOUR consumer rights as stipulated in the Consumer Protection Act (CPA), 2008 (Act 68 of 2008). (4)
- 2.2 Outline the role of SETAs in supporting the Skills Developments Act, 1998 (Act 97 of 1998). (4)
- 2.3 Read the scenario below and answer the question that follows.

**BEYERS BOOKS (BB)**

Beyers Books specialises in selling school textbooks in the Gauteng Province. Recently they also opened branches in the Free State and Eastern Cape Province.

- 2.3.1 Identify the type of intensive strategy used by Beyers Books in the scenario above. (2)
- 2.3.2 Explain the advantages of intensive strategies. (4)
- 2.4 Describe the *strategic management process*. (6)
- 2.5 Read the scenario below and answer the questions that follow.

**USANDA DEALERS (UD)**

Usanda Dealers is a large retail business and employ many employees. They refuse to grant workers family responsibility leave to support sick family members.

- 2.5.1 Identify the Act that is applicable to UD in the scenario above. (2)
- 2.5.2 Explain other actions that could be regarded as non-compliance to the Act identified in QUESTION 2.5.1. (4)
- 2.6 Discuss the impact of the Compensation for Occupational Injuries and Diseases Amendment Act (COIDA), 1997 (Act 61 of 1997) on businesses. (6)
- 2.7 Recommend ways in which businesses could deal with challenges that are posed by the following PESTLE factors.
- 2.7.1 Environmental (4)
- 2.7.2 Technological (4)

**[40]**

**QUESTION 3: BUSINESS OPERATIONS**

- 3.1 State any FOUR aspects that should be included in an employment contract. (4)
- 3.2 Outline the role of the interviewee during an interview. (4)
- 3.3 Read the scenario below and answer the question that follows.

**GREEN LIVING TRADERS (GLT)**

Green Living Traders offers environmentally friendly cleaning products. John, the marketing manager decided, to leave GLT after being offered a better job opportunity. Mary’s employment contract was terminated when she reached the age of 65.

3.3.1 Identify TWO reasons for termination of employment contracts applicable to GLT. Motivate your answer by quoting from the scenario above.

Use the table below as a GUIDE to answer QUESTION 3.3.1.

| REASONS FOR TERMINATION OF EMPLOYMENT CONTRACTS | MOTIVATIONS |
|---|-------------|
| 1.  |             |
| 2.  |             |

(6)

- 3.4 Discuss the impact of internal recruitment on businesses. (6)
- 3.5 Read the scenario below and answer the questions that follow.

**NEON TEL LIMITED (NTL)**

Neon Tel Limited continuously improves on their processes and systems. The management always requests quality circles to make suggestions for improving systems and processes. Quality circles also ensure that there is no duplication of tasks in the workplace.

- 3.5.1 Quote TWO roles of quality circles as part of continuous improvement to processes and systems in the scenario above. (2)
- 3.5.2 Explain other roles of quality circles as part of continuous improvement to processes and systems. (6)
- 3.6 Discuss ways in which total quality management (TQM) can reduce the cost of quality. (6)
- 3.7 Advise businesses on the quality indicators of the general management function. (6)

**[40]**

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

- 4.1 State any TWO types of diversification strategies. (2)
- 4.2 Identify the force of Porter's Five Forces model that applies to Mike Gardens in EACH statement below:
- 4.2.1 Mike Gardens only needed a small amount of capital to start his business.
- 4.2.2 Xolani opened a new garden service offering services at lower prices than Mike Gardens. (4)
- 4.3 List TWO business environments and state the extent of control that businesses have over EACH environment.

Use the table below as a GUIDE to answer QUESTION 4.3.

| BUSINESS ENVIRONMENTS | EXTENT OF CONTROL |
|-----------------------|-------------------|
| 1.                    |                   |
| 2.                    |                   |

(4)

- 4.4 Discuss TWO types of defensive strategies. (6)
- 4.5 Suggest ways in which businesses can apply the enterprise and supplier development (ESD) as a BBBEE pillar in the workplace. (4)

**BUSINESS OPERATIONS**

- 4.6 Name TWO salary determination methods that businesses can apply to remunerate their employees. (2)
- 4.7 Identify the source of external recruitment used by Ubenathi Enterprise in EACH statement below:
- 4.7.1 Ubenathi Enterprise made an employment offer to a well-experienced manager at Frankie Traders.
- 4.7.2 They advertised a sales position on Facebook. (4)
- 4.8 Explain UIF as a benefit required by law. (4)



4.9 Read the scenario below and answer the question that follows.

**SUKANYA MANUFACTURERS (SM)**

Sukanya Manufacturers is a large producer of bricks. They utilise machines and equipment optimally. SM offered performance incentives to their staff to encourage quality work.

4.9.1 Identify TWO business functions that are applicable to SM. Motivate your answer by quoting from the scenario above.

Use the table below as a GUIDE to answer QUESTION 4.9.1.

| BUSINESS FUNCTIONS | MOTIVATIONS |
|--------------------|-------------|
| 1.                 |             |
| 2.                 |             |

(6)

4.10 Advise businesses on the advantages of continuous skills development/education and training on large businesses as a total quality management (TQM) element.

(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 (LEGISLATION)**

The Employment Equity Act (EEA), 1998 (Act 55 of 1998) was instituted to ensure equality for all people in the workplace. Businesses may face penalties for non-compliance with the EEA therefore businesses are obliged to comply with the requirements of the Act.

Write an essay on the Employment Equity Act in which you include the following aspects:

- Outline the purpose of the Employment Equity Act.
- Explain the penalties/consequences of non-compliance to the EEA.
- Discuss the impact of the EEA on businesses.
- Suggest ways in which businesses can comply with this Act.

[40]

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

Quality management and quality performance need to be used by businesses to ensure quality of performance in the workplace. A good quality management system needs to be in place so that the end product satisfies customers. Businesses must be aware of the impact of total quality management (TQM) if poorly implemented to avoid it at all cost.

Write an essay on quality in which you include the following aspects:

- Outline the differences between *quality management* and *quality performance*.
- Explain the benefits of a good quality management system.
- Discuss the impact of total client/customer satisfaction as a TQM element on large businesses.
- Advise businesses on the impact of TQM if poorly implemented by businesses.

[40]

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