Education and Sport Development

Department of Education and Sport Development
Departement van Onderwys en Sportontwikkeling
Lefapha la Thuto le Tlhabololo ya Metshameko

NORTH WEST PROVINCE

GRADE 11

BUSINESS STUDIES

PAPER 1

JUNE EXAMINATION 2019

MARKS: 150

TIME: 2 hours

This question paper consists of 10 pages.

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INSTRUCTIONS AND INFORMATION

Read the following instructions carefully before answering the questions.

1. This question paper consists of THREE sections and covers content for term one and two content.

   SECTION A: COMPULSORY
   SECTION B: Consists of THREE questions.
   Answer any TWO questions of the three questions in this section.
   SECTION C: Consists of TWO questions.
   Answer any ONE of two questions in this section.

2. Read the instructions for each question carefully and take note of what is required.

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. NOTE: The answer to EACH question must begin on a NEW page, for example:
   QUESTION 1 – new page, QUESTION 2 – new page, et cetera.

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

SECTION	QUESTION	MARKS	TIME (minutes)
A: Objective-type questions COMPULSORY	**1**	**30**	**20 minutes**
B: THREE direct/indirect-type questions CHOICE: Answer any TWO.	**2**	**40**	**35 minutes**
	3	**40**	**35 minutes**
	4	**40**	**35 minutes**
C: TWO essay-type questions CHOICE: Answer any ONE.	**5**	**40**	**30 minutes**
	6	**40**	**30 minutes**
TOTAL		**150**	**120 min.**

8. Non-programmable calculators may be used.

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 the letter (A-D) next to the question number (1.1.1 – 1.1.5) in the ANSWER BOOK, for example 1.1.6 B.

1.1.1 A/ An… tries to predict what the future would look like; it reflects the dream of where the business will find itself somewhere in the future.

A. Mission statement
B Vision
C Objective
D Purpose

1.1.2 The law that protects a person's intellectual property is called …

A. Copyright
B. Patent
C Piracy
D Trademark

1.1.3 One of the social factors that influences a consumers' buying is…

A Motivation
B Family
C Perception
D Attitude

1.1.4 Intermediaries operate in the ... sector of the economy.

A Market
B Primary
C Secondary
D Tertiary

1.1.5 Business … is often defined as managing the triple bottom line.

A success
B sustainability
C profitability
D productivity (5 x 2) (10)

1.2 Complete the following statements by using the words 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.

political unrest, paying tax, psychographics, mission, takeover, objectives, violence, acquisition, corruption, demographics,

1.2.1 A/An … takes place when one business buys another business.

1.2.2 The … refers to the statistical data relating to the population and particular groups within it e.g age and gender.

1.2.3 Clear directives of how the business intends to achieve its vision.

1.2.4 Ethical misconduct in the business.

1.2.5 A …is a form of protest by community members about lack of service delivery. (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 Economic crime	A A trend for businesses and countries to trade across international borders
1.3.2 Counterfeiting	B Group of people who sell their own product
1.3.3 Strategic allies	C A common disagreement reached between rival parties
1.3.4 Bargaining	D Carry trademarks that look similar to original trademarks
1.3.5 Globalisation	E Businesses promoting commerce in the domestic market
	F Those committed for financial gain and involve deception and fraud rather than violence
	G Illegally copying of protected goods without the consent of the owner
	H An acceptable agreement reached after negotiations
	I A joint venture established to achieve a common goal
	J Involves dishonest activities in which a person acts contrary to the interest of business

(5 x 2) (10)

TOTAL SECTION A: 30

SECTION B

Answer any TWO questions from this section.

QUESTION 2: BUSINESS ENVIRONMENTS (Influences of Business Environments)

2.1 Identify the business environment represented by EACH of the following statements and state the extent to which a business may control each of these environments.

2.1.1 The employees of Ben's Chicken Farm are regularly absent. (3)

2.1.2 The suppliers of Pinky Bakery do not deliver stock on time. (3)

2.1.3 The buildings of Mampho Catering Services have been destroyed by heavy storms. (3)

Use the table below as a guide to answer the questions in 2.1.1-2.1.3.

BUSINESS ENVIRONMENT	EXTENT OF CONTROL

2.2 Read the scenario below and answer the questions that follow.

Manager fired for sexual harassment

"The sexually suggestive e-mails sent by the manager to a female employee, who operates a car cleaning service at a dealership premises, came back to haunt him last month"

2.2.1 Quote the reason from the scenario why the manager was fired for sexual harassment. (2)

2.2.2 Define the concept *"sexual harassment"*. (3)

2.2.3 Explain the impact of sexual harassment on a business. (4)

2.2.4 Recommend possible solutions for dealing with sexual harassment in the workplace. (6)

2.3 Discuss the benefits that businesses may enjoy by being involved in the macro environment. (8)

2.4 Suggest ways in which businesses can be involved in the macro environment. (8)

[40]

QUESTION 3 BUSINESS ENVIRONMENTS (Challenges of Business Environments)

3.1 Identify challenges of the micro environment represented by each of the following statements:

3.1.1 Simon is always complaining about working hours and produces sub-standard work.

3.1.2 The management of Siyaya Enterprise does not have a clear strategy of where the business is going.

3.1.3 Thabo's Building Construction fails to meet its target due to lack of leadership.

3.1.4 The employees of Jacky's Enterprise have declared a dispute and they are refusing to work until the dispute has been settled. (8)

3.2 Read the scenario below and answer the questions that follow.

Local micro-lending on a slippery slope

Unsecure micro-lending is growing despite high risk. South Africa has witnessed extraordinary growth in unsecured micro-lending over the last few years. This is due to South African banks taking uncalculated risks in favour of higher premiums and due to a correction of previous discrepancies in the South African credit industry.

3.2.1 Identify the business environment for the challenges in the scenario above. (2)

3.2.2 Quote TWO reasons from the article why South Africa has witnessed extraordinary growth in unsecured micro-lending over the last few years. (2)

3.2.3 Describe the term "*micro-lending*" (4)

3.2.4 Explain how micro-lending can be a challenge to the business. (6)

3.3 Discuss the following challenges of the market environment:

3.3.1 Competition (4)

3.3.2 Changes in consumer behaviour (4)

3.3.3 Socio cultural factors (4)

3.4 Suggest ONE strategy for each challenge discussed in 3.3 above. (6)

[40]

QUESTION 4 MISCELLANEOUS TOPICS

CONTEMPORARY SOCIO-ECONOMIC ISSUES

4.1 Identify the socio-economic issues which are applicable to each scenario below.

4.1.1 Shortage of water hampers the production process.

4.1.2 Sometimes other countries will bring their excess, cheap products to the South African market.

4.1.3 NEUSA affiliated members refuse to work in an effort to pressure employers to give in to their demands.

4.1.4 An increase in the price of fuel, fertiliser and agricultural products.

4.1.5 The practice of showing favouritism towards one's family members or friends in economic or employment terms. (10)

BUSINESS SECTORS

4.2 Read the scenario below and answer the questions that follow.

Hoho Plantations (HP)

The owners of Hoho Plantations have decided to expand their business to include Lilitha Timber Manufacturers. The management of HP has approached Smart Bank to finance their expansion.

4.2.1 Identify THREE business sectors from the scenario above. Motivate your answer by using the scenario. (9)

4.2.2 Give ONE example of an industry found in each sector. (3)

Use the table below as a guide to answer 4.2.1 & 4.2.2.

BUSINESS SECTOR (4.2.1)	**QUOTE FROM THE SCENARIO**	**INDUSTRY (4.2.2)**

4.2.3 Discuss the link between the business sectors identified in QUESTION 4.2.1. (6)

ADAPTING TO CHALLENGES

4.3 Discuss the following ways of adapting to the challenges of the business environments:

4.3.1 Lobbying (4)

4.3.2 Information management (4)

4.3.3 Mergers (4)

[40]

TOTAL SECTION B: 80

SECTION C

Answer ANY ONE question in this section.

NOTE: Clearly indicate the QUESTION NUMBER of each question chosen.
The answer to EACH question must start on a NEW page, for example QUESTION 5 on a NEW page, QUESTION 6 on a NEW page, etc.

QUESTION 5 BUSINESS ENVIRONMENTS (Adapting to Challenges of the Business Environments)

Percy owns a vegetable shop. He supplies fruits and vegetables to spaza shops in the area. Last year many farmers lost their crops due to an increase in rainfall. The government recently introduced regulations on the price of perishable products. This had a negative impact on his business. Percy has decided to form power relationships with other business stakeholders.

You are a specialist in guiding businesses with good business strategies. Write an essay on the following aspects:

- Explain the meaning of *"power relationships*".
- Discuss the following examples of power relationships:
  - Strategic alliance agreements
  - Persuasion of large investors
  - Company representatives influence
- Describe the advantages of networking.
- Advise businesses on how they can adapt to legislation as a macro environment challenge. **[40]**

QUESTION 6 BUSINESS ENVIRONMENTS (Contemporary Socio-Economic issues)

Labour Relations regulates the relationship between the employers and employees. Trade unions promote labour relations, but employees can take industrial action in the form of strikes or go-slows.

With reference to the statement above:

- Explain the difference between a go-slow and lockouts.
- Discuss the negative impact of strikes on businesses.
- Describe the purpose of the Labour Relations Act.
- Advise businesses on the functions of trade unions in promoting labour relations.

[40]

TOTAL SECTION C: 40
GRAND TOTAL: 150