

EXAMINER: S SINGH	MODERATOR: R GOVENDER
DURATION: 2 HOURS	MARKS: 150
NAME/SURNAME:	GRADE/DIV:

INSTRUCTIONS AND INFORMATION

1. This paper consists of 9 printed pages
2. This question paper consists of **THREE** sections:
 - Section A: **COMPULSORY**
 - Section B: Consists of **THREE** questions. ANSWER any **TWO** questions in this section.
 - Section C: **ESSAY** question. Consists of **TWO** questions. ANSWER any **ONE** question in this section.
3. Use the special answer sheet when answering Section A.
4. Start EACH question on a NEW page, for example; QUESTION 2- NEW PAGE, QUESTION 3- NEW PAGE, ETC.
5. Tick (**v**) the question that you have completed on the special answer sheet.
6. Except where other instructions are given, answers must be in full sentences.
7. Use the table below as a guide for mark and time allocation when answering each question.
8. Write neatly and legibly.

SECTION A	QUESTION	MARKS	TIME
A COMPULSORY	1	30	20 MINS
	2	40	30 MINS
B ANSWER ANY TWO	3	40	30 MINS
	4	40	30 MINS
	5	40	40 MINS
C ANSWER ANY ONE	6	40	40 MINS

SECTION A: (COMPULSORY)

QUESTION ONE

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 number. For example: 1.1.6. A

1.1.1. This is a challenge of the Macro environment:

- A) Difficult employees
- B) Shortage of supplies
- C) Changes in consumer behaviour
- D) Political changes

1.1.2. Interacting with others to exchange ideas and information and to develop professional contracts, is known as...

- A) Networking
- B) Lobbying
- C) Merging
- D) Takeovers

1.1.3. This procedure matches the requirements of a post with strengths of a candidate:

- A) Remuneration
- B) Placement
- C) Recruitment
- D) Selection

1.1.4. Transports and distributes products to customers:

- A) Secondary sector
- B) Tertiary sector
- C) Primary sector
- D) Formal sector

1.1.5. The communication of a message about a product to increase sales, is known as:

- A) Advertising
- B) Storage
- C) Transportation
- D) Risk-taking

(5×2=10)

1.2. Choose the correct word/s from the textbox provided. Write only the word/s next to the question number. Example: 1.2.1. Distribution

INTEREST RATE	INSPECTION	PUBLICITY	INTERVIEW	BACKWARD LINK
EXCHANGE RATE	FORWARD LINK	QUALITY CONTROL		ADVERTISING
RECRUITMENT				

- 1.2.1. When one business buys another business, this is referred to as _____.
- 1.2.2. The _____ is a formal procedure conducted between the shortlisted candidates and the employer to fill a vacant post.
- 1.2.3. The value of one country's currency in terms of another country's currency.
- 1.2.4. An attempt to create a positive image of a product in the minds of the public.
- 1.2.5. This involves checking a product during the stages of production and when it is completed.
- (5×2=10)

1.3. Match column A with the correct alphabets from column B. Write only the correct alphabet from column B next to the question number. For example: 1.3.6. D

COLUMN A	COLUMN B
1.3.1. Hedging	A. limit on the quantity of goods that can be imported.
1.3.2. Quota	B. when businesses invest money in a way that its value grows at a faster rate than inflation.
1.3.3. Job description	C. when the employers keep activities away from the workplace until they all agree on the terms and conditions for work to resume.
1.3.4. Lockout	D. a written description of the job and its requirements.
1.3.5. Merger	E. excess supplies are sold elsewhere at much lower prices.
	F. when two businesses join together to function as a new business.
	G. this occurs when workers block the access to a company building to prevent normal access.
	H. when a business acquires an interest in another business
	I. these are restrictions on the amount of currency that can be traded.
	J. a general rise in prices of goods and services over time.

(5×2=10)

SECTION B

(ANSWER ANY TWO QUESTIONS FROM THIS SECTION)

QUESTION TWO: BUSINESS ENVIRONMENTS

2.1. List the THREE business environments.

(3)

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

DERICKS FURNITURE MANUFACTURERS (DFM)

DFM specialises in the manufacturing of office furniture. The management of DFM has developed unclear goals that confuse staff about the direction of the business.

The management of DFM has decided to promote Sofia and Sam as managers even though they do not have necessary skills to execute their tasks effectively.

Some employees have decided to go strike after consulting with their unions as they felt that the appointment process was not transparent and fair. DFM is not familiar with the functions of trade unions.

2.2.1. Identify the business sector in which DFM operates. Motivate your answer by quoting from the scenario.

(3)

2.2.2. Identify TWO challenges of the micro environment from the scenario above. Motivate your answer by quoting from the scenario. Use the table below to present your answer:

(6)

CHALLENGES OF THE MICRO ENVIRONMENT	MOTIVATION

2.3. Explain the relationship between the primary, secondary and tertiary sectors.

(6)

2.4. Advise businesses on the benefits of adapting to the challenge of "INFORMATION MANAGEMENT." (4)

2.5. Read the scenario below and answer the questions that follow:

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QUALITY REPAIRS (QR)

Mrs Zama is the owner of QR, a television repair shop. Mrs Zama struggles with an unhappy labour force that often threatens to strike. Her business is also affected by: high rates of illiteracy, unemployment, crime and HIV/Aids.

2.5.1. Discuss how the following socio-economic issues affect a business: (8)

2.5.1.1. High rates of illiteracy

2.5.1.2. Unemployment

2.5.1.3. Crime

2.5.1.4. HIV/Aids

2.5.2. Suggest ways that Quality Repairs can address "CRIME". (4)

2.6. Explain the negative impact "STRIKES" would have on a business. (6)

(40 marks)

QUESTION THREE: BUSINESS OPERATIONS

3.1. State SIX aspects that must be included in an employment contract. (6)

3.2. Explain the benefits of an induction programme. (6)

3.3. Read the scenario below and answer the questions that follow:

EMERALD ARCHITECTS (ET)

Emerald Architects is a popular architect firm in the North west. Recently their business has become very demanding and they feel a lot of pressure due to increasing orders and less skilled employees. ET has decided to advertise for skilled architects in the local newspaper.

3.3.1. Identify from the scenario, the type of recruitment that ET has used. Motivate your answer by quoting from the scenario. (3)

3.3.2. Discuss the role of the interviewee DURING the interview. (8)

3.3.3. Recommend the procedure that ET should follow to place the new employee. (7)

3.4. Read the scenario below and answer the questions that follow:

EXCLUSIVE CLOTHING LTD (ECL)

ECL specialises in a wide range of exclusive gowns. They want to increase their sales. They are considering a joint promotion with Elite Clothing, a local store also specialising in gowns.

3.4.1. Name the marketing mix element that ECL is considering. Motivate your answer by quoting from the scenario. (3)

3.4.2. Explain the benefits of foreign marketing for ECL as a way to increase their sales. (6)

3.5. Advise ECL on the advantages of electronic marketing. (4)

(40 marks)

QUESTION FOUR: MISCELLANEOUS

BUSINESS ENVIRONMENTS

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4.1. Identify the type of ethical misconduct presented in each statement below: (6)

4.1.1. Jane is offering Siphso an increase if he has a relationship with her.

4.1.2. Jessy accepted a bribe in exchange for making sure Delta Ltd 's tender application is successful.

4.1.3. The CEO of Shoes Ltd wasted the company's money by paying for his personal expenses.

4.2. "BEE is a form of affirmative action that businesses must comply with when employing and promoting people."

4.2.1. Explain the benefits of employee empowerment to a business. (4)

4.2.2. Suggest ways a business can adapt to employment empowerment. (4)

4.3. Read the scenario below and answer the questions that follow:

FRANKIES BRICKS AND TILES (FBT)

FBT specialises in the manufacturing of bricks and floor tiles. They have 20 workers who are directly involved in the manufacturing process.

FBT wants to increase their market share and are considering lobbying to try and influence successful retailers to support them.

4.3.1. Discuss the benefits of lobbying to FBT. (6)

BUSINESS OPERATIONS

4.4. Identify the pricing technique used in each scenario below: (6)

4.4.1. Power (Pty) Ltd sells their re-chargeable light bulbs at R10 in an attempt to enter a new market.

4.4.2. Sports Take sets their prices high at first and then slowly reduces it.

4.4.3. Coffee beans lowered their selling price below that of Mega Coffee to entice customers into their shop.

4.5. Differentiate between PIECEMEAL and TIME-RELATED method of salary determination. (4)

4.6. Read the scenario below and answer the questions that follow:

MEGA TRADERS

Mega Traders is one of the most popular retail outlets in the Southern Africa. Their popularity stems from their hardworking and dedicated employees who work timeously to ensure the best interest of the firm. Mega traders offers their employees fringe benefits to keep them motivated to their jobs.

4.6.1. Discuss the advantages of fringe benefits on a business. (6)

4.7. Elaborate on the implication of the Skills Development Act on the Human Resource function. (4)

(40 marks)

(ANSWER ANY ONE QUESTION FROM THIS SECTION)

QUESTION FIVE: BUSINESS ENVIRONMENTS

Businesses are exposed to challenges in all three business environments. The success of businesses lies in adapting to the challenges of the market environment by differentiating themselves from their competitors and developing strong relationships with their suppliers.

With reference to the above, write an essay including the following:

- Identify the components of the market environment.
- Discuss FOUR challenges of the market environment.
- Suggest ways a business can form power relationships.
- Describe ways in which a business can adapt to the following:
 - Competition
 - Shortages of supply

(40 marks)

QUESTION SIX: BUSINESS OPERATIONS

SPORTY TRENDS (PTY) LTD

Sporty Trends manufactures different kinds of sporting balls. They are designing a new ball that would be able to be inflated or deflated to different sizes so it can be used for different types of sport. Sporty Trends will need more employees to assist with this new production line. The human resource department decided to recruit employees from within the business.

Refer to the scenario above and write an essay in which you include the following aspects:

- Outline the steps that Sporty Trends (Pty)Ltd would need to follow in the design of the ball.
- Differentiate between **CONVENIENCE GOODS** and **SHOPPING GOODS** and provide an example for each.
- Discuss the recruitment procedure that Sporty Trends needs to follow.
- Evaluate the impact of internal recruitment on a business.

(40 marks)

ALL THE BEST!!!

SECTION A Downloaded from Stanmorephysics.com

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 number. For example: 1.1.6. A

1.1.1. D //

1.1.2. A //

1.1.3. B //

1.1.4. B //

1.1.5. A //

1.2. Choose the correct word/s from the textbox provided. Write only the word/s next to the question number.

1.2.1. BACKWARD LINK //

1.2.2. INTERVIEW //

1.2.3. EXCHANGE RATE //

1.2.4. PUBLICITY //

1.2.5. INSPECTION //

1.3. Match column A with the correct alphabets from column B. write only the correct alphabet from column B next to the question number. For example: 1.3.6. D

1.3.1. B //

1.3.2. A //

1.3.3. D //

1.3.4. C //

1.3.5. F //

SECTION B: SHORT QUESTIONS

ANSWER ANY TWO QUESTIONS FROM THIS SECTION

QUESTION TWO: BUSINESS ENVIRONMENTS

2.1.

Micro ✓
Market ✓
Macro ✓

(3)

2.2.1. Secondary sector. ✓✓

“DFM specialises in the manufacturing of office furniture.” ✓

(3)

2.2.2.

CHALLENGES OF THE MICRO ENVIRONMENT	MOTIVATION
LACK OF VISION AND MISSION ✓✓	The management of DFM has developed unclear goals that confuse staff about the direction of the business. ✓
LACK OF ADEQUATE MANAGEMENT SKILLS ✓✓	DFM has decided to promote Sofia and Sam as managers even though they do not have necessary skills to execute their tasks effectively. ✓
UNIONS, STIKES AND GO-SLOWS ✓✓	Some employees have decided to go strike after consulting with their unions as they felt that the appointment process was not transparent and fair. ✓

(6)

2.3. Relationship between the three business sectors

- The primary sector is dependent on the secondary sector for equipment ✓ and on the tertiary sector for services. ✓
- The secondary sector is dependent on the primary sector for raw materials ✓ and on the tertiary sector for services. ✓
- The tertiary sector is dependent on the secondary sector for technology ✓ such as office equipment ✓ and vehicles and on the primary sector for transportation of raw materials. ✓

(6)

2.4. Information management

- All challenges lead to new information ✓ that needs to be distributed to all the relevant people. ✓
- Information must be managed ✓ efficiently and a system implemented for easy access for relevant staff. ✓

(4)

2.5.1. Discuss how the following socio-economic issues affect a business

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SOCIO-ECONOMIC ISSUE	IMPACT ON A BUSINESS
2.5.1.1. High rates of illiteracy	<ul style="list-style-type: none"> It is difficult to find literate workers. ✓ It is more difficult for workers to improve their skills. ✓ Accept any other relevant answer.
2.5.1.2. Unemployment	<ul style="list-style-type: none"> Results in a lack of experienced workers and managers as people do not gain skills experience in work opportunities. ✓ The market for business products decreases as unemployed people do not have an income. ✓ Unemployment can also lead to crime. ✓ Accept any other relevant answer.
2.5.1.3. Crime	<ul style="list-style-type: none"> Both direct and indirect crime can reduce the morale of employees and management. ✓ Equipment, stock and end products may be stolen. ✓ Expenses will increase due to costs of security installation. ✓ Insurance premiums will increase. ✓ Customers will avoid shopping in high crime areas. ✓ Employees in a crime-filled community will become less productive and customers will have less disposable income. ✓ Accept any other relevant answer.
2.5.1.4. HIV/Aids	<ul style="list-style-type: none"> Staff productivity could be affected. ✓ The labour force is reduced. ✓ A skills shortage can be worsened. ✓

Max (8)

2.5.2. Ways that Quality Repairs can address "CRIME".

- Create a positive and safe environment for their employees. ✓✓
- Implement appropriate security systems and support systems for employees affected by crime. ✓✓
- Accept any other relevant answer.

2.6. Disadvantage of a strike for employers

- Production slows down or stops. ✓
- It affects the relationship with the staff. ✓
- It causes negative publicity. ✓
- Profits are lost or reduced. ✓

QUESTION THREE: BUSINESS OPERATIONS

3.1. Aspects to be included in an employment contract

- Details of the employer/ details of employee ✓
- Job title and job description ✓
- Working hours ✓
- Remuneration package ✓
- Leave ✓
- Termination of the contract ✓
- Benefits example car allowance, etc. (6)

3.2. Benefits of an induction programme

- New employees are introduced to the company's policies and procedures ✓
- New employees learn more about the business ✓
- Increased productivity and quality of service/ performance ✓
- Minimises the need for on-going training and development ✓
- New employees will know where everything is and who the supervisors/low-level managers are. ✓
- New employees will have basic knowledge of what is expected in the job ✓
- New employees may feel part of the team resulting in positive morale and motivation: ✓
- Better/more focused training may be provided based on the results obtained from the induction process. (6)

3.3.1. External recruitment. ✓✓

"ET has decided to advertise for skilled architects in the local newspaper." ✓ (3)

3.3.2. Role of the interviewee DURING the interview.

- Greet the interviewer by name with a solid handshake and a friendly smile. ✓
- Listen carefully to the questions before responding. ✓
- Make eye contact and have good posture/ body language. ✓
- Show confidence and have a positive attitude. ✓
- Be inquisitive and show interest in the business. ✓
- Ask clarity seeking questions/be assertive. ✓
- Show respect and treat the interview with its due importance. ✓
- Know your strengths and weaknesses and be prepared to discuss it. ✓

3.3.3. Placement procedure

- The business/manager should outline specific responsibilities/ expectations of the chosen employee's new position. ✓✓
- Determine the employees strengths/weaknesses/ skills/ interest by subjecting him to various psychometric tests. ✓✓
- The business/manager should determine the relationship / similarities between the expectations of the position and the competencies of the chosen employee. ✓✓

3.4.1. Promotion ✓✓

"They are considering a joint promotion with Elite Clothing, a local store also specialising on gowns." ✓ (3)

3.4.2. Benefits of foreign marketing for a business

- Downloaded from Stanmorephysics.com
- It can reach a larger target market. ✓
 - It can increase market share. ✓
 - It can increase profits. ✓
 - It can mean downswings in the domestic economy having less of an impact on the business. ✓
 - There can be tax advantages for exporters. ✓
 - The business may be able to take advantage of better transport and communication systems. ✓ (6)
 - The business may be able to use climate differences to its advantage. ✓

3.5. Advantages of E-Marketing

- It can be used to reach a large and international audience. ✓✓
 - The cost of advertising on the internet are lower if properly planned. ✓✓
 - It is an adaptable and flexible system. ✓✓
 - It can be personalised for different audiences. ✓✓ (4)
 - It is easy to track and measure results. ✓✓
-

QUESTION FOUR: MISCELLANEOUS

BUSINESS ENVIRONMENTS

4.1. Identify the type of ethical misconduct:

4.1.1. Sexual harassment //

4.1.2. Corruption //

4.1.3. Mismanagement of funds //

(6)

4.2.1. Benefits of employee empowerment to a business

- Structured empowerment processes can lead to greater efficiency, productivity and employee motivation. ✓
- BEE results in a more representative workforce that is more in tune with the range of customer's needs and wants. ✓ (4)

4.2.2. Ways a business can adapt to employment empowerment:

- Skills development and training needs to be implemented on an ongoing basis to ensure the empowerment of employees. ✓
- Processes need to be put in place to ensure that BEE is carried out when employing and promoting people. ✓ (4)

4.3.1. Benefits of lobbying to FBT

- Businesses are able to influence supervisory regulators, shareholders and stakeholders. ✓
- Company representatives will influence relevant agencies. ✓
- Bargaining sessions can be facilitated between management and unions. ✓
- Investors can be persuaded to commit funds. ✓
- Businesses are able to form strategic alliances through contracts. ✓
- Team-building can be facilitated. ✓ (6)

BUSINESS OPERATIONS

4.4. Pricing techniques:

4.4.1. Penetration pricing //

4.4.2. Price-skimming //

4.4.3. Bait pricing //

(6)

4.5.

PIECEMEAL	TIME-RELATED
<ul style="list-style-type: none"> Workers are paid according to the number of items/units produced/action performed. // Workers are not remunerated for the number of hours worked, regardless of how long it takes to make the items. // Mostly used in factories particularly in textile/technology industries. // <p style="text-align: right;">(2)</p>	<ul style="list-style-type: none"> Workers are paid for the amount of time they spend at work/ on a task. // Workers with the same experience/ qualifications are paid on salary scales regardless of the amount of work done. // Most private and public sector businesses use this method. // <p style="text-align: right;">(2)</p>

(Max 4)

4.6.1. Advantages of fringe benefits on a business.

Positives/Advantages

- Attractive fringe benefit packages may result in higher employee retention/reduces employee turnover. ✓
 - Attracts qualified /skilled/ experienced employees who may positively contribute towards the business goals/ objectives. ✓
 - It increases employee satisfaction/ loyalty as they may be willing to go the extra mile. ✓
 - Improves productivity resulting in higher profitability. ✓
- (6)

4.7. Implication of the Skills Development Act on the Human Resource function.

- The human resource function should interpret the aims and requirements of the SDA and adapt workplace skills training programmes accordingly. ✓
 - Identify the training needs of the employees and provide them with training opportunities so that they will perform their task efficiently. ✓
 - Use the National Qualifications Framework/ NQF to assess the skills levels of employees. ✓
 - Interpret/ implement the aims/ requirements of the framework for the National Skills Development Strategy. ✓
 - Assist managers in identifying skills/training needs to help them introduce learnerships. ✓
 - The business should contribute 1% of their salary bill to the Skills Development Levy/ SDL. ✓
 - Ensure training in the workplace is formalised/ structured. ✓
 - Appoint a full/part time consultant as a Skills Development Facilitator. ✓
- (4)

SECTION C: ESSAY

ANSWER ANY ONE QUESTION FROM THIS SECTION

QUESTION FIVE: BUSINESS ENVIRONMENTS

INTRODUCTION

It is in the interest of every business to be aware of the challenges that each business environment has. ✓
Entrepreneurs need to devise strategies to overcome these challenges in order to remain profitable. ✓ (2)

BODY

1. COMPONENTS OF THE MARKET ENVIRONMENT

- customers ✓✓
- suppliers ✓✓
- competitors ✓✓
- unions ✓✓
- ACCEPT ANY OTHER RELEVANT COMPONENTS (8)

2. FOUR CHALLENGES OF THE MARKET ENVIRONMENT

2.1. Competition ✓✓

- A competitor is another business that offers similar or identical goods or services. ✓
- There is direct competition when goods and services are identical or similar. ✓
- The porters five forces are:
 - Power of suppliers- ability of suppliers to influence potential buyers. ✓
 - Power of buyers- ability of buyers of products/services in an industry to influence suppliers. ✓
 - Threat of new entry- the extent to which a new competitor can enter the market. ✓
 - Threat of substitution – the extent to which alternative products/ services may diminish the need for existing products. ✓
 - Competitive rivalry- the competitive relationship between dominant companies in the industry. ✓

Submax 4

2.2. Shortages of supply ✓✓

- Suppliers provide a business with goods and services and raw materials so that the business will have the means to trade. ✓
- The success of a business will depend on the delivery of these goods, services and raw materials and the right time, place, price and quantity. ✓
- It is important that the entrepreneur must strive to build a meaningful relationship with the suppliers of goods and services. ✓

Submax 4

2.3. Changes in consumer tastes and habits ✓✓

- Occurs frequently as people's needs, wants, values and tastes and attitude change due to the global influence caused by access to technology. ✓
- This will have negative financial implications as they would now have obsolete products. ✓
- Changes in consumer tastes and habits could also have positive implications such as the rise of new businesses, expansion of current businesses. ✓

Submax 4

2.4. Demographics and psychographics ✓✓

- Demographics is issues relating to a group of individuals such as age, race, social or economic class. ✓
- Psychographics issues relating to a group and individuals cultural and social background. ✓
- The target market must be studied and understood in order to make the correct decisions about what products and services to offer. ✓ Submax 4

2.5. Socio-cultural factors ✓✓

- These factors shape the way many people live, work, consume and produce. ✓
- New trends change a consumer's habits, tastes and preferences which creates the need for different products, services. ✓ Submax 4

MARK THE FIRST FOUR ONLY

3. WAYS A BUSINESS CAN FORM POWER RELATIONSHIPS

3.1. strategic alliance agreements ✓✓

- It is important for businesses to know with whom to form partnerships and alliances. ✓
- These agreements not only build their expertise but also give them a more powerful base in the market. ✓ Submax 4

3.2. Persuasion of large investors ✓✓

- A large cash injection from a powerful investor can give a business an advantage over other competitors. ✓
- A large investment allows a business to mass purchase and therefore get a cheaper unit cost. ✓ Submax 4

3.3. Influence of a company representative ✓✓

- An influential person who represents the company can be a huge advantage to the image and influence of the company. ✓ Submax 4

3.4. Employee empowerment ✓✓

- A business must empower its managers and workers to be efficient and effective through skills development and training. ✓
- It should also follow BEE policies and take advantage of the rewards of complying with BEE legislation. ✓ Submax 4

4. WAYS IN WHICH A BUSINESS CAN ADAPT:

4.1. Competition

- Be aware of competitors and their prices, influences and operations. ✓
- Consider the potential impact of competitors raising or lowering prices and put strategies in place to ensure that they do not lose customers. ✓ Submax 4

4.2. Shortages of supply

- Ensure that there are adequate supplies to carry out the functions. ✓ Submax 4

CONCLUSION

The market environment, if well monitored and managed, has many advantages for a business. The information above provides ways in which a business could overcome challenges in this environment. (2)

MARK ALLOCATION

INTRODUCTION	2
1. components of the market environment	8
2. FOUR challenges of the market environment	16
3. ways a business can form power relationships	16
4. ways in which a business can adapt: 4.1. Competition 4.2. Shortage of supply	6
CONCLUSION	2
LAYOUT	2
ANALYSIS	2
SYTHESIS	2
ORINGINALITY	2
MAX TOTAL	40

QUESTION SIX: BUSINESS OPERATIONS

INTRODUCTION

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- The manufacturing of any product must always be done in detail to ensure that quality goods are produced. When quality goods are manufactured, consumers get value for money and are satisfied. ✓ (2)

BODY

1. PRODUCT DESIGN

STEP ONE	Identify a need for a product. //
STEP TWO	Evaluate your idea against the needs of the consumer. //
STEP THREE	Design and test the product concept. //
STEP FOUR	Determine the profitability of the product. //
STEP FIVE	Test the product. //
STEP SIX	Evaluate the reactions from the customers. //

(12)

2. DIFFERENTIATE BETWEEN CONVENIENCE GOODS AND SHOPPING GOODS

CONVENIENCE GOOD	SHOPPING GOOD
<ul style="list-style-type: none">A cheap item that the customer buys after little consideration and for immediate consumption. //This good is often bought frequently. //An example is a packet of biscuits. // <p>Submax A</p>	<ul style="list-style-type: none">This type of good is more expensive than a convenience good and the customer carefully considers the available options before choosing one based on its price and quality. //A shopping good is not bought frequently. //A cell phone is an example of a shopping good. // <p>Submax 4 Max 8</p>

3. RECRUITMENT PROCEDURES

- The human resource manager (HRM) should prepare/ evaluate the job description in order to identify recruitment needs. ✓
- HRM should indicate the job specification/ description/ key performance areas to attract suitable candidates. Prepare a job analysis, which includes job specifications/ job description. ✓
- A decision whether to recruit internally should be made to identify suitable candidates from within the business. ✓
- If internal recruitment is unsuccessful, external recruitment should be considered. ✓
- If external recruitment is done, the relevant recruitment source should be selected, e.g. recruitment agencies, tertiary institutions, newspapers, etc. ✓
- The advertisement should be prepared with the relevant information, e.g. the name of the company, contact details, contact person, etc. ✓
- Place the advertisement in the selected media that will ensure that the best candidates apply. ✓

Max 14

4. IMPACT OF INTERNAL RECRUITMENT

POSITIVES/ ADVANTAGES	NEGATIVES/ DISADVANTAGES
<ul style="list-style-type: none"> • The business recruits from existing employees through promotions/ transfer from inside the business. • Opportunities for promotion reward good work and motivate current employees. • Staff morale and productivity increases if suitable staff members are promoted regularly. • Current employees understand how the business operates. • The business knows the candidate, his/her personality, Strengths and weaknesses. • Reliable/key staff members are retained if they are promoted/transferred within the business. 	<ul style="list-style-type: none"> • Current employees may not bring in new ideas into the business. • Promoting a current employee may cause resentment amongst other employees. • The number of applicants is limited to current staff only. • Employees who do not really have the required skills for the new job may be promoted. • Current employees may need to be trained/developed before they can be promoted, which can be expensive. • Staff that is not promoted may feel demotivated which may hamper productivity.

(Max 12)

CONCLUSION

The information above provides guidelines on how a business could ensure a well-designed product. It the duty of the marketing manager to ensure that a product meets the demand of the customer.

(2)

MARK ALLOCATION

INTRODUCTION	2
1. Product design	12
2. Differentiate between convenience goods and shopping goods	8
3. Recruitment procedures	14
4. Impact of internal recruitment	12
CONCLUSION	2
LAYOUT	2
ANALYSIS	2
SYNTHESIS	2
ORIGNIALITY	2
MAX TOTAL	40