



kzn education

Department:
Education
KWAZULU-NATAL

GRADE 11

BUSINESS STUDIES PAPER 1

Stanmorephysics.com
NOVEMBER 2023

MARKS: 150

TIME : 2 Hours

This paper consist of 10 pages only.

INSTRUCTIONS TO CANDIDATES

Read the following instructions carefully before answering the questions.



- This question paper consists of **THREE** sections and covers all 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.
- 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.
- 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 |
|---|----------|------------|--------------------|
| 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 minutes |

- Begin the answer to **EACH** question on a **NEW** page, for example **QUESTION 1** – new page, **QUESTION 2** – new page, et cetera.

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 Anchor Bank operates in the ... sector, as they specialise in providing financial facilities.

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

1.1.2 The way of forming power relations on how businesses can get credit easily is, through ...

- A strategic alliance.
- B persuasion of large investors.
- C influencing company representatives'.
- D influencing government representatives'.

1.1.3 Walters Cooledrinks changes their packaging continually; this is known as ...

- A packaging for double use.
- B packaging for resale.
- C speciality packaging.
- D kaleidoscopic packaging.

1.1.4 Businesses use ... when sales staff have face-to-face contact with potential customers.

- A personal selling
- B advertising
- C sales promotion
- D publicity

1.1.5 The ... ensures that the human resources manager guard against discriminatory appointment.

- A Labour Relations Act (LRA), 1995 (Act 66 of 1995)
- B Basic Conditions of Employment Act (BCEA), 1997 (Act 75 of 1997)
- C Employment Equity Act (EEA), 1998 (Act 55 of 1998)
- D Compensation for Occupational Injuries and Disease Act (COIDA), 1997 (Act 61 of 1997)

(5 x 2) (10)

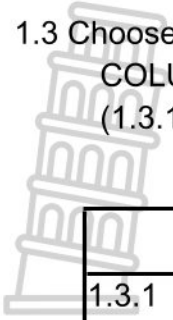
1.2 Complete the following statements by using the word(s) in the list below. Write only the word(s) next to the question numbers (1.2.1 to 1.2.5) in the ANSWER BOOK.

takeover; induction; shopping; industrial relations; full control; interview; merger; convenience; industrial action; no control

- 1.2.1 Businesses have ... over micro-lending.
- 1.2.2 A ... occurred when Fuller (Pty) Ltd and Paddy (Pty) Ltd agreed to combine to form one business.
- 1.2.3 The interaction between the employees and management is known as ...
- 1.2.4 Consumers buy ... goods after putting time and effort into comparing similar products.
- 1.2.5 Obtaining information about the strengths and weaknesses of each candidate takes place during the ... of the candidate.

(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, for example 1.3.6 K.



| COLUMN A | | COLUMN B |
|----------|---------------------|--|
| 1.3.1 | Networking | A developing and publishing standards for products and services |
| 1.3.2 | Lockout | B suitable applicants are identified by conducting preliminary interviews |
| 1.3.3 | Grading | C benefiting businesses by trying to influence government policies |
| 1.3.4 | Quality circles | D performed by the employee in an attempt to have their demands met |
| 1.3.5 | Selection procedure | E the process of developing a uniform set of criteria to ensure the production of quality products <small>Stanmorephysics.com</small> |
| | | F benefiting businesses by making connections using business website platform |
| | | G performed by employers to keep employees from entering the workplace |
| | | H suitable applicants are encouraged to apply for vacant posts |
| | | I the process of sorting individual units of a product into categories according to their quality |
| | | J developing solutions after analysing problems with the production process |

(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 State TWO examples of contemporary legislation that may affect business operations. (2)
- 2.2 Elaborate on the meaning of *power relationships*. (4)
- 2.3 Read the scenario below and answer the question that follows.

ULNA MANUFACTURERS (UM)

Ulna Manufacturers (UM) invested a large amount of capital into an information technology system to update their business operations. UM changed how their business is structured to compete in a changing market.

Identify TWO ways in which UM are adapting to challenges of the business environment. Motivate your answer by quoting from the scenario above.

Use the table below as a GUIDE to answer QUESTION 2.3.

| WAYS TO ADAPT TO CHALLENGES | MOTIVATIONS |
|-----------------------------|-------------|
| 2.3.1. | |
| 2.3.2 | |

- 2.4 Explain the link between the primary, secondary and tertiary sector. (6)
- 2.5 Discuss the following challenges of the market environment: (4)
 - 2.5.1 Shortage of supply of stock (4)
 - 2.5.2 Changes in customer behaviour (4)

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



ANELA SHOES (AS)

Anela Shoes (AS) expanded their businesses to other African countries by opening a store in Botswana. They are also spending money on research in the development of their shoes. Recently the management also obtained a reliable supplier of raw materials for their shoes.

- 2.6.1 Quote TWO ways that AS are involved in the macro environment. (2)
- 2.6.2 Explain other ways that AS can be involved in the macro environment. (4)
- 2.7 Discuss the advantages of businesses that are involved in the macro environment. (6)
- 2.8 Suggest ways in which businesses can overcome competition in the market. (4)

[40]

QUESTION 3: BUSINESS OPERATIONS

- 3.1 Name any TWO sources of external recruitment. (2)
- 3.2 Outline the placement procedure as a human resources activity. (4)
- 3.3 Read the scenario below and answer the questions that follow.

KHULA CHICKEN FARM (KCF)

Khula Chicken Farm is looking for an experienced supervisor to fill a vacant position. They conducted preliminary interviews as there were many applicants. KCF gave a written offer for the job to the successful candidate.

- 3.3.1 Quote TWO steps of the selection procedure from the scenario above. (2)
- 3.3.2 Explain other steps in the selection procedure. (6)
- 3.4 Discuss the impact of fringe benefits on businesses. (6)
- 3.5 Outline TWO quality indicators of the administration function. (4)

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



EXCEL CARPET MANUFACTURERS (ECM)

Excel Carpet Manufacturers check the quality of their carpets during and after the production process. The employees make the final inspection of each production goods.

Identify TWO quality concepts that are applicable to ECM. Motivate your answer by quoting from the scenario above. Use the table below as a GUIDE to answer QUESTION 3.6

| QUALITY CONCEPTS | MOTIVATIONS |
|------------------|-------------|
| 1. | |
| 2. | |

(6)

3.7 Discuss the advantages of a good quality management system. (6)

3.8 Discuss the impact of TQM if poorly implemented by businesses. (4)

[40]

QUESTION 4: MISCELLANEOUS TOPICS

4.1 Elaborate on the meaning of *networking*. (4)

4.2 Explain ways businesses can form power relationships. (6)

4.3 Name any TWO types of business environments and state the extent of control businesses have over EACH environment.



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

| BUSINESS ENVIRONMENTS | EXTENT OF CONTROL |
|-----------------------|-------------------|
| 1. | |
| 2. | |
| 3. | |

(6)

4.4 Explain the purpose of the Labour Relations Act. (4)

BUSINESS OPERATIONS

4.5 Give any TWO examples of fringe benefits. (2)

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

FOURIE LOGISTICS (FL)

Fourie Logistics developed an induction programme that will be used to orientate new employees. The management of FL took their employees on a tour of the premises. They also highlighted all the necessary safety regulations and rules.

4.6.1 Quote TWO aspects of the induction programme from the scenario above. (2)

4.6.2 Discuss the benefits of induction for businesses. (4)

4.7 Explain the difference between *TWO salary determinations*. (6)

4.8 Advise businesses on ways in which total quality management (TQM) can reduce the cost of quality. (6)

[40]

TOTAL SECTION B: 80

SECTION C

Answer ANY ONE question 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, for example QUESTION 5 on a new page, QUESTION 6 on a NEW page, et cetera.

QUESTION 5: BUSINESS ENVIRONMENTS

The macro environment consists of many components and poses many challenges to businesses. Businesses should be involved in the macro environment which in return can benefit them.

With reference to the above, write an essay on the following aspects:

- Outline FOUR components of the macro environment.
- Explain FIVE challenges of the macro environment.
- Discuss the advantages of businesses that are involved in the macro environment.
- Recommend ways in which businesses can be involved in the macro environment.

[40]

QUESTION 6: BUSINESS OPERATIONS (HUMAN RESOURCES FUNCTION)

The human resources manager is responsible for compiling the job description and job specification. Suitable candidates can be recruited internally using various recruitment sources. The interviewees should be familiar with their role during the interview. Businesses must ensure that the employment contract complies with the legal requirements of employment.

Write an essay on the human resources function in which you include the following human resources activities:

- Outline the differences between *job description* and *job specification*.
- Discuss the impact of internal recruitment on a business.
- Explain the role of the interviewee during the interview.
- Advise businesses on the legal requirements of the employment contract.

(40)

TOTAL SECTION C: 40

GRAND TOTAL: 150

