



LIMPOPO

PROVINCIAL GOVERNMENT
REPUBLIC OF SOUTH AFRICA

DEPARTMENT OF
EDUCATION

CAPRICORN SOUTH DISTRICT

**NATIONAL
SENIOR CERTIFICATE**

Stanmorephysics.com

GRADE 11

**BUSINESS STUDIES P1
MID-YEAR EXAMINATION**

2024

Stanmorephysics.com

MARKS: 150

TIME: 2 Hours

This question paper consists of 10 pages including this cover page.

INSTRUCTIONS AND INFORMATION

Read the following instructions carefully before answering the questions.

1. 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: Consist of TWO questions.

Answer any ONE of the TWO questions in this section.

2. Read the instructions for each question carefully and take note of what is required.
3. 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.
4. Except where other instructions are given, answers must be in full sentences.
5. Use the mark allocation and nature of each question to determine the length and depth of an answer.
6. Use the table below as a guide for mark 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	30 minutes
	3	40	30 minutes
	4	40	30 minutes
C TWO essay-type questions CHOICE (answer any one)	5	40	30 minutes
	6	40	30 minutes
TOTAL		150	120 minutes

7. Begin the answer to EACH question on a NEW page, for example QUESTION 1 – new page, QUESTION 2 – new page, et cetera.
8. You may use a non-programmable calculator.
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 only the letter (A-D) next to the question number (1.1.1 – 1.1.5) in the ANSWER BOOK, for example 1.1.6 E.

1.1.1 The ... is one of the challenges of the macro environment.

- A shortage of suppliers
- B high employee turnover
- C political changes
- D socio-cultural factors

1.1.2 ... occurs when two parties enter into an illegal agreement from which they both benefit.

- A Corruption
- B Ethical misconduct
- C Economic crime
- D Dumping

1.1.3 Masoni Boutique sells luxury travelling bags, they operate in the ... business sector.

- A Primary
- B Secondary
- C Tertiary
- D Tourism

1.1.4 These goods usually have specific brand names.

- A unsought goods
- B shopping goods
- C convenience goods
- D specialty goods

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

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

(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.

takeovers; industrial action; promotional; lockout; acquisitions; primary; secondary; mark-up; strike; industrial relations

1.2.1 The interaction between the employees and management is known as ...

1.2.2 Use a supermarket uses ... pricing technique when they temporarily reduce the price of bread to attract more customers.

1.2.3 The ... sector transforms the raw materials into finished products.

1.2.4 A form of industrial action where employers refuse workers entry to the work premises.

1.2.5 ... occurs when a business buys another business at an agreed price.

(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 Regulators	A. People find it difficult to secure employment because most jobs require some reading and writing skills.
1.3.2 Globalization	B. Legal factors such as recent legislation and labour laws.
1.3.3 Illiteracy	C. Legal framework that protects employees from being exploited by their employers.
1.3.4 Inflation	D. The general increase in the prices of all products that results in limited consumer spending.
1.3.5 Monopoly	E. Government bodies that make rules to check the activities of business.
	F. Profit margins are higher because consumers do not have any alternatives.
	G. Disregard for laws and financial policy guidelines.
	H. The exchange of products, services, capital and labour across national borders.
	I. Products are similar and there are many substitute products.
	J. The time spent on assisting unskilled workers can reduce productivity.

(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 THREE challenges of the micro environment. (3)

2.2 Elaborate on the meaning of trademark. (4)

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

BLIQUE HAIR SALON (BH)

Blique Hairsalon is located in Polokwane and specialises in natural hair. Recently, the salon hired a new stylist who is not experienced in styling natural hair. The high rate of unemployment has affected BH profits as some of their clients can no longer afford to use their services. A new hair salon has opened down the street and BH has lost some of their clients.

2.3.1 Identify ONE challenge in each business environment from the scenario. (6)

2.3.2 State the extent of control a business has over these environments. (3)

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

Challenges 2.3.1	Business environment	Extent of control 2.3.2
	Micro	
	Market	
	Macro	

2.4 Outline the functions of trade unions (4)

2.5 Explain the purpose of the Labour Relations Act. (6)

2.6 Discuss Political changes as a challenge of the macro environment. (6)

2.7 Recommend ways in which businesses can overcome competition in the market. (8)

[40]

QUESTION 3: BUSINESS OPERATIONS

3.1 Define production planning. (2)

3.2 Explain the advantages of production planning. (6)

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

MOORE FURNITURE SUPPLIERS (MFS)

Moore Furniture Suppliers uses different pricing techniques to attract old and new customers. MFS charged lower prices for the furniture when the shop was newly opened to attract customers. Prices are based on what other furniture shops are charging customers.

3.3.1 Identify TWO pricing techniques used by MFS. Motivate your answer by quoting from the scenario. (6)

Use the table below as a GUIDE to answer QUESTION 3.3.1

PRICING TECHNIQUE	MOTIVATION
1.	
2.	

3.4 Outline THREE aspects that must be considered during production control (6)

3.5 Discuss the following categories of consumer goods.

3.5.1 Convenience goods (2)

3.5.2 Shopping goods (2)

3.5.3 Unsought goods (2)

3.6 Explain the role of intermediaries in the distribution process. (6)

3.7 Recommend precautionary measure that businesses should take when handling machinery. (8)

[40]

QUESTION 4: MISCELLANEOUS

BUSINESS ENVIRONMENTS

4.1 Identify the socio-economic issues faced by Marema Printing in EACH statement below:

4.1.1 The employees are considering refusing to work, due to an unresolved dispute with the management. (2)

4.1.2 Some employees cannot read the patterns or instructions to make the clothing. (2)

4.2 Discuss the relationship between the primary, secondary, and tertiary sectors. (6)

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

TJEBENG MANUFACTURERS (TM)
Tjebeng Manufacturers (TM) produces fruit jam. Their supplier Moletji Farm (MF) provides TM with the fruits required for production.

4.3.1 Identify TWO business sectors from the scenario above. Motivate your answer by quoting from the scenario. (6)

Use the table below as a GUIDE to answer QUESTION 4.3.1

BUSINESS SECTOR	MOTIVATION
1.	
2.	

4.4 Discuss copyright as a solution to piracy. (4)

BUSINESS OPERATIONS

4.5 Mention TWO types of packaging. (2)

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

NALEDI JEWELLERY MANUFACTURERS (NJM)

Naledi Jewellery Manufacturers ensures that products are produced according to the same standards regarding appearance and size. NJM is required to obtain funds to ensure that business activities could operate effectively in pursuit of organisational objectives.

4.6.1 Identify TWO marketing activities applied by NJM. Motivate your answer by quoting from the scenario. (6)

Use the table below as a GUIDE to answer QUESTION 4.6.1

MARKETING ACTIVITY	MOTIVATION
1.	
2.	

4.7 Explain THREE ways in which businesses can comply with the Occupational Health and Safety Act. (6)

4.8 Discuss the importance of product development (6)

[40]

TOTAL SECTION B: 80

SECTION C

Answer any ONE question in this section.

Clearly indicate the QUESTION NUMBER of the chosen question. The answer to EACH 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

Businesses use power relations to remain competitive. They must also explore various ways to adapt to challenges of the business environment including networking. Businesses that have a direct influence on the environment are more likely to remain sustainable.

Write an essay in which you include the following aspects:

- Elaborate on the meaning of power relations.
- Explain the following ways in which businesses can adapt to challenges of the business environment:
 - Information management
 - Strategic responses
- Discuss the advantages of networking.
- Suggest ways in which businesses can have a direct influence on the environment.

[40]

QUESTION 6: BUSINESS OPERATIONS

Businesses must ensure the effective application of the components of the marketing communication policy. Sales promotions often encourage sales whereas the AIDA principles provide requirements to determine the success of advertising. Businesses can use personal selling to promote a business product and businesses must also have a good relationship with the public to remain successful.

Write an essay, in which you discuss the following on the marketing communication policy:

- Outline sales promotion as a component of the marketing communications policy.
- Explain the following principles of advertising:
 - Attract
 - Interest
- Discuss the effectiveness of personal selling in promoting a business product.
- Advise businesses on the role of public relations in publicity.

[40]

TOTAL SECTION C: 40
GRAND TOTAL: 150



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GRADE 11

**BUSINESS STUDIES P1
MID-YEAR EXAMINATION MARKING GUIDELINES**

2024
Stanmorephysics.com

MARKS: 150

This marking guidelines consists of 22 pages including this cover page.

NOTES TO MARKERS

1. Candidates' responses for SECTIONS B and C must be in full sentences; however, this would depend on the nature of the question.
2. A comprehensive memorandum has been provided but this is by no means exhaustive. Due consideration should be given to an answer that is correct but:
 - Uses a different expression from that which appears in the memorandum.
 - Comes from another source.
 - Original
 - A different approach is used.

NOTE: There is only one correct answer in SECTION A:

3. Take note of other relevant answers provided by candidates and allocate marks accordingly. (In cases where the answer is unclear or indicates some understanding, part-marks should be awarded, for example, one mark instead of the maximum of two marks.)
4. The word 'sub-max' is used to facilitate the allocation of marks within a question or sub-question.
5. The purpose of circling marks (guided by 'max' in the breakdown of marks) on the right-hand side is to ensure consistency and accuracy in the marking of scripts.
6. In an indirect question, the theory as well as the response must be relevant and related to the question.
7. Incorrect numbering of answers to questions or sub questions in Sections A and B will be severely penalised. Therefore, correct numbering is strongly recommended in all sections.
8. No additional credit must be given for repetition of facts. Indicate with an R.
9. Note that no marks will be awarded for indicating Yes/No in evaluation type questions requiring substantiation or motivation. (Applicable to SECTIONS B and C.)
10. The difference between 'evaluate' and 'critically evaluate' can be explained as follows:
 - (a) When 'evaluate' is used candidates are expected to respond in either a positive/negative manner or take a neutral (positive and negative) stance, e.g. Positive: *'COIDA eliminates time and costs spent✓ on lengthy civil court proceedings.' ✓*
 - (b) When 'critically evaluate' is used candidates are expected to respond in either a positive/negative manner or take a neutral (positive and negative) stance. In this instance candidates are also expected to support their responses with more depth, e.g. *'COIDA eliminates time and costs spent✓ on lengthy civil court proceedings✓, because*

the employer will not be liable for compensation to the employee for injuries sustained during working hours as long as it can be proved that the business was not negligent.' ✓

NOTE: The above could apply to 'analyse' as well.

11. The allocation of marks must be informed by the nature of the question, cognitive verb used, mark allocation in the memorandum and the context of each question.

Cognitive verbs, *such as:*

11.1 Advise, devise, name, state, mention, recommend, suggest, (*list not exhaustive*) do not usually require much depth in candidates' responses. Therefore, the mark allocation for each statement/ answer appears at the end.

11.2 Describe, explain, discuss, elaborate, justify, analyse, evaluate, critically evaluate (*list not exhaustive*) require a greater depth of understanding, application and reasoning. Therefore, the marks must be allocated more objectively to ensure that assessing is conducted according to established norms so that uniformity, consistency and fairness are achieved.

12. SECTION B

- 12.1 If, for example, FIVE facts are required, mark the candidate's FIRST FIVE responses and ignore the rest of the responses. Indicate by drawing a line across the unmarked portion or use the word 'Cancel'.

NOTE: This only applies to questions where the number of facts is specified.

- 12.2 If two facts are written in one sentence, award the candidate FULL credit. Point 12.1 above still applies.

- 12.3 If candidates are required to provide their own examples/ views, brainstorm this at the marking centre to finalise alternative answers.

12.4 USE OF THE COGNITIVE VERB AND ALLOCATION OF MARKS

- 12.4.1 Where the number of facts are specified questions that require candidates to 'explain/ discuss/ describe' will be marked as follows:

- Fact 2 marks (or as indicated in the memorandum).
- Explanation 1 mark

The 'fact' and 'explanation' are given separately to facilitate mark allocation.

- 12.4.2 If the number of facts is not specified, the candidate must be informed by the nature of the question and the maximum marks allocated.

- 12.5 ONE mark will be awarded for answers that are easy to recall, requires one-word answers or is quoted directly from scenario/ case study. This applies to SECTIONS B and C in particular (where applicable).

13. SECTION C

13.1 The breakdown of the mark allocation for the essays is as follows:

Introduction	Maximum: 32
Content	
Conclusion	
Insight	8
TOTAL	40

13.2 Insight consists of the following components:

Layout/Structure	Is there an introduction, paragraphs and a conclusion?	2
Analysis and interpretation	Is the candidate able to break down the question into headings/ sub-headings/ interpret it correctly to show understanding of what is being asked? Marks to be allocated using this guide: All headings addressed: 1 (One 'A') Interpretation (16 to 32 marks): 1 (One 'A')	2
Synthesis	<p>Option 1: Only relevant facts: 2 marks (No '-S') Where a candidate answers 50% or more (two to four sub-questions) of the question with only relevant facts; no '-S' appears in the left margin. Award the maximum of TWO (2) marks for synthesis</p> <p>Option 2: Some relevant facts: 1 mark (One '-S') Where a candidate answers less than 50% (only one sub-question) of the question with only OR some relevant facts; one '-S' appears in the left margin. Award a maximum of ONE (1) mark for synthesis.</p> <p>Option 3: Some relevant facts: 1 mark (One '-S') Where a candidate writes FOUR sub-questions, but one/two/three sub-questions with no relevant facts; one '-S' appears in the left margin. Award a maximum of ONE (1) mark for synthesis.</p> <p>Option 4: No relevant facts: 0 marks (Two '-S') Where a candidate answers less than 50% (only one sub-question) of the question with no relevant facts; two '-S' appear in the left margin. Award a ZERO mark for synthesis.</p>	2
Originality	Is there evidence of one or two examples, not older than two (2) years are based on recent information, current trends and developments?	2
TOTAL FOR INSIGHT:		8
TOTAL MARKS FOR FACTS:		32
TOTAL MARKS FOR ESSAY (8 + 32):		

- NOTE: 1. No marks will be awarded for contents repeated from the introduction and conclusion.
 2. The candidate forfeits marks for layout if the words INTRODUCTION and CONCLUSION are not stated.
 3. No marks will be allocated for layout, if the headings 'Introduction, Conclusion,' etc. in 'Insight' is not supported by an explanation.

13.3 Indicate insight in the left-hand margin with a symbol e.g. ('L, A, S and/or O')

13.4 The breakdown of marks is indicated at the end of the suggested answer/ marking guidelines to each question.

13.5 Mark all relevant facts until the SUB MAX/ MAX mark in a subsection has been obtained.

13.6 At the end of each essay indicate the allocation of marks for facts and marks for insight as follows: (L – Layout, A – Analysis, S – Synthesis, O – Originality) as in the table below.

CONTENT	MARKS
Facts	32 (max.)
L	2
A	2
S	2
O	2
TOTAL	40

13.7 When awarding marks for facts, take note of the sub-maxima indicated, especially if candidates do not make use of the same subheadings. Remember headings and subheadings are encouraged and contribute to insight (structuring/ logical flow/ sequencing) and indicate clarity of thought.

(See MARK BREAKDOWN at the end of each question.)

13.8 If the candidate identifies/ interprets the question INCORRECTLY, then he/ she may still obtain marks for layout.

13.9 If a different approach is used by candidates, ensure that the answers are assessed according to the mark allocation/ subheadings as indicated in the memorandum.

- 13.10 (a) Award TWO marks for complete sentences. Award ONE mark for phrases, incomplete sentences and vague answers.
 (b) With effect from November 2015, the TWO marks will not necessarily appear at the end of each completed sentence. The ticks (✓) will be separated and indicated next to each fact, e.g. 'Product development is a growth strategy, ✓ where businesses aim to introduce new products into existing markets.' ✓

This will be informed by the nature and context of the question, as well as the cognitive verb used.

SECTION A

QUESTION 1

- 1.1 1.1.1 C✓✓
1.1.2 A✓✓
1.1.3 C✓✓
1.1.4 D✓✓
1.1.5 A✓✓ (5 x 2) 10)
- 1.2 1.2.1 industrial relations✓✓
1.2.2 promotional✓✓
1.2.3 secondary✓✓
1.2.4 lockout✓✓
1.2.5 acquisitions✓✓ (5 x 2) 10)
- 1.3 1.3.1 E✓✓
1.3.2 H✓✓
1.3.3 A✓✓
1.3.4 D✓✓
1.3.5 F✓✓ (5 x 2) (10)

TOTAL SECTION A: 30

QUESTION 2: BUSINESS ENVIRONMENTS

2.1 Challenges of the micro environment

- Difficult employees ✓
- Lack of vision and mission ✓
- Lack of adequate management skills ✓
- Unions ✓
- Strikes and go-slows ✓
- Employee absenteeism ✓
- High employee turnover ✓
- Shortage of skills among employees ✓

NOTE: Mark the first THREE (3) only.

(3 x 1) (3)

2.2 The meaning of trademark

- A trademark refers to a sign, character or word that is protected by law ✓ to represent a product or company. ✓
- These are used by businesses so that their products or the business itself ✓ are easily identifiable. ✓
- Trademarks that are registered are protected forever ✓, on condition that they are renewed every ten years by paying a renewal fee. ✓
- Damages may be claimed ✓ from individuals who make use of the trademark illegally. ✓
- Any other relevant answer related to the meaning of trademark. **(2 x 2) (4)**

2.3 Challenges of the business environments

2.3.1 Challenges of the business environments from the scenario

Challenges 2.3.1	Business environment	Extent of control 2.3.2
Recently, the salon hired a new stylist who's not experienced in styling natural hair. ✓✓	Micro	Full control ✓
The high rate of unemployment has affected their profits as some of their clients can no longer afford to use their services. ✓✓	Market	Limited/ less/ partial ✓
A new hair salon has opened down the street & BH has lost some of their clients. ✓✓	Macro	No control ✓

Sub max (6)		Sub max (3)
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NOTE: 1. Mark the first THREE (3) challenges only.

2. The extent of control must be linked to the business environment.

Max (9)

2.4 The functions of trade unions

- Improves conditions of employment. ✓✓
- Ensures that all employees are treated equally in the workplace. ✓✓
- Representing the interest of general society and minority groups through media and negotiations. ✓✓
- Influencing government decisions. ✓✓
- Representing employees corporately and individually. ✓✓
- Improving material benefits of their members. ✓✓
- Establishing minimum economic and legal conditions/ influencing economic policy and law. ✓✓
- Playing a role as moral institutions that will uplift the weak and oppressed and give them the dignity and justice they deserve. ✓✓
- Protecting workers from unfair labour practices and unfair dismissal. ✓✓
- Take legal action on behalf of members when necessary. ✓✓
- Any other relevant answer related to functions of trade unions. **Max (4)**

2.5 The purpose of the Labour Relations Act

- The act provides the structure for governing the relations/ between an employer and their employees. ✓
- It encourages collective bargaining processes/ to take place in the workplace. ✓
- It also encourages the establishment of workplace forums/ to support employees in decision-making. ✓
- The act further encourages fair labour practices/ between the employer and its employees. ✓
- It makes provision for the establishment of the Labour and Labour Appeal Courts/ and allows for the establishment of the Commission for Conciliation, Mediation and Arbitration (CCMA) for dispute resolutions. ✓
- The transfer of employment contracts/ between the existing and new employers are explained. ✓
- Any other relevant answer related to the purpose of the Labour Relations Act. **Max (6)**

2.6 Political changes as a challenge of the macro environment

- The government decides/ its own objectives and ideologies. ✓
- With a change in government, businesses have to adapt/ to new laws and policies. ✓
- A change in government can result in political instability, which can scare

away possible investors and tourists/, and in turn threaten the survival of a business. ✓

- In some countries, there is a high level of political instability/ and civil war. ✓
- That makes it very difficult for businesses to operate there efficiently/ and profitably. ✓
- Any other relevant answer related to political changes as a challenge of the macro environment.

Max (6)

2.7 Ways in which businesses can overcome competition in the market.

- Businesses must ensure that they produce unique/ differentiated goods or services for the target market. ✓✓
- Businesses need to provide more personalised services by being responsive to their customer's needs/ wants. ✓✓
- Goods/ services must be priced lower than competitor's goods/ services in the market. ✓✓
- Businesses must produce high-quality goods/ services that the customers might be interested in. ✓✓
- Create a positive image/ publicity through regular engagements in community development projects. ✓✓
- Businesses must improve on customer services and keep customers happy. ✓✓
- Businesses must create a positive outlook by regularly renovating their premises and improving their systems. ✓✓
- Businesses must undertake good marketing campaigns that will draw the attention of the target market. ✓✓
- Businesses must offer low-cost extras such as improved credit terms/ loyalty schemes, and so on. ✓✓
- Businesses must ensure that they have well-trained and dedicated employees that create a better working atmosphere. ✓✓
- Any other relevant answer related to Ways in which businesses can overcome competition in the market.

Max (8)

[40]



QUESTION 3: BUSINESS OPERATIONS

3.1 Definition of production planning

- Setting the goals for the production department, and developing the policies and programmes to achieve these goals. ✓✓
- Organising resources to maximise workplace efficiency, to decrease cost and time, and to increase output. ✓✓
- Planning the individual roles of staff, ordering of stock, and so on. ✓✓
- Everything up to the final delivery of products – must be planned. ✓✓
- There will always be changes in the manufacturing process, and that is why planning must be done accurately and carefully. ✓✓
- Any other relevant answer relating to the definition of production planning.

(1 x 2) (2)

3.2 Advantages of production planning

- Planning allows businesses to ensure that every machine and worker✓ is used to their full capacity and not left with nothing to do. ✓
- A business can ensure✓ that it has the correct amount of supplies and stock at a given time. ✓
- Planning reduces wastage✓ and unnecessary storage costs. ✓
- Planning will prevent time from being wasted✓ and will increase the number of final products. ✓
- The planning process involves quality checks✓, ensures that the correct quality is reached, and that production time is decreased. ✓

- Any other relevant answer related to the advantages of production planning.

Max (6)

3.3 Pricing policy

3.3.1 Pricing techniques in the scenario

PRICING TECHNIQUE	MOTIVATION
1. Penetration pricing✓✓	MFS charged lower prices for the furniture when the shop was newly opened to attract customers. ✓
2. Competition-based/ orientated pricing ✓✓	Prices are based on what other furniture shops are charging customers. ✓
Sub max (4)	Sub max (2)

(6)

3.4 Aspects that must be considered during production control

- Dispatching✓✓
- Inspection✓✓
- Follow-up✓✓
- Corrective action✓✓

NOTE: Mark the first THREE

Max (6)

3.5 Categories of consumer goods

3.5.1 Convenience goods

- Consumers are not willing to spend much effort on buying convenience goods✓ because they differ very little in terms of price, quality, and the satisfaction it provides to consumers. ✓
- These are low priced goods✓ purchased by consumers without much thought. ✓
- Example of convenience goods✓: bread, milk, soft drink, etc. ✓
- Any other relevant answer related to convenience goods. (1 x 2) (2)

3.5.2 Shopping goods

- These goods are more expensive✓ than convenience goods. ✓
- Consumers do not buy them✓ regularly. ✓
- They are prepared to spend a considerable amount of time and energy going to various shops✓ until they are sure that they are getting the best value for their money. ✓
- Examples of shopping goods✓: television, motor vehicles, clothing, etc.



- Any other relevant answer related to shopping goods. ✓ (1 x 2) (2)

3.5.2 Unsought goods

- Goods that consumers do not think of/ until the need for such products arise. ✓
- Examples are/: funeral services, encyclopaedias, fire extinguishers and reference books. ✓
- Purchases of unsought goods may arise due to danger/ or fear of danger. ✓
- Any other relevant answer related to unsought goods. (1 x 2) (2)

3.6 The role of intermediaries in the distribution process

- They are finding and locating buyers/ on behalf of the producer. ✓
- They also help to promote/ the product. ✓
- Intermediaries are specialists in selling/, so the producer may be able to reach a wider audience. ✓
- Manufacturers can achieve greater sales/ by using intermediaries. ✓
- The producer may not have the expertise or resources/ necessary to sell directly to the public. ✓
- The intermediary may be able to provide more efficient distribution logistics/, e.g. transporting the product to various points of sale. ✓
- Overall distribution costs may be lower using an intermediary/ than if the business undertook distribution itself, even when the intermediary's commission is taken into account. ✓
- Any other relevant answer related to the role of intermediaries in the distribution process. (3 x 2) (6)

3.7 Precautionary measure that businesses should take when handling machinery

- Every employee must be familiar with the safety procedures of the business. ✓✓
- Management must strive to develop a culture of safety in the workplace. ✓✓
- The business must ensure that all machinery and equipment are correctly installed and safe to use. ✓✓
- All the workers must be properly trained on how to use machinery and must be informed about the risks when using the machinery. ✓✓
- Regular safety checks must be carried out, and machinery should be maintained and serviced regularly. ✓✓
- Workers need to wear protective clothing and gear. This includes items like overalls, safety helmets, masks, heavy-duty safety boots, and welding goggles when working with machinery and equipment. ✓✓
- Hard hats should always be worn on construction sites by all persons on the site. ✓✓
- Any other relevant answer related to precautionary measure that businesses should take when handling machinery. Max (8)



[40]



QUESTION 4: MISCELLANEOUS

4.1 Socio-economic issues from statements

4.1.1 Strike✓✓ (2)

4.1.2 Illiteracy✓✓ (2)

4.2 The relationship between the primary, secondary and tertiary sectors.

- The primary, secondary and tertiary sectors all work together✓ to create an economic chain of production. ✓
- The primary sector extracts the raw materials, the secondary sector



transforms the raw materials into products, and the tertiary sector sells the products/ and supports the activities of the other two sectors. ✓
 Business sectors are therefore interrelated/ and connected with each other. ✓
 Any other relevant answer related to the relationship between the primary, secondary, and tertiary sectors. (3 x 2) (6)

4.3 Business sectors

4.3.1 Business sectors from the scenario

BUSINESS SECTOR	MOTIVATION
1. Secondary✓✓	Tjebeng Manufacturers (TM) produces fruit jam. ✓
2. Primary✓✓	Their supplier Moletji Farm (MF) provides TM with the fruits required for production. ✓
Sub max (4)	Sub max (2)

Max (6)

4.4 Copyright as a solution to piracy

- Copyright refers to an exclusive legal right assigned to the author, artist or producer of artistic work/ to print, publish, perform or record the work. ✓
- Laws relating to copyright protect authors/ and allow them to sell their works to make a profit. ✓
- Exclusive rights are given to an author or artist when their product is copyrighted/ and only they can then give permission for replication. ✓
- Copyright holders of intellectual property (IP) ✓ are allowed to take legal action against anyone who reproduces their work. ✓
- Any other relevant answer related to copyright as a solution to piracy.

Max (4)

4.5 Types of packaging

- Packaging for immediate use/ Unit packaging✓
- Packaging for double use✓
- Packaging for resale✓
- Kaleidoscopic/ Frequently changing packaging✓
- Speciality packaging✓
- Combination packaging✓

NOTE: MARK the first TWO (2) only.

(2 x 1) (2)

4.6 Marketing activities

4.6.1 Marketing activities from the scenario

MARKETING ACTIVITY	MOTIVATION
1. Standardisation and grading✓✓	Naledi Jewellery Manufacturers ensures that products are produced according to the same standards regarding appearance and size.✓
2. Financing✓✓	NJM is required to obtain funds to ensure that business activities could operate effectively in pursuit of organisational objectives. ✓
Sub max (4)	Sub max (2)

(6)

4.7 Ways in which businesses can comply with the Occupational Health and Safety Act

- Provide workers with protective gear✓ to protect themselves against potentially dangerous situations. ✓
- Ensure that first aid boxes are readily available✓ at the workplace and in the factory. ✓
- Make fire extinguishers available✓ at the workplace or in the factory. ✓
- These fire extinguishers✓ need to be serviced regularly. ✓
- Machinery must be maintained at regular intervals✓ and repaired promptly. ✓

Any other relevant answer related to ways in which businesses can comply with the Occupational Health and Safety Act.

Max (6)

4.8 The importance of product development

- Product design is a process used to design goods✓ that suit the needs of customers. ✓
- If the product design does not suit the target market✓, there will be very little demand for the product. ✓
- Businesses need to develop new products in order to replace older products✓ when the sale of goods decline. ✓
- Businesses are able to remain competitive✓ because they are always on a lookout for ways to improve their products. ✓
- Products become different✓ from those of the competitors. ✓
- Any other relevant answer related to the importance of product development.

Max (6)

[40]



SECTION C

Mark the FIRST answer only.

QUESTION 5: BUSINESS ENVIRONMENTS

5.1 Introduction

- Businesses need to put necessary measures in place to deal with challenges. ✓
- The changing business environments will need business to adapt constantly. ✓
- In order to meet the changing needs of consumers, businesses must make informed business decisions. ✓
- Any other relevant answer related to power relationships/ challenges of the business environment/ networking/ direct influence on the environment.

(2 x 1) (2)

5.2 The meaning of power relations

- Power relations can be described as a measure of a business' ability✓ to control its environment and the behaviour of other businesses. ✓
- Power relations✓ exist in all relationships in society. ✓
- When two or more businesses negotiate a transaction✓, one of them may be in a stronger position than the others. ✓
- The power that the business has on the environment determines the status✓ it holds within its industry. ✓
- A business can form relationships✓ with its environment and markets. ✓
- Any other relevant answer related to meaning of power relationship. **Max (8)**

5.3 Ways in which the business can adapt to challenges of the business environment

5.3.1 Information management

- Businesses need to implement an effective information management system✓ that is accessible and useful to all members of staff. ✓
- The information must be found/ recorded/ stored/ easily✓ retrieved and effectively used. ✓
- Large capital should be invested into information technology (IT) systems✓ to update business operations. ✓
- Modern IT solutions enable businesses✓ to satisfy customer needs faster and better. ✓
- The business may then benefit✓ from an increase in market share and profitability. ✓
- Any other relevant answer related to information management.

Submax (6)

5.3.2 Strategic responses

- This refers to the way in which a business responds✓ to a challenge in a strategic and effective way. ✓
- Management needs to design strategic responses to various challenges✓ by analysing all information, and identifying the stakeholders involved. ✓

- Businesses must get a clear picture/ of each stakeholder's viewpoints and requirements. ✓
- They need to be aware of new competitors in the market, ✓ and they must be able to strategically respond to threats. ✓
- They must make strategic plans/ to remain sustainable in a competitive market. ✓
- Correct strategic responses assist businesses/ to identify the most important features of their products. ✓
- Any other relevant answer related to strategic responses.

Submax (6)

Max (12)

5.4 Advantages of networking

- Businesses can attract new customers/ resulting in increased market share and profitability. ✓
- Networking can be an excellent source/ of new perspectives and business ideas. ✓
- Allows managers to build new business relationships/ and generate new business opportunities. ✓
- Plays a role in the marketing/ and expansion of a business. ✓
- Assists businesses/ in making future business decisions. ✓
- Businesses can gain support/ when representation to various authorities is planned. ✓
- Any other relevant answer related to the advantages of networking. **Max (8)**

5.5 Ways in which businesses can have a direct influence on the environment

- A business can network and lobby for mutual trust between itself and other businesses as well as with government officials. ✓✓
- Direct influences on businesses usually result from legislation/ trade agreements and competitor strategies. ✓✓
- Successful businesses and their environment adapt to the unavoidable influences by creating a competitive environment. ✓✓
- Any other relevant answer relating to direct influence on the environment and social responsibility. **Max (6)**

5.6 Conclusion

- Businesses sometimes need to make quick decisions to ensure their survival when they are faced with challenges from the business environments. ✓✓
- Businesses need to put necessary measures in place to deal with challenges. ✓✓

- The changing business environments will need businesses to adapt constantly. ✓✓
- In order to meet the changing needs of consumers, businesses must make informed business decisions. ✓✓
- Any other relevant answer related to power relationships/ challenges of the business environment/ networking/ direct influence on the environment.

(1 x 2) (2)

BREAKDOWN OF MARK ALLOCATION

DETAILS	MAXIMUM	TOTAL
Introduction	2	32
Meaning of power relations	8	
Ways to adapt to challenges of the business environment	12	
Advantages of networking	8	
Ways to have direct influence on the environment	6	
Conclusion	2	8
INSIGHT		
Layout	2	
Analysis, interpretation	2	
Synthesis	2	
Originality/ examples	2	40
TOTAL MARKS		

LASO – For each component:

Allocate 2 marks if all requirements are met.

Allocate 1 mark if only some of the requirements are met.

Allocate 0 marks where requirements are not met at all.

Question 6: BUSINESS OPERATIONS

6.1 Introduction

- The focus of the marketing communication policy is to increase/ improve sales and generate higher overall profitability for the business. ✓
- An integral part of the marketing communication policy is the

effective/ purposeful/ specific communication of the products/ services of the business with existing/ new potential customers/ consumers. ✓

- Strong/ effective marketing communication must take place with customers/ consumers to maintain interest in the business/ purchasing products/ services. ✓
- Advertising is paid messages of communication from the business to members of the public/ customers/ consumers/ target market/ potential target market. ✓
- Publicity can be described as a free form of non-personal communication that the business and its brand/ products/ services can receive through various forms of mass media. ✓
- Publicity creates public awareness of the business, its brand/ products/ services through media coverage/ other forms of communication. ✓
- Personal selling is a form of face-to-face selling in which the salesperson tries to convince/ persuade the customer/ consumer to purchase the product/ service. ✓
- Any other relevant introduction related to sales promotion as a component of the marketing communication policy/ purpose of advertising/ effectiveness of personal selling in promoting a business product/ role of public relations in publicity.

(2 x 1) (2)

6.2 Sales promotion as a component of marketing communications policy

- Sales promotion can be described/ defined as various marketing methods which are aimed at stimulating/ increasing/ improving consumer demand in particular products/ services of the business. ✓✓
- A marketing strategy used by the business to promote products/ services of the business through short-term attractive initiatives to stimulate demand/ increase sales. ✓✓
- The different undertakings/ approaches/ methods of the business are designed to increase sales by persuading existing/ new customers/ consumers to become members of the target market of the business. ✓✓
- Sales promotion is used by the business to complement other/ existing promotion methods. ✓✓
- Refer to short-term customer-orientated strategies applied by the business to increase/ improve sales of products/ services. ✓✓
- Any other relevant answer related to sales promotion as a component of the marketing communication policy.

Max (10)

6.3 Principles of advertising

6.3.1 Attract

- An advertisement should immediately grab/ attract ✓ the attention of potential customers. ✓
- Businesses often include/ incorporate advertisements/ as a disruption/ interference. ✓
- The disruption/ interference is achieved by strategically placing advertisements/ in unexpected places/ situations by using techniques such as guerrilla marketing. ✓

- The business will use a personalised approach✓ to attract the attention of more customers/ consumers. ✓
- The use of powerful words/ pictures that are eye-catching✓ is used to grab the attention of customers/ consumers. ✓
- The message used to attract the attention of✓ potential customers/ consumers should be highly creative. ✓
- Any other relevant answer related to attract as an AIDA principle. **Submax (4)**

6.3.2 Interest

- An essential/ vital purpose of advertising is to spark/ create interest✓ in the product/ service through the aid of the advertisement. ✓
- The advertisement must be original/ entertaining / witty / punchy / informative / brief✓ and result in a positive reaction by building/ creating interest in the product/ service. ✓
- The interest of customers/ consumers can be captured✓ by intentionally personalising the advertisement. ✓
- Capturing the interest of the customers/ consumers is a challenging aspect✓ because they easily lose interest if the advertisement is not relevant to them. ✓
- The business captures the interest of potential customers/ consumers✓ by proving that product/ service is needed/ adds value to the lives of customers/ consumers. ✓
- The business must stay focused on the needs of customers/ consumers✓ by gaining/ maintaining their interest and not only grabbing their attention. ✓
- Any other relevant answer related to interest as an AIDA principle.

Submax (4)

Max (8)

6.4 Effectiveness of personal selling in promoting a business

- Enhances/ improves customer relationships/ customer loyalty✓ as it is an effective marketing communication tool that can be a powerful source of customer feedback. ✓
- Enhances/ improves flexibility as the salesperson can tailor their presentations✓ to fit the needs/ motives/ behaviour/ preferences of individual customers/ consumers. ✓
- Increases immediate sales✓ as personal selling is directed at potential members of the target market. ✓
- Involves multiple sales tasks/ skills✓ such as selling/ collecting payments/ returning products/ providing marketing information. ✓
- Encourages two-way communication between the salesperson and the customer/ consumer✓ and through this, the salesperson is able to provide immediate feedback to the customer/ consumer. ✓
- Provides detailed demonstrations of the usability of the product✓ with the prospective customer/ consumer. ✓
- Increases/ Improves customer confidence as the salesperson✓ removes all doubts / objections / misunderstandings of the prospective customer/ consumer. ✓
- Creates/ Improves/ Sustains brand awareness✓ with existing/ new

customers/ consumers. ✓

- Any other relevant answer related to the effectiveness of personal selling in promoting a business product.

Max (10)

6.5 The role of public relations in publicity

- Public relations aim to present a favourable image of the business and its products/ services. ✓✓
- Public relations strive for members of the public/ external stakeholders to view the business in a positive light. ✓✓
- There is a direct link between public relations and publicity. ✓✓
- Public relations is concerned with strategic management/ dissemination of information to ensure that the business achieves specific communication aims/ goals. ✓✓
- Public relations play a critical role in developing positive publicity and minimising the effects of negative publicity on the business. ✓✓
- The business can decide to manage its own public relations function or outsource public relations services from an outside vendor because of specialised knowledge. ✓✓
- The public relations manager/ function develops networks/ sound relationships with members of the media/ press. ✓✓
- The public relations function provides regular information to the media/ press about the business/ products/ services/ CSI initiatives/ new branches/ general business operations/ activities. ✓✓
- The public relations function and marketing function are interconnected and aim to establish/ create/ build brand loyalty. ✓✓
- Any other relevant answer related to the role of public relations in publicity.

Max (10)

6.6 Conclusion

- The business must have sound knowledge of the demographics / psychographics of their target market to apply the correct marketing communication medium. ✓✓
- The business uses its competitive advantage/ unique selling proposition to enhance its ability to increase sales. ✓✓
- Consistent/ regular communication with customers/ consumers is a vital aspect of the marketing communication policy. ✓✓
- The application of the correct marketing avenues/ mediums/ principles will directly impact on the degree to which the business may influence customers/ consumers to purchase more products/ services from the business. ✓✓
- Advertising creates awareness of whatever products/ services are being offered by the business through creative positioning and using different advertising mediums. ✓✓
- Publicity is vital/ important as it helps the business increase awareness / visibility while establishing a worthwhile business from which to purchase products/ services. ✓✓
- Any other relevant conclusion related to sales promotion as a component of the marketing communication policy/ purpose of advertising/ effectiveness of personal

selling in promoting a business product/ role of public relations in publicity.

(1 x 2) (2)

BREAKDOWN OF MARK ALLOCATION

DETAILS	MAXIMUM	TOTAL
Introduction	2	32
Sales promotion as a component of marketing communication policy	10	
Principles of advertising	8	
Effectiveness of personal selling in promoting a business product	10	
The role of public relations in publicity	10	
Conclusion	2	
INSIGHT		
Layout	2	8
Analysis, interpretation	2	
Synthesis	2	
Originality/ examples	2	
TOTAL MARKS		40

LASO – For each component:

Allocate 2 marks if all requirements are met.

Allocate 1 mark if only some of the requirements are met.

Allocate 0 marks where requirements are not met at all.

TOTAL SECTION C: 40

GRAND TOTAL: 150