



**LIMPOPO**  
PROVINCIAL GOVERNMENT  
REPUBLIC OF SOUTH AFRICA

DEPARTMENT OF  
**EDUCATION**

**NATIONAL  
SENIOR CERTIFICATE**

Stanmorephysics.com

**GRADE11**

**BUSINESS STUDIES  
CONTROLLED TEST 1  
QUESTION PAPER**

DATE: MARCH 2026

MARKS: 100

TIME: 1h30 minutes

This question paper consists of **08** pages.

## INSTRUCTIONS AND INFORMATION

Read the following instructions carefully before answering the questions.

1. This question paper consists of THREE sections and covers the following section:

SECTION A: COMPULSORY

SECTION B: Consist 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 particular 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 and time allocation when answering each question.

SECTION	QUESTION	MARKS	TIME
A: Objective type questions COMPULSORY	1	20	20
B: THREE direct/indirect Type questions CHOICE (Answer any TWO.)	2	20	35
	3	20	
	4	20	
C: TWO essay – type Questions CHOICE (Answer any ONE.)	5	40	35
	6	40	
<b>TOTAL</b>		<b>100</b>	<b>90 Minutes</b>

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 Four possible options are provided as answers to the following questions. Choose the answer and write the letter (A-D) next to the question number, **for example 1.1.6 E**

1.1.1 Which one of the following is NOT part of the micro environment?

- A organisational culture
- B management and leadership
- C goal and objectives
- D code of conduct

1.1.2 A ... occurred when Dada (Pty) Ltd and Makro(Pty) agreed to combine to form one business.

- A takeover
- B merger
- C acquisition
- D alliances

1.1.3 Change in income level is a challenge of the... environment.

- A macro
- B market
- C tertiary
- D micro

1.1.4 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

1.1.5 A ... is a form of protest by community members about lack of service delivery

- A violence
- B demographic
- C Political unrest
- D workplace forum

(5x2) (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 number (1.2.1 to 1.2.5) in the ANSWER BOOK.

patent, regulators, demographics, go-slow, logo, full control, psychographic, no control, lockout, developers

1.2.1 Businesses have ... over micro lending.

1.2.2 ... are bodies that control certain aspects of a business or industry.

1.2.3 The ... is an exclusive right granted for a new invention.

1.2.4 Physical characteristics of the target market e.g. gender, age, and the level of education.

1.2.5 ... is an action performed by employers to keep employees from entering the workplace

(5 x 2) (10)

**TOTAL SECTION A: 20**

**SECTION B****ANSWER ANY TWO QUESTIONS IN THIS SECTION.**

NOTE: Clearly indicate the QUESTION NUMBER of each question that you choose. The answer of 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 Give any TWO examples of networking. (2)

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

**MODERN LIVING FURNITURE (MLF)**

Modern Living furniture employed workers who are always absent from work despite several warnings. The government has increased import tariffs, making it difficult for MLF to continue importing designer furniture from Turkey . MLF purchase their furniture from Interior Furniture Manufacturers who are usually out of stock.

Use the table below a **GUIDE** to answer **QUESTION 2.1**

<b>CHALLENGES</b> 2.2.1	<b>BUSINESS ENVIRONMENTS</b> 2.2.2	<b>EXTENT OF CONTROL</b> 2.2.3
1.	Micro-environment	
2.	Macro environment	
3.	Market environment	

2.2.1 Identify THREE challenges for MLF from the scenario above. (3)

2.2.2 State the extent of control MLF has over business environment mentioned in QUESTION 2.2.2 (3)

2.3 Explain the advantages of businesses that are involved in the macro environment. (4)

2.4 Discuss competition as one of the challenges of the market environment. (4)

2.5 Suggest ways in which businesses can overcome competition in the market. (4)

**[20]**

**QUESTION 3:**

**BUSINESS ENVIRONMENTS**

- 3.1 Give FOUR examples of contemporary legislation that may affect the business operations (4)
- 3.2 Read the scenario below and answer the questions that follow.

**BENNY AND BETTY STORES (BBS)**

Benny and Betty , who owns BB Stores, has inherited money from his late father’s estate. He would like to protect the value of his money over time and to make it grow. He invests his money by buying a farm (property) and gold.

- 3.2.1 Identify the type of lobbying from the scenario. (2)
- 3.2.2 Explain the type of lobbying identified in 3.2.1 above. (6)
- 3.3 Elaborate on the meaning of networking. (4)
- 3.4 Recommend ways in which business can have a direct influence on the environment. current (4)

**[20]**

**QUESTION 4: MISCELLANEOUS**

**BUSINESS ENVIRONMENTS**

- 4.1 Name any FOUR components of the macro -environment. (4)
- 4.2. Identify the following types of ethical misconduct as a socio- economic issue from the statements below:
4. 2.1 Two parties enter into an illegal but mutually beneficial agreement. (2)
- 4.2.2 Unwelcome conduct of a sexual nature from someone at work that causes discomfort. (2)
- 4.2.3 The wrongful use of funds that do not belong to an employee. (2)
- 4.3 Discuss the reasons why businesses have more control over micro-environment. (6)
- 4.4 Advise businesses on the reasons why businesses lobby. (4)

[20]

**TOTAL SECTION B: [40]****SECTION C****ANSWER ONE QUESTION IN THIS SECTION.**

NOTE: Clearly indicate the QUESTION NUMBER of each question chosen. The answer to the question must start on a NEW page, e.g **QUESTION 5 on a NEW page or QUESTION 6 on a NEW page.**

**QUESTION 5: BUSINESS ENVIRONMENTS**

The market and macro environments pose many challenges on business operations. Businesses need to identify these challenges so that they are able to devise suitable ways to adapt to those challenges. Businesses often meet to exchange their business ideas and achieve its goals.

Write an essay on the market and macro-environment on the following aspects:

- Outline the components of the market-environments
- Explain the following ways in which businesses can adapt to the challenges of the business environments:
  - Information management
  - Strategic responses
- Discuss the advantages of networking in the businesses.
- Recommend projects that can be undertaken by businesses as part of social responsibility.

**[40]****QUESTION 6: BUSINESS ENVIRONMENTS**

Businesses need to have a good relationship with the trade unions, ensure fair labour practises in order to prevent strike actions which have a negative impact on businesses. The work environment can be affected by ethical misconduct and piracy and therefore needs to be identified and reported by businesses. Solutions to piracy needs to be implemented to protect intellectual property.

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

- Outline the functions of trade unions.
- Explain the negative impact of the following socio-economic issues on businesses:
  - Strike
  - Lack of skills
- Discuss the purpose of the Labour Relations Act.
- Advise businesses on the following solutions to piracy:
  - Copyright

o Trademark



[40]

**TOTAL SECTION C: 40**  
**GRAND TOTAL: 100**





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**GRADE 11**

**BUSINESS STUDIES  
CONTROLLED TEST 1 2026  
MARKING GUIDELINE**

**MARKS: 100**

**This Marking Guideline consist of 18 pages**

**NOTES TO MARKERS**

1. Candidates' responses must be in full sentences for SECTIONS B and C. However, this would depend on the nature of the question.
2. A comprehensive marking guideline 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 marking guidelines
  - 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 as well as for calculation and moderation purposes.
6. Subtotals to questions must be written in the right-hand margin. Circle the subtotals as indicated by the allocation of marks. This must be guided by 'max' in the marking guidelines. Only the total for each question should appear in the left-hand margin next to the appropriate question number.
7. In an indirect question, the theory as well as the response must be relevant and related to the question.
8. Correct numbering of responses to questions is recommended in SECTION A and B. However, if the numbering is incorrect, follow the sequence of the candidate's responses. Candidates will be penalised if the latter is not clear.
9. No additional credit must be given for repetition of facts. Indicate with an 'R'.
  - 9.1 The differentiation between 'evaluate' and 'critically evaluate' can be explained as follows:
  - 9.2 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.' ✓
  - 9.3 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:**
1. The above could apply to 'analyse' as well.
  2. Note the placing of the tick (✓) in the allocation of marks.

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

Cognitive verbs, such as:

10.1.1 Advise, name, state, mention, outline, motivate, 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.

10.1.2 Define, describe, explain, discuss, elaborate, distinguish, differentiate, compare, tabulate, 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.

11. Mark only the FIRST answer where candidates offer more than one answer for SECTION B and C questions that require one answer.

## 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 applies only 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 13.1 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 verbs and allocation of marks:

12.4.1 If the number of facts is specified, questions that require candidates to 'describe/discuss/explain' may be marked as follows: • Fact 2 marks (or as indicated in the marking guidelines) • Explanation 1 mark The 'fact' and 'explanation' are given separately in the marking guidelines to facilitate mark allocation.

12.4.2 If the number of facts required is not specified, the allocation of marks must be informed by the nature of the question and the maximum mark allocated in the marking guidelines.

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

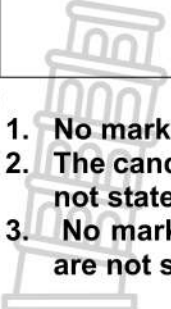
## 13. SECTION C

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

Introduction	<b>Maximum: 32</b>
Content	
Conclusion	
Insight	<b>8</b>
<b>TOTAL</b>	<b>40</b>

14.2 Insight consists of the following components:

Layout/Structure	Is there an introduction, a body, and a conclusion?	2
	Is the candidate able to break down the question into headings/subheadings/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	Are there relevant decisions/facts/responses made based on the questions? Marks to be allocated using this guide:  <b>Option 1: Only relevant facts: 2 marks (No '-S')</b>  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.  <b>Option 2: Some relevant facts: 1 mark (One '-S')</b>  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.  <b>Option 3: Some relevant facts: 1 mark (One '-S')</b>  Where a candidate writes FOUR sub-questions, but one/two/three sub question(s) with irrelevant facts; one '-S' appears in the left margin. Award a maximum of ONE (1) mark for synthesis.  <b>Option 4: No relevant facts: 0 marks (Two '-S')</b>  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.	2
Originality	Is there evidence of examples, recent information, current trends and developments?	2

	<b>TOTAL FOR INSIGHT:</b>	<b>8</b>
	<b>TOTAL MARKS FOR FACTS:</b>	<b>32</b>
	<b>TOTAL MARKS FOR ESSAY (8 + 32):</b>	<b>40</b>

**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 awarded for layout, if the headings **INTRODUCTION** and **CONCLUSION** are not supported by an explanation.

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

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

14.5 Mark all relevant facts until the SUBMAX/MAX mark in a subsection has been attained. Write SUBMAX/MAX after maximum marks have been obtained, but continue reading for originality "O".

14.6 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.

<b>CONTENT</b>	<b>MARKS</b>
Facts	32 (max.)
L	2
A	2
S	2
O	2
<b>TOTAL</b>	<b>40</b>

14.7 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.)

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

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

14.10 14.10.1 Award **TWO** marks for complete sentences. Award **ONE** mark for phrases, incomplete sentences and vague answers.

**SECTION A (COMPULSORY)****QUESTION 1**

1.1

1.1.1 D✓✓

1.1.2 B✓✓

1.1.3 A✓✓

1.1.4 B✓✓

1.1.5 C✓✓

(5X2)(10)

1.2

1.2.1 no control✓✓

1.2.2 regulators✓✓

1.2.3 patent✓✓

1.2.4 demographic✓✓

1.2.5 lockout✓✓



(5X2)(5)

**TOTAL SECTION A: 20**

QUESTION 1	MARKS
1.1	10
1.2	10
<b>TOTAL</b>	<b>20</b>

**SECTION B**

**QUESTION 2: BUSINESS ENVIRONMENTS**

**2.1. Examples of networking**

- Formal networking / Organised local, provincial and national chambers of business, industry and commerce. ✓
- Informal networking/ Social and less organised coordination. ✓
- Social media and the internet. ✓

**NOTE: Mark the first TWO (2) only**

**(2x1)(2)**

**2.2 Challenges of the business environments and extent of control**

<b>CHALLENGES</b> <b>2.2.1</b>	<b>BUSINESS ENVIRONMENTS</b> <b>2.2.2</b>	<b>EXTENT OF CONTROL</b> <b>2.2.3</b>
1. Modern Living furniture employed workers who are always absent from work despite several warnings ✓	Micro-environment	Full control ✓
2. The government has increased import tariffs, making it difficult for MLF to continue importing designer furniture from Turkey ✓	Macro environment	No control ✓
3. MLF purchase their furniture from Interior Furniture Manufacturers who are usually out of stock. ✓	Market environment	Partial/Some/Limited/ Less/Little control ✓
<b>Sub max (3)</b>		<b>Sub max (3)</b> <b>Max(6)</b>

**NOTE: 1. Mark the first THREE challenges**

**2. Do not award marks for extent of control if the Business environment is not correctly linked.**

**2.3 Advantages of businesses that are involved in the macro environment**

- Preventing environmental change/damage ✓ by being sustainable and environmentally aware/decreasing carbon footprint. ✓
- Entering global markets, using the internet, ✓ increases markets and can source cheaper/better raw materials internationally. ✓
- Knowing people’s age, gender, customs, traditions and preferences ✓ will make it easier for businesses to appeal to people. ✓
- Laws regulate industries, control trade with other countries ✓ and protect industries, consumers and employees. ✓

- Businesses are aware of the impact of foreign exchange currency and taxes ✓ are flexible in supplying the products and services relevant to the current economic situation. ✓
- Keeping up with the latest technology ✓ ensures reaching the largest possible market. ✓
- Ensures that the business keep abreast/work within ✓ policies, laws and regulations that govern businesses. ✓
- The business can more accurately predict ✓ future events, threats and opportunities that may arise. ✓
- Any other relevant answer related to the advantages of businesses that are involved in the macro environment.

**Max. (4)**

#### 2.4 Competition as one of the challenges of the market environment.

- Other businesses which sell similar substitute products ✓ pose a problem to/threaten the success of a business. ✓
- It is difficult to compete with businesses selling the same products and services ✓ in certain countries. ✓
- If a business is not able to match the quality of service/products and the price of its competitors ✓, it will be in real danger. ✓
- -The challenges around competitors can be industry rivalry ✓ where businesses aim to sell more than competitors/new entrants with better products/cheaper or better substitutes. ✓
- Businesses could find that they are unable to make sufficient profit when the demand is not high enough ✓ to support the supply of the same goods/services. ✓
- Essential for a business to have a regular supply of all the materials ✓ that are inputs in the production process. ✓
- Dissatisfied customers can damage the reputation ✓ and threaten the future of the business. ✓
- Any other relevant answer related to competition as one of the challenges of the market environment.

**Max (4)**

#### 2.5 Ways in which businesses can overcome competition in the market

- Offering different products and services than the competitors to satisfy the customer's needs and wants. ✓✓
- Offering more personal services by being responsive to the customer's needs/expectations. ✓✓
- Offering low-cost extras such as improved credit terms/discounts/loyalty schemes etc. ✓✓
- Charging lower prices than that of the other businesses. ✓✓
- Selling products of a superior quality/new products/services that the customers might be interested in. ✓✓
- Well trained/knowledgeable staff members that create a better working atmosphere. ✓✓
- Stepping up the marketing of the business by using promotional ideas such as posters or campaigns on social media. ✓✓
- Updating the image of the business such as painting the front of the premises/ making the business looking modern/inviting. ✓✓

- Keeping up with developments in the sector of the business sector, following consumer trends/investing in new technology. ✓✓
- Improving customer services and ensuring client satisfaction. ✓✓
- Any other relevant answer related on ways in which businesses can overcome competition in the market.

Max. (4)  
[20]



QUESTION	MARKS
2.1.	2
2.2.1	3
2.2.2	3
2.3	4
2.4	4
2.5	4
<b>TOTAL</b>	<b>20</b>

[20]

**QUESTION 3: BUSINESS ENVIRONMENTS**

**3.1 Examples of contemporary legislation that may affect the business operations.**

- Labour Relations Act (LRA) ✓
- Basic Conditions of Employment Act (BCEA) ✓
- Compensation for Occupational Injuries and Diseases Act (COIDA) ✓
- Skills Development Act (SDA) ✓
- Consumer Protection Act (CPA) ✓
- National Credit Act (NCA) ✓
- Employment Equity Act (EEA) ✓
- Broad Based Black Economic Empowerment (BBBEE) ✓

**NOTE: Mark the first FOUR (4) only**

**(4x1) (4)**

**3.2 Type of lobbying from the scenario**

**3.2.1 Hedging against inflation ✓✓**

**(2)**

**3.2.2 Hedging against inflation**

- Businesses use hedging to protect their financial investments ✓ by spreading the risk. ✓
- Businesses invest surplus ✓ fund so that its value grows at a faster rate than inflation. ✓
- They can hedge against inflation by investing their surplus assets/money in investment ✓ with intrinsic value e.g. gold/oil/property etc. ✓
- The business use hedging by buying bonds, shares, property or precious metals like gold ✓ to protect capital from the effects of inflation. ✓

- It is a method that businesses try to reduce the risk ✓ when unsure about possible price fluctuations. ✓
- Any other relevant answer related to Hedging against inflation. **Max (6)**

**3.3 Meaning of networking**

- It refers to a coordinated activity ✓ where people who have a similar objective meet and exchange information and idea . ✓
- The goal of networking is to reach as many people as possible. ✓ and to make every connection count. ✓
- It is a tool that is used by businesses ✓ to increase sale . ✓
- Businesses can become a member of chambers of commerce and industry/ professional business clubs/ informal social groupings . ✓ to meet new-contact. ✓
- Networking assists in acquiring business leads. ✓
- Networking can help businesses by helping to identify best practice. ✓
- Networking can help the business to identify new business trends. ✓
- Any other relevant answer related to the meaning of networking. **Max(4)**

**3.4 Ways in which business can have a direct influence on the environment.**

- Businesses need to be flexible by getting involved in research/development so that they can continue to operate. ✓✓
- Influence its suppliers by signing long term contracts. ✓✓
- Create new uses for a product by finding new customers. ✓✓
- Influence regulators through lobbying and bargaining. ✓✓
- Initiate bargaining sessions between management and unions. ✓✓
- Influence its owners' using information contained in annual reports. ✓✓
- Negotiate strategic alliance agreement through contractual processes. ✓✓
- -Any other relevant answer related to ways in which businesses can have a direct influence on the environment. **Max (4)**

QUESTION	MARKS
3.1	4
3.2.1	2
3.2.2	6
3.3	4
3.4	4
TOTAL	20

[20]

**QUESTION 4 BUSINESS ENVIRONMENTS**

**4.1 FOUR components of the macro -environment**

- Physical/Natural environment ✓
- Economic environment ✓
- Social/Cultural/Demographic environment ✓
- Technological environment ✓
- Legal/Political ✓
- Environmental/Global environment ✓
- Institutional environment ✓

**NOTE : Mark the first FOUR (4) only**

**Max(4)**

**4.2 Socio-economic issues from statements**

- 4.2.1 Illiteracy ✓✓
- 4.2.2 Dumping ✓✓
- 4.2.3 Strike ✓✓

**Max( 6)**

**4.3 Reasons why businesses have more control over micro-environment.**

- Business owners and managers have a great deal of control over the internal/micro environment of business ✓, which covers day-to-day decisions. ✓
- They choose the suppliers they purchase/which employees they hire/the products they sell ✓, and where they sell those products. ✓
- They use their skills and resources to create goods and services ✓ that will satisfy existing and prospective customers. ✓
- Any other relevant answer related to why businesses have more control over micro-environment.

**Max (6)**

**4.4 Reasons why businesses lobby .**

- Businesses lobby their regulator or supervisory body in order to try influence prices, policies, regulations and other decisions made by the regulator or the supervisory body ✓✓
- Businesses or people lobby or change laws like, child labour laws, clean air and water laws, municipal regulations, etc. ✓✓
- Their views are important and heard, thus making a difference and giving solutions to business challenges. ✓✓
- Lobbying advances businessmen’s cause and builds public trust. ✓✓
- Any other answer related to the reasons why business lobby.

**Max (4)**



QUESTION	MARKS
4.1	4
4.2.1	2
4.2.2	2
4.2.3	2
4.3	6
4.	4
<b>TOTAL</b>	<b>20</b>

(20 MARKS)

**TOTAL SECTION B: [40]**



## SECTION C

### QUESTION 5: BUSINESS ENVIRONMENTS

#### 5.1 Introduction

- Businesses operate in dynamic business environments that pose many challenges on their operations. ✓
- -The profitability and success of businesses depend on how they respond to challenges posed by the market and external business environments. ✓
- Businesses operate within the political context of the country, therefore changes in governance of the country can have a negative impact on businesses. ✓
- It is always beneficial for businesses involved in networking for an advanced business operations. ✓
- Projects offered by businesses promote the standard of living to the communities and can encourage interaction.
- Any other relevant conclusion related to the components of the market-environment ,projects that can be undertaken by businesses as part of social responsibility,advantages of networking, ways in which businesses can adapt to the challenges of the business environments. **(2x1) (2)**

#### 5.2 Outline the components of the market-environment

- Customers/ Consumers/ Buyers; are the final users of the product/services. ✓✓
- Suppliers: include factories/providers of goods/services that businesses would obtain/buy from in order to operate their businesses. ✓✓
- Intermediaries/Agents who help to promote, sell and distribute products to consumers. ✓✓
- Competitors, which sell the same/similar products/services may have a greater impact on the market of the business. ✓✓
- Unions: are the employee organisations that aim to improve working conditions of the labour force. ✓✓
- Strategic allies: refer to two or more businesses that work together to allow them to obtain the expertise they lack from another business.. ✓✓
- Any other relevant introduction related to the components of the market-environment.

**Max (10)**

#### 5.3 Ways in which businesses can adapt to the challenges of the business environments:

##### Information management

- Information must be found/recorded/stored/easily retrieved✓ and effectively used. ✓
- Businesses need to implement an effective information management system✓ which is accessible and useful to all staff. ✓
- Invest large capital into information technology (IT) system✓ to update business

operations. ✓

- Businesses to satisfy customer needs ✓ faster and better. ✓
- Businesses may benefit from an increase in market share ✓ and profitability. ✓
- Any other relevant introduction related to the components of the market environment. ✓

**Sub-max (6)**

**Strategic responses**

- Management needs to design strategic responses to various challenges ✓ by analysing all information, identifying stakeholders' involved. ✓
- Get a clear picture of each stakeholder's viewpoints ✓ and requirements ✓
- Businesses 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. ✓



**Sub-max (6)**

**Max (12)**

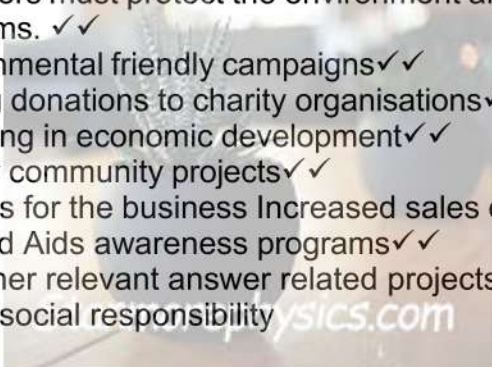
**5.4 Advantages of Networking**

- 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 businesses 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 advantages of Networking in the businesses. ✓

**Max (12)**

**5.5 Projects that can be undertaken by businesses as part of social responsibility**

- Businesses must allow employees to get involved in social development. ✓✓
- Managers must protect the environment and participate in community upliftment programs. ✓✓
- Environmental friendly campaigns ✓✓
- Making donations to charity organisations ✓✓
- Engaging in economic development ✓✓
- Charity community projects ✓✓
- Benefits for the business Increased sales due to customer loyalty. ✓✓
- HIV and Aids awareness programs ✓✓
- Any other relevant answer related projects that can be undertaken by businesses as part of social responsibility ✓✓



**Max (12)**

**5.6 Conclusion**

- Businesses can influence the business environments in one way or the other, and need to take into consideration the components of the market environment. ✓✓
- Businesses must pay careful attention to challenges that are posed by business environment and devise strategies to overcome those challenges. ✓✓
- The changing business environments will need businesses to adapt constantly and network for business growth. ✓✓
- Businesses often take care of the well being of their communities to win support and maximise their profit.. ✓✓
- Any other relevant conclusion related to the components of the market-environment ,projects that can be undertaken by businesses as part of social responsibility, advantages of networking, ways in which businesses can adapt to the challenges of the business environments.



**Any (1x2) (2)**

**QUESTION 5: BREAKDOWN OF MARKS ALLOCATION**

DETAILS	MAXIMUM	TOTAL
Introduction	2	
Outline the components of the market-environment	10	Max 32
Ways in which businesses can adapt to the challenges of the business environments	12	
Advantages of networking in the business	12	
Projects that are undertaken by businesses as part of social responsibility.	12	
Conclusion	2	
<b>INSIGHT</b>		<b>8</b>
Layout	2	
Analysis/Interpretation	2	
Synthesis	2	
Original/Examples	2	
<b>TOTAL MARKS</b>		<b>40</b>

LASO – For each component

Allocate 2 marks if all requirements are met.

Allocate 1 mark if only some requirements are met.

Allocate 0 marks where requirements are not met at all

**QUESTION 6: BUSINESS ENVIRONMENTS****6.1 Introduction**

- A trade union is an organised association of workers in a trade, group of trades, or profession formed to protect their rights and interest ✓
- Strike refers to refusal to work by two or more employees in an effort to pressurize employers to give in to their demands. ✓
- Labour Relations Act provides a sound legal structures that promotes labour peace in the workplace. ✓
- Piracy refers to unauthorised use/reproduction or copying of original music, films, books or computer software, patent rights and trademarks without the consent of the rightful owner. ✓
- Any other relevant introduction related to functions of trade unions/ negative impact of strikes/ lack of skills/ purpose of LRA/ solutions to copyright and trademarks.

**(2 x 1) (2)****6.2 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 the functions of trade unions.

**Max (12)****6.3 Negative impact of the following on businesses****6.3.1 Strikes**

- Strikes scares off ✓ potential investors. ✓
- Businesses may be forced to close down ✓ especially those located in townships. ✓
- May results in losses of production ✓ as employees stay absent from work during strikes. ✓
- Many businesses suffer losses ✓ as a result of damage to property. ✓
- They can lead to violence/assaults/looting/destruction of property ✓ and Intimidation of workers who do not strike. ✓
- Economy can be jeopardised ✓ since production is lost. ✓
- Expense of increased salaries and wages ✓ is often passed on to the consumer, which causes inflation. ✓
- Businesses loose income ✓ because productivity is low. ✓

- Any other relevant answer related to the negative impact of strikes on businesses  
Sub max (8)

### 6.3.2 Lack of skills

- Businesses cannot find candidates with adequate skills✓ and experience.✓
- Businesses end up appointing a candidate who lacks certain skills✓ resulting in poor products and services.✓
- Training employees is expensive✓ and productivity will be affected as it takes time for newly trained employees to learn his/her new jobs.✓
- The cost of labour becomes expensive✓ as some businesses recruit candidates from abroad.✓
- Any other relevant answer related to the negative impact lack of skills as a socioeconomic issue.

Sub max (8)

**Max (14)**

### 6.4 The purpose of Labour Relations Act (LRA)

- Provide a framework where the employees, trade unions and employers work together✓ to discuss matters relating to employment, e.g. wages, conditions of employment. ✓
- Promotes orderly negotiations✓ and employee participation decision making in the workplace.✓
- Promotes resolution✓ of labour disputes.✓
- Promotes fair employment✓ practices.✓
- Outlines the relationship ✓ between employees and employers.✓
- Provides simple procedures✓ for the registration of trade unions and employers' organizations.✓
- Regulates the rights of trade unions ✓ and facilitates collective bargaining.✓
- Regulates the effectiveness of bargaining councils ✓ and statutory councils.✓
- Establishes workplace forums✓ to promote the interest of all employees in the workplace whether they belong to the trade union or not.✓
- Allows workplace forums✓ where employees may participate in decision making.✓
- Establishes the Commission for Conciliation, Mediation and Arbitration (CCMA) ✓ to resolve labour disputes through statutory conciliation, mediation and arbitration.✓
- Endorses the right to strike against retrenchments✓, and facilitates labour disputes.✓
- Clarifies the transfer of contracts ✓ of employment procedures.✓
- Establishes Labour Courts and Labour Appeal Courts✓ to deal with labour issues.✓
- Any other relevant answer related to the purpose of the Labour Relations Act (LRA)

**Max (12)**

### 6.5 Advise businesses on the following solutions to piracy:

#### 6.5.1 Copyright

- Businesses can sue someone who infringes the copyright. ✓✓
- They can also sue someone who sells or distributes works that he/she knew were infringements of copyright. ✓✓
- They can take legal action against people who copy their products. ✓✓
- Any other relevant answer related to copyright as solution to piracy

Sub max (4)

**6.5.2 Trademarks**

- Businesses can have trademarks to identify themselves and their products. ✓✓
- They must register their trademarks with the Register of Trademarks at the Companies and Intellectual Property registration. ✓✓
- A registered trademark is protected forever provided it is renewed every ten years and a renewal fee is paid. ✓✓
- Claim damages from someone who infringes the trade mark. ✓✓
- Any other relevant answer related to trademarks as solution to piracy.

Sub max (4)

**Max (8)**

**6.6 Conclusion**

- Unions communicate to the company's management the members' grievances such as unfair dismissal, low wages and conditions of services. ✓✓
- Fair labour practices promote peace and harmony in the workplace. ✓✓
- Socio- economic issues pose a threat to the growth of businesses and the economy of a country. ✓✓
- Piracy undermines the music/movie industry as they lose money, it makes industry feel reluctant to develop new talents as the element of risk is too high ✓✓
- Any other relevant conclusion related to functions of trade unions/ negative impact of strikes/ lack of skills/ purpose of LRA/ solutions to copyright and trademarks.

**(1x2(2)  
[40]**

**BREAKDOWN OF MARK ALLOCATION**

DETAILS	MAXIMUM	TOTAL
Introduction	2	<b>Max 32</b>
Functions of trade unions	12	
The negative impact of Strike and Lack of Skills on businesses	14	
Purpose of Labour Relations ACT(LRA)	12	
Solutions to piracy	8	
Conclusion	2	
<b>INSIGHT</b>		
Layout/ Structure	2	<b>Max 8</b>
Analysis/ Interpretation	2	
Synthesis	2	
Originality/ Examples	2	
<b>TOTAL MARKS</b>		<b>40</b>

LASO – For each component

Allocate 2 marks if all requirements are met.

Allocate 1 mark if only some requirements are met.

Allocate 0 marks where requirements are not met at all

**TOTAL SECTION C : 40**

**GRAND TOTAL : 100**