



BUSINESS STUDIES
GRADE 11
JUNE EXAMINATION
2013

2014

MARKS: 200

TIME: 2 HOURS

EXAMINER: MISS E BURGER
MODERATORS: MRS J GATLEY
MRS M LEPPAN
MRS T WITTSTOCK

INSTRUCTIONS AND INFORMATION

Read the following instructions carefully before answering the questions:

1. This question paper consists of THREE sections.

SECTION A: COMPULSORY

SECTION B: Consists of THREE questions. Answer any TWO.

SECTION C: Consists of THREE questions. Answer any ONE of the THREE questions from this section.

2. Read the instruction for each question carefully and take particular note of what is required.
3. Number the answers correctly according to the numbering system used in the question paper.
4. Except where other instructions are given, answers must be in full sentences.
5. Use the mark allocation and the nature of each question to determine the length of an answer.
6. Use the table below as a guideline for marks and time allocation when answering each question.

SECTION A	QUESTION	MARKS	TIME
COMPULSORY	1	40	30 minutes
SECTION B	2	60	30 minutes per question = 60 minutes
Three questions. Answer any TWO of the THREE questions.	3	60	
	4	60	
SECTION C	5	40	30 minutes per question = 30 minutes
Essay questions. Answer any ONE of the THREE questions.	6	40	
	7	40	
TOTAL		200	120 minutes

SECTION A (COMPULSORY – ANSWER ALL QUESTIONS) [Marks: 40]
Use ANNEXURE A to complete this question.

QUESTION 1

1.1 Various possible options are provided as answers to the following questions. Write only the correct letter next to the appropriate number.

1.1.1 The management of a business has full control over

- A. the workforce of the business.
- B. the technological environment.
- C. the functions of the business.
- D. competitors.

1.1.2 Owners of the following type of business have unlimited liability:

- A. Close corporation
- B. Partnership
- C. Public company
- D. Private company

1.1.3 Which ONE of the following is a method managers can use to help alleviate stress?

- A. Involve employees in the decision-making process.
- B. Eat a healthy breakfast.
- C. Buy new technology in the workplace.
- D. Strike action by union members.

1.1.4 Entrepreneurs who are unable to find a viable business opportunity have the option of:

- A. Outsourcing the purchasing function.
- B. Leasing premises.
- C. Running the business as a company.
- D. Buying a franchise business.

1.1.5 Equity capital refers to:

- A. The amount of money an entrepreneur can provide from own sources.
- B. The amount of money an angel funder is prepared to invest.
- C. A grant obtained from government or NGO sources.
- D. The amount of money that can be obtained from the formal financial sector.

(5X2= 10)

1.2 Choose the concept from Column B that matches the description in Column A. Use ANNEXURE A.

COLUMN A		COLUMN B	
1.2.1	A policy to actively encourage disadvantaged groups to participate fully and equally in work opportunities	A	Economic empowerment
1.2.2	The identity mark that distinguishes products from one another	B	Franchise
1.2.3	Supporting people to develop economic skills so that they can take control of their lives	C	Productivity
1.2.4	An agreement giving someone the right to market a businesses' products in a certain area	D	Affirmative action
1.2.5	Capacity to produce efficiently and effectively	E	Policy
		F	Brand

(5x2 = 10)

1.3 Choose the correct words from the brackets:

1.3.1 A business can influence its market by means of a strong marketing (evaluation/strategy).

1.3.2 Affirmative action in the workplace is a direct result of the (Labour Relations/ Employment Equity) Act.

1.3.3 It is (preferred/ethical) behaviour for a manager to maintain confidentiality about an employees' HIV/Aids status.

1.3.4 Optimal stress allows employees to function (creatively/productively) in the workplace.

1.3.5 The (Delphi/nominal) technique is a popular method of gathering information from a chosen panel on a topic. It aims to bring about agreement from differing views by means of questionnaires.

(5x2 = 10)

1.4 Give a term for each of the following definitions:

1.4.1 A group of consumers, identified by one or more common characteristics.

1.4.2 A person acting on behalf of a business and represents the business beliefs, policies, products and services.

1.4.3 It reflects the dream of where the business will find itself somewhere in the future.

1.4.4 Businesses or individuals that help to move goods from producer to consumer.

1.4.5 The document which is needed to register private and public companies.

(5x2= 10)

TOTAL SECTION A: 40

SECTION B (Answer any TWO questions in this section) [Marks: 120]

QUESTION 2

2.1 Copy the table below in your answer book. Complete the table with the five main characteristics of a Sole Trader and a Private Company. (10)

DETAILS	SOLE TRADER	PRIVATE COMPANY
2.1.1 Name restrictions		
2.1.2 No. of owners		
2.1.3 Liability		
2.1.4 Management		
2.1.5 Taxation		

2.2 Read the following case study and answer the questions that follow:

Tsomo Valley Agricultural Cooperative

It has always been emphasised that partnerships are a key to the success of poverty alleviation and economic development projects in South Africa. The Tsomo Valley Agricultural Cooperative, a project that seeks to improve the productivity of local farms and give support to the beneficiaries of the government's Land Redistribution and Agricultural Development (LRAD) Programme, is an example of such success.

Established with the assistance of the National Development Agency (NDA), which injected R761 238 into the initiative; Department of Agriculture; National Cooperative Association of South Africa and Sakhizwe District Municipality; the project has enabled 12 local emerging farmers who acquired land through the LRAD programme with access to farming expertise, farming inputs and mechanisation and mentoring services.

As a result of these partners' intervention, the farms are now being managed professionally. 20 farmers have been trained in farm management and technological skills, and production has improved by 20%. The 12 farms cover a 10 130-hectare area, 80% of which is grazing land and the rest arable land.

http://www.nda.org.za/index.php?option=3&id=1&com_id=243&parent_id=243&com_task=1

- 2.2.1 What is the key difference between a co-operative and a company? (2)
- 2.2.2 Who are the members of this Co-operative? (2)
- 2.2.3 Tabulate THREE advantages and THREE disadvantages of this form of ownership. (12)[16]

2.3 'Active Socks (Pty) Ltd' produces socks and other apparel. The management team of the organisation finds that it has become difficult to maintain the pool of vehicles of their sales representatives. The managing director approaches you to investigate the option of "outsourcing" or "leasing" so that the sales department can run effectively and efficiently.

Explain and elaborate on the usefulness of outsourcing and leasing. (16)

2.4 Name SIX of the main functions of trade unions in South Africa. (12)

2.5 What THREE forms of protection does the law provide to discourage piracy? (6)

TOTAL: 60

QUESTION 3

3.1 Tembathi Lodge is situated close to the Kruger National Park in Limpopo. The table below shows information about the number of guests who booked into this hotel from November 2011 to March 2012:

TOURISTS/ VISITORS	NOV 2011	DEC 2011	JAN 2012	FEB 2012	MAR 2012
Families	80	90	85	50	32
Single males	40	85	70	40	20
Single females	30	75	60	35	10
Tour groups	134	176	140	88	80
TOTAL	284	426	355	213	142
PERCENTAGE	20%	30%	25%	15%	10%

3.1.1 Who at the Tembathi Lodge would need this information? (2)

3.1.2 For what purpose, do you think, they may need this information? (3)

3.1.3 Using ANNEXURE B, present the above percentages distributed over months, in the form of a bar graph. (10)

3.1.4 Suggest how Tembathi Lodge could increase the number of visitors during the off-season period. (3)

3.1.5 Name five possible influences from the market- and macro-environment which might influence the occupancy levels of the lodge and give a reason why you chose these influences. (10)[28]

3.2 Read the following case study and follow the instructions given below:

Four school friends, Khoza, Ronnie, Trish and Mthunzi decided to start a handyman business in the community. They named the business "Fix-it-all Services". They needed a wide range of tools and a vehicle. They also knew that they would have to get themselves known in the community. The other important challenge would be to find suitable and trustworthy staff, train them properly and then deploy them as needed. The four friends agreed to share the responsibilities and decided to leave all the hiring and training of staff up to Trish. Mthunzi was appointed the financial manager who had to source the vehicle and buy the tools. Ronnie had to ensure that pamphlets are delivered in the neighbourhood and Khoza took responsibility as the administrative organiser, immediately starting off by designing the following action plan:

Fix-it-all Services Action plan

Activities	Starting date	Expected completion date
Organising finance	1 March 2013	30 April 2013
Buying vehicle	1 May 2013	31 May 2013
Buying tools	1 May 2013	31 May 2013
Recruiting and selecting staff	1 April 2013	30 April 2013
Training staff	1 May 2013	15 May 2013
Advertising	1 April 2013	30 June 2013

Use the information above to complete a Gantt chart for Fix-it-all Services. Use ANNEXURE C in the answer book and complete the details required on the Gantt chart. (12)

3.3 Describe the steps to follow when using the Force Field analysis technique. (20)

TOTAL: 60

QUESTION 4

4.1 Read the case study below and answer the questions that follow.

The CEO of a well-known South African company discovered that huge quantities of detergent accidentally ended up in the bottled orange juice containers. He decided to keep quiet about it. The detergent, although harmful to humans, got mixed into the orange juice by mistake, but the CEO calculated that to recall and dump the orange juice will be financially damaging and the company will also lose their credibility with suppliers all over the country. He decided that the detergent would have been so diluted that it would have little effect on the taste and possibly no effect on the health of consumers. Many employees supported him, as they knew that their bonuses were linked to the profit of the company. When the cover-up was discovered, the business was heavily fined and the top manager was sentenced to jail.

- 4.1.1 Define "ethics". (4)
- 4.1.2 In which way did this company operate unethically? (2)
- 4.1.3 Do you think it was justifiable that this business was fined and that the CEO was sentenced to jail? Give a reason for your answer. (4)
- 4.1.4 List any FOUR values/pillars used for creating a Code of Ethics. (4X2)[8]
- 4.1.5 Match the ethical theory in Column A with the appropriate explanation in Column B.

Column A		Column B	
1.	The Consequential theory	A.	If the action is justifiable in terms of the moral norm then it is the right action.
2.	The Deontology theory	B.	If the effect is good, the action can be regarded as ethical.
3.	The Objectivity theory	C.	What is regarded by some cultures as wrong, could be regarded by another culture as right and this is how it should be viewed.
4.	The Relative theory	D.	If the action is consistent and acceptable to the general population no matter if it has a bad effect on someone, then it is the right thing to do.

(4X2=8) [26]

- 4.2 Describe the importance of crisis management. (4)
- 4.3 Identify NINE steps in the change process. (9X2=18)
- 4.4 Write down SIX strategies one can implement to manage stress. (12)

TOTAL: 60

TOTAL SECTION B:

120

Section C (Answer any ONE question from this section)

QUESTION 5

Assume you are the chief buyer of a medium sized clothing firm. You would like to present a new line of clothing that is produced by a new clothing manufacturer in the Western Cape to the Board of Directors to convince them to buy from this manufacturer.

Prepare a detailed description of how best to prepare for this presentation and how best to handle questions and feedback after the presentation. [40]

QUESTION 6

Discuss the three sector enterprises. Include in your discussion two examples from each sector and how they are linked to the other sectors. [40]

QUESTION 7

There is a general perception amongst entrepreneurs that access to capital is a major inhibitor to entrepreneurial growth and activity. The general misconception is that this is a result of scarcity of funds available to funding institutions. A recent Global Entrepreneurship Monitor study revealed that South Africa is no worse or better off than any other country in terms of the availability of capital. Although one may still be in doubt as to where the drawback lies, funding is available in abundance in South Africa and the issue of scarcity is more a myth than a reality. – (FNB spokesperson in association with the Gordon Institute of Business Science)

In light of this statement, discuss the acquisition of funding to businesses with unlimited liability. [40]

TOTAL SECTION C: 40

GRAND TOTAL: 200
