

HILLCREST HIGH SCHOOL



BUSINESS STUDIES GRADE 11 EXAMINATION – JUNE 2021

EXAMINER: MRS J RAMBURAN
MARKS: 150

MODERATOR: MS BURGER, MRS EDY
TIME: 2 HOURS

INSTRUCTIONS:

- This question paper consists of **THREE** sections, namely **SECTION A**, **SECTION B** and **SECTION C**.
 - SECTION A: COMPULSORY**
 - SECTION B:** Consists of **THREE** questions covering Topics dealing with **Business Operations and Business Roles**.
Answer **ONLY TWO** questions from this section.
 - SECTION C:** Consists of **TWO** essays covering Topics dealing with **Business Operations and Business Roles**.
Answer **ONLY ONE** of the TWO questions from this section.
- Read the instructions for each question carefully and answer only what is required.
- Number the answers correctly according to the numbering system used in this question paper.
- Except where other instructions are given, answers must be in full sentences.
- The mark allocation of each question will determine the length of your answer.
- Start the answer to each question on a **NEW** page, for example QUESTION 1 – NEW PAGE, QUESTION 2 – NEW PAGE, QUESTION 3 – NEW PAGE et cetera.
- Use the table below as a guide for marks and time allocation for each question.
- Sections A, B and C MUST be answered in the booklet provided.**

QUESTION	SECTION		MARKS	TIME
1	A:	Multiple choice questions, correct word, Matching columns	30	20mins
2	B:	<u>THREE</u> direct questions. Answer ONLY <u>TWO</u> questions	40	30mins
3			40	30 mins
4			40	30 mins
5	C:	<u>TWO</u> essay questions. Answer only <u>ONE</u> essays.	40	40 mins
6			40	40 mins
		TOTAL	150	120 minutes

SECTION A (Compulsory)

QUESTION 1

1.1. Various options are provided as possible answers to the following questions. Choose the correct answer and write ONLY the letter (A – D) next to the question number (1.1.1 – 1.1.5) in the ANSWER BOOK. e.g 1.1.9 C.

1.1.1. The name of the ADKAR model comes from the following:

- A. Attention, Deficit, Knowledge, Adapt, Reinstate
- B. Awareness, Desire, Knowledge, Ability, Reinforcement
- C. Agree, Disagree, Knowledge, Adapt, Reinstate
- D. Attention, Demand, Knowledge, Adapt, Reinforcement

1.1.2. An emergency or a dangerous social situation involving change:

- A. Anxiety
- B. Flexible
- C. Fear
- D. Crisis

1.1.3. Working with others to solve problems makes it easier to:

- A. generate ideas
- B. get distracted
- C. show what you know
- D. encourage others to do the thinking

1.1.4. The marketing mix consists of the following policies:

- A. product, price, distribution, and communication
- B. personal selling, sales promotion, advertising and publicity
- C. product development, design, packaging and trademarks
- D. pricing techniques, price determination, price adjustment and demand and supply

1.1.5. An advantage of using the Delphi technique:

- A. time consuming
- B. feedback is controlled
- C. lots of administrative work
- D. poor response rate

(10)

1.2. Choose the correct word(s) from those given within brackets. Write ONLY the word(s) next to the question number (1.2.1 – 1.2.5) in the ANSWER BOOK.

- 1.2.1 (Lateral/Contrarian) thinking is described as '*thinking outside the box*'.
- 1.2.2 (Bait pricing/Psychological pricing) is used to give the impression that an item is cheaper than it really is.
- 1.2.3 Mental blocks are developed from the use of (creative thinking/routine thinking).
- 1.2.4 Sales promotion is one of the elements of the (distribution policy/communication policy).
- 1.2.5 A loaf of bread is an example of a (shopping good/convenience good).

(10)

1.3. Match COLUMN A with the statement in COLUMN B. Write ONLY the answer next to the question number in your ANSWER BOOK.

COLUMN A	COLUMN B
1.3.1 Delphi technique	a. expensive form of communication.
1.3.2 Business Process Re-engineering	b. identifies forces for and against a strategy.
1.3.3 Personal selling	c. redesigning the way an organisation's work is done.
1.3.4 Promotion	d. can influence a customer to buy the product.
1.3.5 Packaging	e. increases the sales of a product.
	f. consists of people with knowledge in a subject area.

(10)

SECTION B: (Answer TWO questions in this section).

QUESTION 2: BUSINESS ROLES

2.1 State FOUR forms of stress. (4)

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

ABBY'S BUILDING CONSTRUCTION FIRM (ABC)

ABC has recently been experiencing low productivity. After investigation it was found that the company is not keeping up to date with global trends. In order to save the company, one of their strategies is to retrench unnecessary workers.

2.2.1. Identify TWO changes that ABC is experiencing. Motivate your answer by quoting from the scenario. (6)

2.2.2. Recommend TWO ways that a business can adapt to the changes identified in question 2.2.1. (4)

2.2.3. Outline an importance of crisis management. (3)

2.2.4. Provide the stages of crisis management. (5)

2.3. List SIX steps to the problem-solving cycle. (6)

2.4. Discuss the importance of stress management. (6)

2.5. Explain the ADKAR model as a theory of change management. (6)

[40]

QUESTION 3: BUSINESS OPERATIONS

3.1. List THREE components of the marketing communication policy. (3)

3.2. Identify the pricing techniques used by Fatima Enterprises in EACH statement below.

3.2.1. Fatima Enterprises charges lower prices for their products and avoids prices that are even numbers.

3.2.2. The practise of pricing goods at a high level in order to give the appearance of high quality.

(4)

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

SOLLY ELECTRONICS (SE)

Solly Electronics sells a large variety of cell phones and sound systems. There is a demand for new cell phones and sound systems brand that is not manufactured in South Africa. Solly is considering importing these products from other countries or designing unique products bearing his own trademark.

3.3.1. Identify the type of consumer good applicable to the scenario above. Motivate your answer by quoting from the scenario. (3)

3.3.2. Explain to the management of Solly Electronics THREE advantages of foreign marketing. (6)

3.3.3. Advise the management of SE on the steps that they should consider when designing a product. (10)

3.4. Identify the type of packaging used by Nicolus Sportswear in each statement.

3.4.1 Nicolus Sportswear changes the packaging of their products continuously when advertising sports events.

3.4.2 Shirts and ties are packaged together. (4)

3.5. Discuss the importance of trademarks to businesses. (6)

3.6 List the FOUR steps in determining the price of a product. (4)

[40]

QUESTION 4: MISCELLANEOUS

BUSINESS ROLES

4.1. List TWO ways to control your physical reactions to stress. (2)

4.2. Identify the changes that occur within people and businesses.

4.2.1. Economic changes results in businesses reducing the number of workers.

4.2.2. Businesses trading in different countries.

4.2.3. This is the result of a business closing down its operation. (6)

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

WENDY MANUFACTURERS (WE)

Wendy Manufacturers specialises in the manufacturing of perfumes. The building caught on fire and stock was damaged.

4.3.1. Identify TWO types of crisis in the scenario above. (2)

4.3.2. Define the term *crisis*. (2)

4.3.3. Suggest FOUR ways in which Wendy Manufacturers can deal with a crisis in the workplace. (8)

BUSINESS OPERATIONS

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

JABULANI CLOTHING LTD (JCL)

Jabulani Clothing Ltd manufactures active wear. They want to increase their sales. They are considering a joint promotion with Muscle and Fitness, a local fitness centre.

4.4.1 Name the component of marketing that Jabulani Ltd is considering. Motivate your answer by quoting from the scenario above. (3)

4.4.2 Explain the purpose of the marketing component identified in **4.4.1.** to increase their sales. (4)

4.5. State THREE types of discounts used in price adjustments. (3)

4.6 Explain THREE types of factors that affect the pricing policy of a business. (6)

4.7 State TWO examples of unethical advertising practised by businesses. (4)

[40]

SECTION C

Answer **ONE** question from this section in the ANSWER BOOK

NOTE: clearly indicate the number of the QUESTION NUMBER chosen.

QUESTION 5: BUSINESS ROLES

The management of Furniture King wants to improve the quality of their timber because of various complaints from their customers. They have requested employees to generate new, creative ideas on how to improve their products to satisfy customer's needs.

In your response include the following:

- Distinguish between conventional and non-conventional thinking.
- Explain how Furniture King can apply the Delphi technique steps to solve business problems.
- Discuss the advantages of creative thinking in the workplace.
- Recommend ways in which Furniture King may create an environment that stimulate creative thinking.

[40]

QUESTION 6: BUSINESS OPERATIONS

Best Paint Manufacturers specialise in the manufacturing of high-quality paints for their customers. BPM realises that good packaging and pricing techniques can attract new customers and increase their market share. The management of BPM always does research on different categories of consumer goods in order to satisfy the needs of their clients.

As an expert of marketing policy instruments, write an essay on the following aspects:

- Explain any TWO categories of consumer goods.
- Explain the need for product development.
- Discuss the different forms of packaging.
- Advise BPM on how the business can use price techniques to determine the final price of a product.

[40]