



**BUSINESS STUDIES
GRADE 12
MAY/JUNE EXAMINATION
2013**

MARKS: 200

TIME: 2 HOURS

**EXAMINER: MISS E BURGER
MODERATORS: MRS C EDY
MRS N SKJOLDE
MRS D KENNY**

SECTION A (COMPULSORY – ANSWER ALL QUESTIONS)

QUESTION 1

1.1 Four 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 – 1.1.10), for example 1.1.11 B.

1.1.1 Which one of the following is an element of the micro environment within which businesses function?

- A the government affirmative action policy
- B the human resources management policy
- C the employment equity act
- D the relaxation of foreign exchange control regulations

1.1.2 Kimberlan LTD had sold some of its vehicles to pay creditors because of its financial constraints. This strategy is known as...

- A retrenchment.
- B liquidation.
- C divestiture.
- D diversification.

1.1.3 A scorecard is used to assess how well a business complies with the requirements of

- A Employment Equity
- B ETQA
- C SETA
- D B-BBEE

1.1.4 1% of _____ wage bill of every business must go towards the Skills Development Act.

- A the skills development portion of the
- B the total salary and
- C a portion of the
- D the salary and

1.1.5 This Act was introduced in 2003 with the following objectives:

- To grow the country's economy
- To eradicate poverty
- To create jobs
- To enforce transformation in the workplace

- A Industry Charter
- B Broad-Based Black Economic Empowerment
- C National Credit Act
- D BBBEE Codes of Good Practice

1.1.6 The environment of an organisation must be analysed to identify strengths and weaknesses whilst is specifically used to analyse the **competitiveness** of an industry.

- A macro-, the analysis of the market environment
- B internal, an analysis of the macro environment
- C micro-, Porter's model
- D macro-, a SWOT analysis

1.1.7 This business enterprise can be listed on the Johannesburg Securities Exchange:

- A Henderson Bros. Plumbers CC
- B Unilever Ltd
- C Rabin & Sons
- D Power Quality Company (Pty) Ltd

1.1.8 Market penetration occurs when retailers....

- A market the existing product in new areas.
- B market the existing product in remote rural areas.
- C buy products at the same prices as competitors.
- D sell products at lower prices to attract buyers.

1.1.9 This Act protects consumers from receiving credit which they are unable to repay:

- A National Credit Act
- B Consumer Protection Act
- C Preferential Procurement Act
- D Broad-Based Black Economic Empowerment Act

1.1.10 Retrenchment of employees may be used as a business strategy. This is an example of a/an ... strategy:

- A integration
- B intensive
- C diversification
- D defensive

(10 x 2) [20]

- 1.2 Choose the correct word(s) from those given in brackets. Write only the words next to the question number (1.2.1 – 1.2.5) in the answer book.
- 1.2.1 (National Credit Act / National Skills development Strategy) attempts to rectify the imbalances in the South African market by providing the platforms necessary to contribute to the sustainable development of skills in South Africa.
- 1.2.2 A business that needs to secure a source of supply takes over a supplier for its raw materials is called (vertical / horizontal) integration.
- 1.2.3 Business data via the internet is called (visual / electronic) information.
- 1.2.4 A (pension fund / personal property policy) is a form of short-term insurance.
- 1.2.5 (STRATE / STRAIT) enables people to trade on the JSE in an electronic way.

(5 x 2) [10]

- 1.3 Choose a term from Column B that matches a description in Column A. Write only the letter (A-E) next to the question number (1.3.1.-1.3.5) in the ANSWER BOOK, for example 1.3.6 H.

COLUMN A		COLUMN B	
1.3.1	Businesses sponsoring community development projects	A	Retirement annuity
1.3.2	To make good the losses suffered	B	Legal
1.3.3	Provides financial security for the investor upon reaching pensionable age	C	Compensation
1.3.4	The emission of sulphur and carbon dioxide directly influences the..... environment	D	Surrender
1.3.5	Applies to life assurance and means to terminate a policy.	E	corporate social investment
		F	Inclusivity
		G	Physical

(5 x 2) [10]

TOTAL SECTION A: 40 MARKS

SECTION B (COMPULSORY – ANSWER ALL QUESTIONS)

QUESTION 2

2.1 Choose the answer and write only the letter next to the question number.

Example 2.1.4 A, B.

Sasol is an integrated South African oil and gas company with substantial chemical interests; it supports these operations by mining coal and converting it into synthetic fuels and chemicals through its world-renowned technology.

Consider the following weaknesses and threats identified by Sasol and answer the questions that follow.

- A Changes in environmental laws which can result in higher costs.
- B The impact of long-term exposure to harmful materials on the health of employees.
- C The reduced availability of skills and competence to design, construct, operate and maintain plants.
- D Insufficient awareness and experience or the poor attitudes of employees to safety and health issues.
- E Climate changes that resulted in the introduction of carbon taxes.
- F A major transport incident such as a fire or explosion involving one of Sasol's transport service providers.

2.1.1 Which of the statements above refer to weaknesses in Sasol's micro environment?

2.1.2 Which of the statements above refer to variables in Sasol's market environment?

2.1.3 Which of the statements above refer to Sasol's macro environment? (3 x 4)[12]

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

Climate changes is likely to aggravate existing declines in storm water due to water used by commercial plantation. Crop productivity may decline even during a small increase in temperature.

2.2.1 Identify the business sector in the above case study and give a reason for your answer. (4)

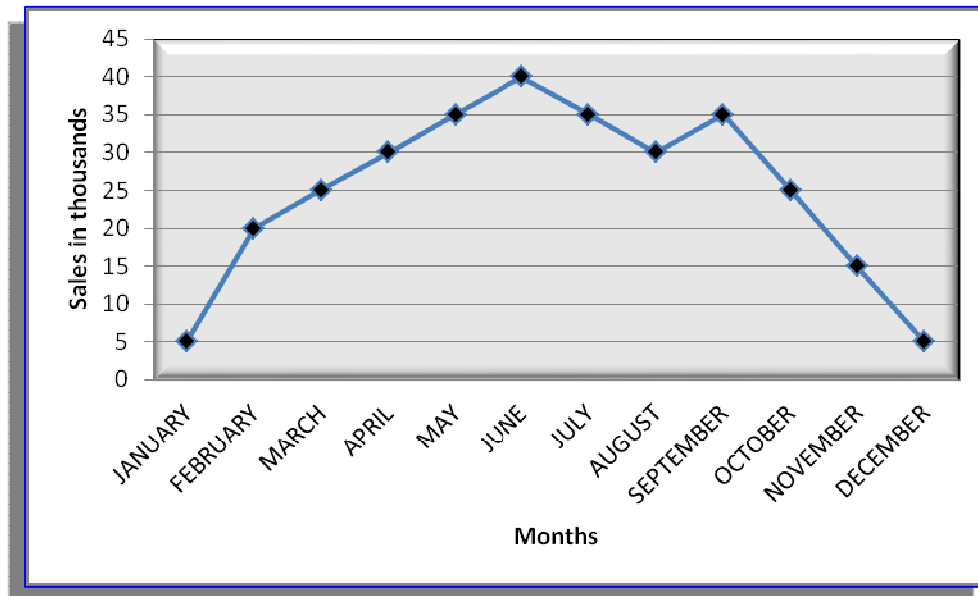
2.2.2 Identify one challenge mentioned in the above case study and devise a strategy to overcome the challenge. (4) [8]

2.3 Does corporate social responsibility benefit communities? Use examples to support your answer. (6)

2.4 Name FOUR pillars of B-BBEE. (4)

2.5 Study the graph below and answer the questions that follow:

- Sales of jerseys for 2012.
- Quantity sold in 1000's.



2.5.1 Identify the graph depicted above. (2)

2.5.2 Which month showed the highest sales? What in your opinion has influenced the trend? (4)

2.5.3 Calculate the total sales for the year 2012. (2)

2.5.4 Name any TWO other graphs which could be used in presentations. (2)[10]

[40]

QUESTION 3

3.1 Show how the following factors can contribute to both the success and failure of SAB Miller Ltd.

3.1.1 Taxation

3.1.2 Management

3.1.3 Capital

3.1.4 Division of profits

(4 x 4)[16]

3.2 Malik Deochand invested R30 000 of his annual bonus in a fixed-deposit account at ABSA Bank, earning an interest rate of 9% p.a.

3.2.1 Using the compound method, calculate the RETURN earned by Malik over a period of 2 years. Show your calculations. (4)

3.2.2 Name TWO other investment options that are available to Malik. Compare these options to a fixed deposit. (12)

3.2.3 Once Malik saves enough money he hopes to start his own business. Name any FOUR entrepreneurial qualities that he would need to have, to make a success of his career. (8)[24]

[40]

QUESTION 4

4.1 Discuss how a business venture should address human rights, inclusivity and environmental issues in the workplace. (3 x 6 = 18)

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

Mr and Mrs Khumalo recently got married and are planning to buy a house in Pietermaritzburg using a loan from the bank.

4.2.1 Would you advise Mr and Mrs Khumalo to take out a specific insurance for their mortgage bond? Give reasons for your advice. (8)

4.2.2 Name TWO forms of compulsory insurance. (2)[10]

4.3 Discuss how the pricing of goods in the rural areas and sexual harassment could challenge ethical and professional behaviour. Also recommend how these forms of unethical behaviour can be addressed by business organisations. (12)

[40]

TOTAL SECTION B: 120 MARKS

SECTION C (COMPULSORY – CHOOSE ONE ESSAY ONLY)

QUESTION 5

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

BRANDS CLOTHING MANUFACTURERS LTD

Brands clothing manufacturer is situated in Durban. It makes a range of clothing aimed mainly at the teenage market. They receive their income by selling its goods to all clothing chains in South Africa. Recently management has noticed a decline in sales and that its customers, the large clothing retailers, can import clothing from China at a much cheaper price.

Brands had to retrench staff to stay in business. Brands did not follow proper procedure and the remaining staff were worried the same would happen to them. Employees are unhappy with management because there is no trade union to take up their labour grievances with management.

Some of the machinery at Brands is outdated. The new computerised machinery, which has to be imported from China is too expensive because of the unfavourable exchange rate. If Brands buys the new machinery the workers who operate the current machines will lose their job because they do not have the skills to use new technology. The problem is that although Brands has been paying the skills development levy, it has not organised skills training for the workers.

Brands secured a loan of R1 000 000 from African Bank at 14% p.a. The monthly repayment has increased as a result of a higher interest rate.

Rising fuel prices has increased costs and reduced profitability.

The new credit Act had a negative effect on credit applications and many of the clients did not meet the minimum requirements.

Brands also does not have a social responsibility programme for the community.

Recently, a new manufacturing company, Yens New Look clothing, opened 10 kilometres from Brands. It is BEE compliant with women in management unlike Brands. It sells clothing at a cheaper price and has the latest machinery. They have also won the tender for government contracts to supply uniforms to all government departments.

Identify and classify the challenges facing Brands clothing manufacturers.

Discuss the impact of these challenges on the company. Suggest strategies that they may implement to overcome the challenges and make recommendations to Brands as to whether they should continue with their business operation or not. (40)

QUESTION 6

Conflict can be either positive or negative. Either way, if not properly addressed, it can lead to a crisis.

Discuss the causes, as well as the types of conflict, and then evaluate the roles played by management, workplace forums and trade unions in minimising conflict in the workplace. Briefly explain whether you agree with the above statement. (40)

QUESTION 7

Good management and good leadership will influence businesses and organisations to become more successful and to be able to achieve their goals and objectives favourably.

Analyse the above statement and then evaluate autocratic (boss-centred), laissez-faire (free-reign) and charismatic leadership/management styles.

Use examples to explain how these styles could be successfully applied in the workplace. (40)

TOTAL SECTION C: 40 MARKS

GRAND TOTAL: 200

GRADE 12 BUSINESS STUDIES EXAMINATION

NAME: _____

TEACHER: (Circle appropriate name)

Miss E Burger / Mrs N Skjolder / Mrs D Kenny

ANNEXURE A

1.1.1		1.2.1	
1.1.2		1.2.2	
1.1.3		1.2.3	
1.1.4		1.2.4	
1.1.5		1.2.5	
1.1.6		1.3.1	
1.1.7		1.3.2	
1.1.8		1.3.3	
1.1.9		1.3.4	
1.1.10		1.3.5	

Tick the appropriate essay question

Q1	Q2	Q3	Q4	Q5	Q6	Q7	Total
40	40	40	40	40	40	40	200

%
