



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

NOVEMBER 2013

BUSINESS STUDIES

MARKS: 300

TIME: 3 hours

This question paper consists of 10 pages.

INSTRUCTIONS AND INFORMATION

Read the following instructions carefully before answering the questions.

1. This question paper consists of THREE sections and all topics.

SECTION A: Compulsory

SECTION B: Consists of FIVE questions. Answer any THREE questions out of the five questions.

SECTION C: Consists of FOUR questions. Answer any TWO questions out of the four questions.
2. Consider the time allocation for each question when answering the question.
3. Read the instructions for each question carefully and answer only what is required.
4. Number the answers correctly according to the numbering system used in this question paper.
5. Except where other instructions are given, answers must be written in full sentences.
6. Use the mark allocation and the nature of each question to determine the length of each answer.
7. Start each answer to EACH question on a new page, for example; QUESTION 2 New page, QUESTION 3 – New page, etc.
8. Use the table below as a guide for marks and time allocation when answering each question.

SECTION	QUESTION	MARKS	TIME
A. Multiple-choice questions, choosing from the brackets, matching items (COMPULSORY)	1	40	30 MINUTES
B. FIVE questions: Answer any THREE	2	60	30 MINUTES
	3	60	30 MINUTES
	4	60	30 MINUTES
	5	60	30 MINUTES
	6	60	30 MINUTES
C. FOUR ESSAY questions: Answer any TWO	7	40	30 MINUTES
	8	40	30 MINUTES
	9	40	30 MINUTES
		300	180 MINUTES

SECTION A**QUESTION 1**

1.1 Choose the correct answer from the given options. Write only letter (A–D) next to the question numbers (1.1.1–1.1.10) in the answer book, for example 1.1.11 C.

1.1.1 This is the way people interact in the group when they have a common goal:

- A Conflict
- B Team dynamics
- C Direct distribution
- D Market segmentation

1.1.2 This refers to the storage of a product from the time it is finished to the time it is sold to the customer:

- A Storage
- B Competition
- C Location
- D Market place

1.1.3 This means that a person is responsible for the amount of money he/she puts into the business.

- A Registrar of companies
- B Partnership agreement
- C Unlimited liability
- D Limited liability

1.1.4 This is the broad external social, political and economic contexts in which the business operates:

- A Micro
- B Market
- C Macro
- D Both A and B

1.1.5 This is a collective, organised cessation of work by employees to force the employers to accept their demands:

- A Piracy
- B Dumping
- C Strike
- D Economic crime

- 1.1.6 Is a form of legal protection that prevents a person from using someone else's creative work without permission:
- A Industrial relations
 - B Copyright
 - C Patent
 - D Resource depletion
- 1.1.7 This means negotiations between management and trade unions to reach a collective agreement on remuneration and working conditions in the workplace:
- A Collective bargaining
 - B Labour Relations Act
 - C CCMA
 - D Basic Conditions of Employment Act
- 1.1.8 The stage in team development where teams work together effectively as a unit:
- A Forming
 - B Storming
 - C Norming
 - D Performing
- 1.1.9 This is a method where a business can pay for the use of an asset rather than buying it outright for itself:
- A Outsourcing
 - B Leasing
 - C Royalty
 - D Vendor
- 1.1.10 This is a distinctive sign, brand name or logo that identifies a person, company or product:
- A Packaging
 - B Profit sharing
 - C Trademark
 - D Legal constraints
- (10 x 2) (20)

- 1.2 Choose the correct word(s) from those given in brackets. Write only the word(s) next to the question number (1.2.1–1.2.5) in the answer book.
- 1.2.1 (Quality Circle/Quality Assurance) is a group of employees who work in different departments, but who deal directly or indirectly with the same product or service.
 - 1.2.2 (Hyper-flation/Inflation) is defined as a sustained and marked increase in the price of goods and services.
 - 1.2.3 (Dismissal/Retrenchment) takes place when the employer terminates the employee’s contract because of unsatisfactory job performance.
 - 1.2.4 (Publicity/Advertising) is the most popular method for manufactures to get their message to their target market and consumers.
 - 1.2.5 This is a problem-solving technique that promotes creative-thinking and creative problem-solving by encouraging idea-generation through non-critical discussion: (brainstorming/Delphi techniques) (5 x 2) (10)
- 1.3 Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–I) next to the question number (1.3.1–1.3.5) in the answer book, for example 1.3.6 J.

COLUMN A		COLUMN B	
1.3.1	Extra pay, in addition to ordinary salary or wages	A	Variable costs
1.3.2	Short-term tactics to boost sales by persuading potential customers to buy a product	B	Selection tests
1.3.3	Process of introducing a new staff member to the business	C	Social media
1.3.4	Production costs that vary depending on the number of units produced	D	Overtime
1.3.5	The number of units at which the business covers its production costs but does not yet make profit	E	Break-even point
		F	Sales promotion
		G	Time-related rate
		H	Induction
		I	Verbal marketing

(5 x 2) (10)

TOTAL SECTION A: 40

SECTION B

Answer any THREE questions from this section in the answer book.

QUESTION 2

2.1 Discuss SIX reasons for unemployment. (12)

2.2 Read the case study below and then answer the questions that follow.

Local labels is a healthy, established business. The three owners decided that they are going to sell the business idea or plan to other interested potential owners.

2.2.1 Identify and explain the TWO different parties that will be involved in this agreement. (6)

2.2.2 Critically evaluate this method of acquiring a business. (12)

2.2.3 Outline FIVE aspects that should be included in the business idea or plan that they are going to sell. (10)

2.3 A business involvement in the macro-environment can hold some advantages for the business enterprise.

List any FIVE advantages of getting involved in the macro environment. (10)

2.4 The Labour Relations Act aims to protect and advance economic development, social justice, labour peace and democracy in the workplace.

Mention any FIVE main purposes of labour relations. (10)

[60]

QUESTION 3

- 3.1 Name FIVE functions of trade unions. (10)
- 3.2 Read the case study below and answer the questions that follow.

Siya and Naomi started their business, Dila Hoya Lodge at the beginning of 2013. They are both looking forward to opportunities that the 2013 Rugby World Cup will present to their business.

The following is a summary of their activities for February 2013:

- They both bought furniture in the first and second week of February.
- From the second to the last week of the month Naomi bought cutlery. She also had to place an order for bedding and curtains in the 3rd week.
- Siya arranged for security for the business in the last week of February.
- During the first two weeks Siya applied for a business license with the municipality.

- 3.2.1 Draft a Gantt chart that will illustrate the activities of Siya and Naomi as partners. (24)
- 3.2.2 Name FIVE advantages of a Gantt chart. (10)
- 3.3 Suggest FIVE factors to be considered when managing stress in the workplace. (10)
- 3.4 List any THREE steps in designing a presentation either orally or in writing. (6)
- [60]**

QUESTION 4

- 4.1 Study the following article that was published in the *Citizen* on 10 December 2012.

“Johannesburg has joined an international drive to make a positive change to our planet’s environment. The green map which is a map that creates a picture of the environmental advocacy tool. The concepts originated at the first global environment summit in Rio De Janeiro in 1990.”

- 4.1.1 What is meant by “an international drive”? (2)
- 4.1.2 Do you think the above drive by the city council of Johannesburg is an example of “getting socially involved”? Motivate your answer. (6)
- 4.1.3 Explain the concept: “*organisational or corporate citizenship*”. (4)

4.1.4 Give specific examples of how business can perform organisational or corporate citizenship in the following areas:

- The physical environment
- The working environment
- The community
- The market environment

(16)

4.2 Identify any FIVE qualities of a good entrepreneur.

(10)

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

Esethu Majikijela, the financial manager of Khanya's LTD has 21 subordinates who report to him daily. It is the company's year-end but Esethu is faced with a difficult dilemma. The senior accountant is on sick-leave and the Junior Accountant resigned. Esethu and her department have an important deadline to meet. However, she and the team have to make important decisions in order to meet the deadline and provide the financial director with the necessary information and report timeously.

4.3.1 Describe the problem-solving process that Esethu should apply in order to meet the deadlines. (6 x 2)

(12)

4.3.2 Explain FIVE strategies that Esethu can use in order to manage her stress.

(10)

[60]

QUESTION 5

5.1 Back street factory manufactured 100 cellphones during August 2013. Their costs for month of August 2013 were as follows.

Direct labour cost	R40 000
Direct material costs	R210 000
Fixed overhead costs	R10 000
Variable overhead costs	R2 500

Determine the unit cost of a Back street cellphone. Show all your calculations.

(6)

5.2 What does the abbreviation "CV" stand for?

(2)

5.3 Outline FIVE main points that should be included in a CV.

(10)

5.4 "Learning to work in teams is one of the most important skills a person can gain. It is through good teamwork that businesses succeed."

Describe the stages of development that teams usually go through in order to achieve success in business.

4 + (4 x 4) (20)

5.5 An unprepared interviewer contributes towards ineffective interviewing.

Outline any FIVE factors that an interviewer must consider when preparing for an interview. (10)

5.6

CONTRACT OF EMPLOYMENT

This binds both parties, who should each keep a copy of the contract. The aim of the contract of employment is to clarify the duties and obligations/responsibilities of both the employer and employee. This contract must be in accordance with South African labour legislation.

5.6.1 Describe the term: *employment contract*. (2)

5.6.2 Give a list of minimum information (FIVE) that an employment contract should contain. (10)

[60]

QUESTION 6

6.1 Suggest FIVE types of crises in the business. (10)

6.2 List any FIVE advantages of the formal sector. (10)

6.3 “The King’s code 111 was released in September 2009 which strives to put South Africa at the forefront of good governance.”

Name any SIX characteristics of the King’s code 111 on good governance. (12)

6.4 List any FIVE characteristics of maturity stage of a product life cycle. (10)

6.5 Outline any FOUR advantages of a sole trader/sole proprietorship. (8)

6.6 Briefly explain advantages of outsourcing as it has increased in popularity over the years. (10)

[60]

TOTAL SECTION B: 180

SECTION C

Answer TWO questions from this section.

QUESTION 7

Siphosihle and her nine friends received a sponsorship from Vodacom for a franchise business for mobile cellular phones. She received a sponsorship of R200 000 and now they want to open a business that can have a maximum of ten members.

Advise Siphosihle about the form of ownership that can be formed by one to ten members. Also include characteristics, advantages and disadvantages of having such a business.

[40]

QUESTION 8

Many people have suggested theories on how to manage change when dealing with business related theories. Generally people do not like change. It is human nature to resist change. To implement change successfully, managers must be aware of why people resist change. John Kotter is one of the people who suggested these theories.

Identify steps that need to be taken in order to manage change successfully. Discuss the reasons for resisting change and stages for adaptation.

[40]**QUESTION 9**

Packaging can make a big difference in sales because unique, creative and promotional packaging catches consumer attention.

Based on the statement above identify functions and requirements of packaging and also discuss the different forms/types of packaging.

[40]**QUESTION 10**

Read the following case study and answer the question that follows.

Save bank

A bank in Ugie, in the Eastern Cape, invites applicants for the position of

Bank Manager

Salary: R250 000 p.a. (neg.)

Experience and qualification

Only candidates with three years' experience in a management position need to apply. The successful candidate must have an honours degree in Financial Management. The successful candidate must be able to manage conflict within a team situation to promote synergy.

Please post or e-mail applications, together with a comprehensive CV and the names and telephone numbers of two referees, to Mrs Nosipho Dlamini. No faxed applications will be accepted.

Contact details

P.O. Box 7

Elliot 5460

Telephone: 089 767 6089

E-mail:hr@savebank.co.za

SAVE Bank reserves the right not to proceed with the filling of the post. An application in itself does not entitle the applicant to an interview.

Discuss the following points related to the case study.

- The selection procedure that will take place to appoint a suitable candidate for the vacancy at SAVE bank.
- Include the importance of teamwork and causes of conflict management as attributes needed when appointing a general manager.

[40]

TOTAL SECTION C: 80
GRAND TOTAL: 300

