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Western Cape Government
Education
FOR YOU

BUSINESS STUDIES

GRADE 11
CASE STUDY
TERM 1 (2024)

SCHOOL:

LEARNER NAME: _____

DATE ISSUED: _____

EDUCATOR: _____

TIME: **2 HOURS**

COMPILED BY : **WEST COAST EDUCATION DISTRICT**

MODERATED BY : **METRO CENTRAL EDUCATION DISTRICT**

FINAL MARK

TOTAL = 50 MARKS

EDUCATOR COMMENT

☹ 0-39%	😐 40-69%	☺ 70-100%
Learner does not deliver satisfactory work. Uses evidence in a very elementary manner i.e. shows little or no understanding.	Learner delivered relatively good work, however uses evidence partially to write about the topic.	Learner provides satisfactory work. Evidence is mostly relevant and largely relates to the subject.

EDUCATOR FEEDBACK:

_____

_____

_____

_____

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INSTRUCTION TO THE LEARNER & EDUCATOR:

a) This assessment task must be completed during class time under **controlled conditions** within the given time indicated.

b) Learners **may not** take this assessment task home to complete.

c) Learners may use their textbooks and / or notes during the completion of this assessment task.

d) Write only with a blue or black pen and writing should be neat and legible.

QUESTION 1:

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

ZANE'S CLOTHING COMPANY (ZCC)

Zane's Clothing Company (ZCC) manufactures fashionable clothes for middle-aged men in Pretoria. The exchange rates of imported material have increased. Zane does not have a good working relationship with his employees. Zane buys his products from Maria who does not always deliver on time and she is sometimes out of stock.

1.1.1 Identify the business sector in which Zane operates. Motivate your answer by quoting from the scenario above. **(3)**

Use the table below as a guide to answer QUESTION 1.1.2 to 1.1.4

CHALLENGES 1.1.2	**BUSINESS ENVIRONMENTS 1.1.3**	**EXTENT OF CONTROL 1.1.4**
a.		
b.		
c.		

1.1.2 Quote THREE challenges Zane face from the scenario above. **(3)**

1.1.3 Identify Zane's challenges according to the three business environments. **(3)**

1.1.4 Name the extent of control Zane has over EACH business environment classified in Question 1.1.3. **(3)**

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1.2 Discuss the following challenges of the market environment:

1.2.1 Competition **(4)**

1.2.2 Change in consumer behaviour **(4)**

1.3 Explain the advantages of networking for new businesses. **(6)**

1.4 Suggest ways in which Zane's Clothing Company can handle competitors in the market environment. **(4)**

QUESTION 2

2.1 Explain the purpose of the Labour Relations Act (LRA) (No. 66 of 1995). **(4)**

2.2 Identify the PESTLE elements that present a challenge to GENUINE LEATHER SHOES (GLS) in EACH statement below.

2.2.1 GLS increased their prices due to the high inflation rate. **(2)**

2.2.2 GLS cannot afford to implement the correct procedures for disposing of waste material. **(2)**

2.3 Identify the ways in which the following businesses adapt to challenges of the business environments:

2.3.1 Sanlam, the Insurance Company, offered to buy 100% of its smaller competitor, Assupol's shares. **(2)**

2.3.2 Genuine Leather Shows (GLS) and Wellington Leather Shows (WLS) both have financial problems and have agreed to form a new business together. **(2)**

2.3.3 Africa Coffee Shops will henceforth be operated inside the buildings of the Camping Gear shops. **(2)**

QUESTION 3

3.1 Advise businesses on the negative impact of economic crimes as a socio-economic issue on businesses. **(6)**

[TOTAL = 50 MARKS]

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