■ Grade 11 Business Studies – Paper 1 Summary

■ Full Color Revision Sheet: All 8 Topics

1■■ CONTEMPORARY SOCIO-ECONOMIC ISSUES (SEIs)

Issue	Effect on Business	Strategy / Solution
Unemployment	Low demand, theft	Create jobs, training
Inflation	Costs increase	Buy in bulk, cut waste
Crime	Security costs rise	Install cameras, hire guards
HIV/AIDS	Absenteeism, low productivity	Workplace education
Poverty	Low buying power	Affordable prices
Corruption	Damaged image	Transparency, ethics
Pollution	Extra costs to go green	Recycle, reduce waste

2■■ BUSINESS SECTORS

Sector	What it Does	Example
Primary	Extracts raw materials	Farming, mining
Secondary	Processes materials into products	Factories, construction
Tertiary	Provides services	Retail, banking, transport

3■■ PRODUCTION FUNCTION

Stage	Meaning	Example
Input	Resources used	Wheat, bakers, machines
Process	Turning inputs into outputs	Baking bread
Output	Final product/service	Loaves on shelf

Goals: Efficient use of resources, maintain quality, reduce waste, meet deadlines.

4■■ MARKETING FUNCTION

P	Meaning	Example
Product	What you sell	Shoes, phones
Price	What customers pay	R1200
Place	Where sold	Online, mall
Promotion	How customers know	Ads, flyers
People	Who serves customers	Sales team
Process	How service delivered	Delivery speed
Physical Evidence	Proof of service	Receipts, packaging

Goal: Find what customers need and satisfy them profitably.

5■■ HUMAN RESOURCE FUNCTION

Activity	Meaning	Example

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Recruitment	Find people	Job ads
Selection	Choose best candidate	Interview
Placement	Put in right job	Assign position
Induction	Introduce company	Orientation
Training	Improve skills	Workshops
Appraisal	Evaluate performance	Performance review
Remuneration	Pay employees	Salary, bonuses

Goal: Right person, right job, right reward.

6■■ INFLUENCES ON BUSINESS ENVIRONMENTS

Environment	What It Includes	Control Level	Examples
Micro	Inside the business	Full control	Employees, management
Market	Close external factors	Some control	Competitors, customers
Macro	Large outside forces	No control	Economy, politics, laws

7■■ CHALLENGES OF BUSINESS ENVIRONMENTS

Environment	Common Challenges	Example
Micro	Poor management, low motivation	Unproductive staff
Market	Competition, changing trends	New rival opens
Macro	Inflation, load-shedding, new laws	High interest rates

8■■ ADAPTING TO CHALLENGES

Challenge	Adaptation Strategy	Example
Competition	Improve quality, reduce prices	Loyalty program
Economic Change	Cut costs, budget carefully	Use local suppliers
Technology	Train staff, upgrade systems	Online sales
Legal Change	Comply with new laws	Adjust contracts
Environmental	Go green, recycle	Solar panels

■ MEMORY DRILL: Micro=Inside | Market=Around | Macro=Outside | Adapt=Train, Improve, Innovate

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