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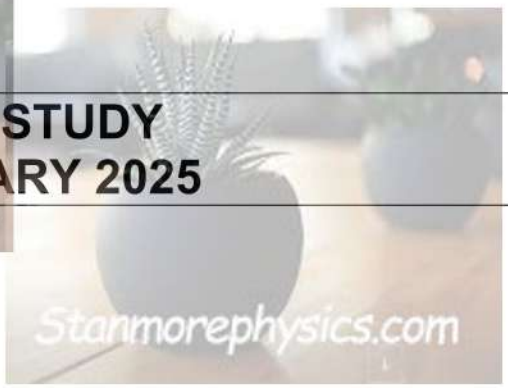
GRADE 11

BUSINESS STUDIES

CASE STUDY
FEBRUARY 2025

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MARKS: 50
TIME: 2 hours



This assessment consists of 3 pages, including the cover page.

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TOPICS:
BUSINESS ENVIRONMENTS

- Influences of the business environments
- Challenges of the business environments
- Adapting to challenges of the business environments
- Contemporary socio-economic issues

INSTRUCTIONS:

1. Assessment to be written in class under controlled conditions.
2. Read the instructions of each question carefully and take note of what is required.
3. Number the answers carefully according to the numbering system used in this question paper. No marks will be awarded for answers that are numbered incorrectly.
4. Except where other instructions are given, answers must be written in full sentences.
5. Use the mark allocation and nature of each question to determine the length and depth of an answer.
6. Answer all the questions.
7. Write neatly and legibly.

QUESTION 1

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

TECH FIBRE SOLUTIONS (TFS)

Tech Fibre Solutions supplies fibre internet to individuals and businesses. The business experiences several challenges to which they must attend. TFS currently employs 150 workers. Their employees are difficult and need a lot of supervision. They have increased their customer base over their last financial year. It is also difficult to keep up with changes in customer tastes.

By forming relationships with its environment and markets, TFS developed control over its environment. These relationships allow them to influence the behaviour of other environments. TFS realises that the power that they have on the environment determines the status it holds within its industry. The business formed cooperation agreements with its competitors to benefit in infrastructure development. They also invited powerful investors to sit on their board of directors to get advice from them.

The management of TFS decided to implement sustainable social responsibility projects. The business know that they should not only focus on profit but should also invest in corporate social investment. Better educational facilities can be established through corporate social responsibility. TFS has recently engaged in environmentally friendly programs such as recycling their waste. This will result in the community and the business benefiting.

1.1 Use the table below as a GUIDE to answer QUESTION 1.1.1 – 1.1.3

CHALLENGES (1.1.1)	BUSINESS ENVIRONMENTS (1.1.2)	EXTENT OF CONTROL (1.1.3)
1.		
2.		

1.1.1 Quote TWO challenges from TFS from the case study above. (2)

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1.1.2 Classify TFS's challenges according to the TWO business environments. (2)

1.1.3 State the extent of control that businesses have over each business environment indicated in QUESTION 1.1.2. (2)

1.1.4 Explain TWO ways in which businesses can adapt to each of the challenges quoted in QUESTION 1.1.1. (8)

1.2 Identify TWO examples of power relationships formed by TFS. Motivate your answer by quoting from the case study above.

Use the table below as a GUIDE to answer QUESTION 1.2.

EXAMPLES OF POWER RELATIONSHIPS	MOTIVATIONS

(6)

1.3 Elaborate on the benefits when implementing social responsibility projects for businesses. (6)

1.4 Outline projects that TFS can undertake as part of social responsibility. (6)

1.5 Explain any TWO solutions to piracy. (6)

1.6 Discuss the negative impact that the lack of skilled labour might have on TFS. (6)

1.7 Advise businesses on the role of trade unions. (6)

TOTAL: 50

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GRADE 11

BUSINESS STUDIES

CASE STUDY
FEBRUARY 2025
MARKING GUIDELINES

MARKS: **50**

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QUESTION 1

1.1

CHALLENGES (1.1.1)	BUSINESS ENVIRONMENT (1.1.2)	EXTENT OF CONTROL (1.1.3)
1. Their employees are difficult and need a lot of supervision. √	Micro √	Full control √
2. It is also difficult to keep up with the changes in a customer tastes. √	Market √	Some/limited/less control √
Sub max (2)	Sub max (2)	Sub max (2)

Max (6)

1.1.4 **Ways in which businesses can adapt to each of the challenges quoted in QUESTION 1.1.1**

Difficult employees

- Businesses can deal with difficult employees revisiting √ the recruitment and induction policies. √
- Businesses need to develop strategies √ with the different types of personalities. √
- Businesses must offer counselling sessions √ to employees with personal problems. √
- Any other relevant answer relating to difficult employees.

Sub max (4)

Changes in consumer behaviour

- Marketing of the business should conduct on-going research √ to investigate the general behavioural patterns. √
- The marketing manager must monitor and respond √ to changes in consumer patterns and consumption. √
- Any other relevant answer relating to consumer behaviour.

Sub max (4)
Max (8)

1.2

EXAMPLES OF POWER RELATIONSHIPS	MOTIVATIONS
1. Partnership agreements/ strategic alliance √√	The business formed cooperation agreements with its competitors to benefit in infrastructure development. √
2. Persuasion of large investors √√	They also invited powerful investors to sit on their board of directors to get advice from them. √
Sub max (4)	Sub max (2)

Max (6)

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1.3 **Benefits when implementing social responsibility projects**

- Increases employees' morale and job satisfaction √ when they are involved in social responsibility programs. √
- Projects promote teamwork √ within businesses. √
- Projects may be used as a marketing strategy √ to promote products. √
- Help to attract investors √ because of increased profits/ income. √
- Promotes customer loyalty √ resulting in more sales. √
- May attract experiences employees/ increase the pool of skilled labour √ which could increase productivity. √
- Positive/ improved image as the business looks after employees √ / conducts itself in a responsible way. √
- A business may have a competitive advantage √, resulting in good publicity/ an improved reputation. √
- The business enjoys the goodwill √/ support of communities. √
- Any other relevant answer related to benefits of social responsibilities.

Max (6)

1.4 **Projects that TFS can undertake as part of social responsibility**

- Businesses must allow employees to get involved in social development. √√
- Managers must protect the environment and participate in community upliftment programs. √√
- Environment friendly campaigns. √√
- Making donations to charity organisations. √√
- Engaging in economic development. √√
- Charity community projects. √√
- Benefits for the business increased sales due to customer loyalty. √√
- HIV and AIDS awareness programs. √√
- Any other relevant answer related to social responsibility projects.

Max (6)

1.5 **Solutions to piracy**

Patent √√

- A patent prevents other businesses/ people not to produce and sell the same products/ specific service. √
- Businesses can take out a patent for new inventions and include a sample of their invention with application. √
- They must register a patent with the patents office in South Africa. √
- The invention must comply with Patent Act No. 57 of 1978. √
- They can bring legal proceedings against anyone who uses the invention. √
- Any other relevant answer related to patent.

Sub max (3)

Trademarks √√

- Businesses can trademark to identify themselves and their products. √
- They must register their trademarks with the register of trademarks √ at the companies and intellectual property registrations. √
- A registered trademark is protected forever provided it is renewed every ten years, and a renewal fee is paid. √
- Claim damages from someone who infringes the trademark. √
- Any other relevant answer related to trademark.

Sub max (3)

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Copyright √√

- Businesses can sue someone who infringes the copyright. √
- They can also sue someone who sells or distributes works that he/she knew were infringements of copyright. √
- They can take legal action against people who copy their products. √
- Any other relevant answer related to copyright.

Sub max (3)

NOTE: Mark the first TWO (2) only.

Max (6)

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1.6 **Negative impact that the lack of skilled labour might have on TFS.**

- Businesses cannot find candidates √ with adequate skills and experience. √
- Businesses end up appointing a candidate who lacks certain skills √ resulting in poor products and services. √
- Training employees is expensive, and productivity will be affected √ as it takes time for newly trained employees to learn his/her new jobs. √
- The cost of labour becomes expensive √ as some businesses recruit candidates from abroad. √
- Any other relevant answer related to negative impact of lack of skilled labour.

Max (6)

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1.7 **Role of trade unions**

- Serves as mechanism through which employees have a collective voice in the workplace. √√
- Unions communicate the members' grievances to the company's management such as unfair dismissal, low wages and conditions of services. √√
- They ensure that the employers include employees in the decision-making process. √√
- They ensure that employees are treated fairly and respected. √√
- Unions are involved with social dialogue regarding poverty alleviation, job creation and wealth distribution. √√
- Any other relevant answer related to the role of trade unions.

Max (6)

TOTAL: 50

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