Downloaded from Stanmorephysics.com

education

Department:
Education
North West Provincial Government
REPUBLIC OF SOUTH AFRICA

DISTRICT ASSESSMENT

GRADE 11

BUSINESS STUDIES P1
JUNE 2025

Stanmorephysics.com

MARKS: 150

TIME: 2 HOURS

This question paper consists of 9 pages.

Copyright reserved

Free past papers and study resources: studypapers.co.za

Downloaded from Stanmorephysics.com
GRADE 11

INSTRUCTIONS AND INFORMATION

Read the following instructions carefully before answering the questions.

1. This question paper consists of THREE sections and covers TWO main topics.

   SECTION A: COMPULSORY
   SECTION B: Consists of THREE questions
   Answer any TWO of the THREE questions in this section.
   SECTION C: Consists of TWO questions
   Answer ONE of the TWO questions in this section.

2. Read the instructions for each question carefully and take particular note of what is required.

3. Number the answers correctly 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 in full sentences.

5. Use the mark allocation and nature of each question to determine the length and depth of an answer.

6. Use the table below as a guide for mark and time allocation when answering each question.

SECTION	QUESTION	MARKS	TIME (minutes)
A: Objective-type questions COMPULSORY	**1**	**30**	**20**
B: THREE direct/indirect-type questions CHOICE (Answer any TWO	**2**	**40**	**70**
	3	**40**	
	4	**40**	
C: THREE essay-type questions CHOICE (Answer any ONE)	**5**	**40**	
	6	**40**	**30**
TOTAL		**150**	**120 minutes**

7. Begin the answer to EACH question on a NEW page, for example QUESTION 1 – new page, QUESTION 2 – new page, et cetera.

8. You may use a non-programmable calculator.

9. Write neatly and legibly.

Copyright reserved

Free past papers and study resources: studypapers.co.za

Downloaded from Stanmorephysics.com
GRADE 11

SECTION A (COMPULSORY)

QUESTION 1

1.1 Various options are provided as possible answers to the following questions. Choose the answer and write only the letter (A-D) next to the question numbers (1.1.1 to 1.1.5) in the ANSWER BOOK., E.g. 1.1.6.D

1.1.1 The … is an example of contemporary legislation that guard against discriminatory appointments in business operations.

A Labour Relations Act (LRA), 1995 (Act 66 of 1995)
B Basic Conditions of Employment Act (BCEA), 1997 (Act 75 of 1997)
C Employment Equity Act (EEA), 1998 (Act 55 of 1998)
D Compensation for Occupational Injuries and Disease Act (COIDA), 1997 (Act 61 of 1997)

1.1.2 Rori Prints and Pet Food are two retailers combined to become one business. This is called a/an …

A merger.
B takeover.
C acquisitions.
D alliances.

1.1.3 The general increase in the prices of all products in the country that results in limited consumer spending:

A deflation
B corruption
C social grants
D inflation

1.1.4 The component of the marketing communication policy that is not paid for by the business, is known as …

A. advertising
B. publicity
C. sales promotion
D. personal selling

1.1.5 The advertisement by Power Vision was successful because it resulted in…when the customers purchased their solar panels

A action
B attractiveness
C interest
D desire (5x2) (10)

Free past papers and study resources: studypapers.co.za

Downloaded from Stanmorephysics.com

1.2 Complete the following statements by using the word(s) in the list below. Write only the word(s) next to the question number (1.2.1–1.2.5) in the ANSWER BOOK.

lock-out; routing; demographics; technology marketing; go-slow ; loading; psychographics; full; foreign marketing; no

1.2.1 Gugu Manufacturers studied the attitudes and tastes of their target market. This is an example of …

1.2.2 Mandla Logistics has … control over the economic environment.

1.2.3 A form of industrial action where employers refuse employees entry during a strike action is called a …

1.2.4 Abdul hardware use … marketing when promoting their products through social media

1.2.5 The production process where tasks are allocated to the responsible employee, is known as …

(5 x 2) (10)



Free past papers and study resources: studypapers.co.za

Downloaded from Stanmorephysics.com

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

COLUMN A	COLUMN B
1.3.1 Corruption	A. a group of people who develop solutions after analysing problems with the production process
1.3.2 Micro-lending	B. a system that ensures that products meet the correct standards
1.3.3 Advertising	C an integrated system applied throughout the organisation
1.3.4 Total Quality Management	D. used as a short-term tactic to boost sales
1.3.5 Quality circles	E. granting of mortgage bonds to people who cannot obtain credit from banks
	F refers to wrongful use of funds such as irregular expenditure
	G. granting of small loans to people who cannot obtain credit from banks
	H. a group people who develop and publish standards for products and services
	I refers to the act of dishonesty such as bribery and kickbacks
	J. used to inform, persuade and remind the consumer about the product or service

(5X2 (10)

TOTAL SECTION 30

Free past papers and study resources: studypapers.co.za

Downloaded from Stanmorephysics.com

SECTION B

Answer ANY TWO questions in this section.

NOTE: Clearly indicate the QUESTION NUMBER of each question that you choose. The answer to EACH question must start on a NEW page, for example QUESTION 2 on a NEW page, QUESTION 3 on a NEW page, et cetera.

QUESTION 2: BUSINESS ENVIRONMENTS

2.1 Name any TWO types of business sectors. (2)

2.2 Outline the advantages of networking. (6)

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

CONRAD STICKS (CS)

Conrad Sticks sells sport equipment at reasonable prices. All Sports is a new sport shop, and is becoming popular among CS customers. Some of CS employees are regularly absent from work. Langa Sticks' main supplier sometimes deliver orders late.

2.3.1 Quote TWO challenges of the market environment in the scenario above. (2)

2.3.2 Suggest ways in which businesses can overcome competition in the market. (4)

2.4 Explain the reasons why businesses lobby. (6)

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

ZODWA SUPERMARKET (ZS)

Zodwa Supermarket is a general dealer in a rural town in Brits. They are struggling to find employees that are trained to perform their duties. Most of the community members cannot read or write. There was a decline in their profitability during the past financial year.

2.5.1 Identify TWO socio-economic issues from the scenario above. (4)

2.5.2 Explain the negative impact of ONE of the socio-economic issues identified in QUESTION 2.5.1. (4)

2.6 Discuss the following types of lobbying:

2.6.1 Hedging against inflation. (4)

2.6.2 Influencing supervisory body/regulators. (4)

2.7 Suggest ways in which businesses can have a direct influence on the environment. (4)

[40]

Free past papers and study resources: studypapers.co.za

Downloaded from Stanmorephysics.com

QUESTION 3: BUSINESS OPERATIONS

3.1 List FOUR categories of consumer goods. (4)

3.2 Outline THREE roles of the marketing function. (6)

3.3 Read the following scenario and answer the questions that follow.

KALEB MANUFACTURERS (KM)

Kaleb Manufacturers sell office furniture to different universities. KM make use of intermediaries to distribute their products. They also use other businesses to sell to consumers in small quantities.

3.3.1 Identify the type of intermediary used by KM. (2)

3.3.2 Explain the reasons why KM as a manufacturer may prefer to make use of indirect distribution methods. (6)

3.4 Distinguish between *direct* and i*ndirect* channel of distribution. (4)

3.5 Read the following scenario and answer the questions that follow.

NONTEBEKO BLANKETS (NB)

Nontebeko Blankets specialises in manufacturing of blankets. The management ensures that NB comply with the Occupational Health and Safety Act. NB ensures that their first aid boxes are always available. They also make fire extinguishers available in the workplace.

3.5.1 Quote TWO ways in which NB complies with the Occupational Health and Safety Act. (2)

3.5.2 Explain other ways in which NB can comply with the Occupational Health and Safety Act (4)

3.6 Discuss the effectiveness of personal selling in promoting a business product. (6)

3.7 Recommend precautionary measures that businesses should take when handling machinery. (6)

[40]

Free past papers and study resources: studypapers.co.za

QUESTION 4: MISCELLANEOUS TOPICS

BUSINESS ENVIRONMENTS

4.1 Name FOUR challenges of the macro environment. (4)

4.2 Define the meaning of *industrial relations*. (2)

4.3 Explain ways businesses can form power relationships. (6)

4.4 Read the following scenario and answer the questions that follow.

MAHOMED TRADERS (MT)

Mahomed Traders are faced with many challenges. The managers at MT lack adequate management skills. Difficult employees also make the daily running of the business a challenge. The newly implemented labour restrictions are also affecting MT negatively.

4.4.1 Quote TWO challenges of the micro environment from the scenario above. (2)

4.4.2 State TWO other challenges of the micro environment. (2)

4.5 Recommend projects that can be undertaken by businesses as part of their social responsibility (4)

BUSINESS OPERATIONS

4.6 Name FOUR aspects that must be considered during production control. (4)

4.7 Identify the pricing techniques used by Ntsako Traditional Food (NTF)

4.7.1 Ntsako, the owner of NTF sets his prices based on what other traditional foods are charging customers. (2)

4.7.2 He charged lower prices for the food when the shop was newly opened to attract customers. (2)

4.7.3 He priced a plate of meaty bones at R25, 99 instead of R26, 00. (2)

4.8 Discuss the importance of pricing. (6)

4.9 Recommend reasons why businesses must manage safety in the workplace. (4)

[40]

TOTAL: SECTION B: 80

Free past papers and study resources: studypapers.co.za

Downloaded from Stanmorephysics.com

SECTION C
Answer ONE question in this section.

NOTE: Clearly indicate the QUESTION NUMBER of the chosen question. The answer to EACH question must start on a NEW page, for example QUESTION 7 on a NEW page, QUESTION 8 on a NEW page, et cetera.

QUESTION 5: BUSINESS ENVIRONMENTS (SOCIO-ECONOMIC ISSUES)

Trade unions play an important role to assist businesses on any illegal activities in the workplace. Piracy can have a negative impact on businesses and must be reported to find solutions. The Labour Relations Act protects the rights of the employer and employee.

Write an essay on contemporary socio-economic issues in which you include the following aspects:

- Outline the functions of trade unions.
- Explain the negative impact of piracy on businesses.
- Discuss solutions to piracy.
- Advise businesses on the purpose of the Labour Relations Act.

[40]

QUESTION 6: BUSINESS OPERATIONS(MARKETING FUNCTION)

Packaging is one of the most important part on marketing function in order to remain competitive and sustainable. They also ensure that they follow the steps in product design and develop a good trade mark for their products.

Write an essay in which you include the following aspects:

- Outline the purpose of packaging.
- Explain FOUR types of packaging.
- Discuss the steps/stages of product design.
- Advise businesses on importance of a trademark for businesses and consumers.

[40]

TOTAL SECTION C: 40

TOTAL: 150

Copyright reserved

Free past papers and study resources: studypapers.co.za

Downloaded from Stanmorephysics.com

education

Department:
Education
North West Provincial Government
REPUBLIC OF SOUTH AFRICA

DISTRICT ASSESSMENT

GRADE 11

BUSINESS STUDIES P1
JUNE 2025
MARKING GUIDELINES

MARKS: 150

These marking guidelines consist of 25 pages.

Copyrights reserved

Free past papers and study resources: studypapers.co.za

Downloaded from Stanmorephysics.com

NOTES TO MARKERS

PREAMBLE

The notes to markers are provided for quality assurance purposes to ensure the following:

(a) Fairness, consistency and reliability in the standard of marking
(b) Facilitate the moderation of candidates' scripts at the different levels
(c) Streamline the marking process considering the broad spectrum of markers across the country
(d) Implement appropriate measures in the teaching, learning and assessment of the subject at schools/institutions of learning

1. For marking and moderation purposes, the following colours are recommended:

Marker:	Red
Departmental head	Green
External moderator	Orange

2. Candidates' responses must be in full sentences for SECTIONS B and C. However, this would depend on the nature of the question.

3. Comprehensive marking guidelines have been provided but this is by no means exhaustive. Due consideration should be given to an answer that is correct, but:
   - Uses a different expression from that which appears in the marking guidelines
   - Comes from another source
   - Original
   - A different approach is used

   NOTE: There is only ONE correct answer in SECTION A.

4. Take note of other relevant answers provided by candidates and allocate marks accordingly. (In cases where the answer is unclear or indicates some understanding, part-marks should be awarded, for example, one mark instead of the maximum of two marks.)

5. The word 'Sub-max' is used to facilitate the allocation of marks within a question or sub-question.

6. The purpose of circling marks (guided by 'max' in the breakdown of marks) on the right-hand side is to ensure consistency and accuracy in the marking of scripts as well as for calculation purposes.

7. Subtotals to questions must be written in the right-hand margin. Circle the subtotals as indicated by the allocation of marks. This must be guided by 'max' in the marking guidelines. Only the total for each question should appear in the left-hand margin next to the appropriate question number.

8. In an indirect question, the theory as well as the response must be relevant and related to the question.

9. Incorrect numbering of answers to questions or sub questions in SECTIONS A and B will be severely penalised. Therefore, correct numbering is strongly recommended in all sections.

Copyrights reserved

Free past papers and study resources: studypapers.co.za

Downloaded from Stanmorephysics.com

10. No additional credit must be given for repetition of facts. Indicate with an' R'.

11. Note that no marks will be awarded for indicating Yes/No in evaluation type questions requiring substantiation or motivation. (Applicable to SECTIONS B and C)

12. The differentiation between 'evaluate' and 'critically evaluate' can be explained as follows:

    12.1 When 'evaluate' is used, candidates are expected to respond in either a positive/negative manner or take a neutral (positive and negative) stance, e.g. **Positive:** *'COIDA eliminates time and costs spent√ on lengthy civil court proceedings.'√*

    12.2 When 'critically evaluate' is used, candidates are expected to respond in either a positive/negative manner or take a neutral (positive and negative) stance. In this instance candidates are also expected to support their responses with more depth, e.g. *'COIDA eliminates time and costs spent√ on lengthy civil court proceedings√, because the employer will not be liable for compensation to the employee for injuries sustained during working hours as long as it can be proved that the business was not negligent.'√*

    NOTE: 1. The above could apply to 'analyse' as well.
    2. Note the placing of the tick (√) in the allocation of marks.

13. The allocation of marks must be informed by the nature of the question, cognitive verb used, mark allocation in the marking guidelines and the context of each question.

    Cognitive verbs, *such as*:

    13.1 Advise, name, state, mention, outline, motivate, recommend, suggest, *(list not exhaustive)* do not usually require much depth in candidates' responses. Therefore, the mark allocation for each statement/answer appears at the end.

    13.2 Describe, explain, discuss, elaborate, compare, distinguish, differentiate, justify, devise, analyse, evaluate, critically evaluate (*list not exhaustive*) require a greater depth of understanding, application and reasoning. Therefore, the marks must be allocated more objectively to ensure that assessing is conducted according to established norms so that uniformity, consistency and fairness are achieved.

14. Mark only the FIRST answer where candidates offer more than one answer for SECTION B and C questions that require one answer.

Free past papers and study resources: studypapers.co.za

Downloaded from Stanmorephysics.com

15. **SECTION B**

15.1 If, for example, FIVE facts are required, mark the candidate's FIRST FIVE responses and ignore the rest of the responses. Indicate by drawing a line across the unmarked portion or use the word 'Cancel'.

NOTE: This applies only to questions where the number of facts is specified.

15.2 If two facts are written in one sentence, award the candidate FULL credit. Point 14.1 above still applies.

15.3 If candidates are required to provide their own examples/views, brainstorm this at the marking centre to finalise alternative answers.

15.4 **Use of the cognitive verbs and allocation of marks:**

15.4.1 If the number of facts is specified, questions that require candidates to 'describe/discuss/explain' may be marked as follows:

Fact	2marks (or as indicated in the marking guidelines)
Explanation	1 mark

The 'fact' and 'explanation' are given separately in the marking guidelines to facilitate mark allocation.

15.4.2 If the number of facts required is not specified, the allocation of marks must be informed by the nature of the question and the maximum mark allocated in the marking guidelines.

15.5 **ONE mark may be awarded for answers that are easy to recall, requires one-word answers or is quoted directly from a scenario/case study. This applies to SECTIONS B and C (where applicable).**

16. **SECTION C**

16.1 The breakdown of the mark allocation for the essays is as follows:

Introduction	**Maximum: 32**
Content	
Conclusion	
Insight	**8**
TOTAL	**40**

Free past papers and study resources: studypapers.co.za

Downloaded from Stanmorephysics.com

16.2 Insight consists of the following components:

Layout/Structure	Is there an introduction, a body and a conclusion?	**2**
Analysis and interpretation	Is the candidate able to break down the question into headings/sub-headings/interpret it correctly to show understanding of what is being asked? Marks to be allocated using this guide: All headings addressed: 1 (One 'A') Interpretation (16 to 32 marks): 1 (One 'A')	**2**
Synthesis	Are there relevant decisions/facts/responses made based on the questions? Marks to be allocated using this guide: No relevant facts: 0 (Two '-S') Some relevant facts: 1 (One '-S') Only relevant facts: 2 (No '-S') Option 1: **Only relevant facts: 2 marks (No '-S')** Where a candidate answers 50% or more (two to four sub questions) of the questions with only relevant facts; no '-S' appears in the left margin. Award the maximum of TWO (2) marks for synthesis. Option 2: **Some relevant facts: 1 mark (One '-S')** Where a candidate answers less than 50% (only one sub-question) of the question with only OR some relevant facts; one '-S' appears in the left margin. Award a maximum on (1) mark for synthesis. Option 3: **Some relevant facts: 1 mark (One '-S')** Where a candidate answers FOUR sub-questions, but one/two/three sub-questions with no-relevant facts; one '-S' appears in the left margins. Award a maximum of ONE (1) mark for synthesis Option 4: **No relevant facts: 0 mark (Two '-S')** Where a candidate answers less than 50% (only one sub-question) of the questions with no relevant facts; two '-S' appears in the left margin. Award a ZERO-mark for synthesis.	**2**
Originality	Is there evidence of one or two examples, not older that two (2) years that are based on recent information, current trends and developments?	**2**
	TOTAL FOR INSIGHT: **TOTAL MARKS FOR FACTS:** **TOTAL MARKS FOR ESSAY (8 + 32):**	**8** **32** **40**

NOTE:
1. **No marks will be awarded for contents repeated from the introduction and conclusion.**
2. **The candidate forfeits marks for layout if the words INTRODUCTION and CONCLUSION are not stated.**
3. **No marks will be allocated for layout, if the headings INTRODUCTION and CONCLUSION are not supported by an explanation.**

Free past papers and study resources: studypapers.co.za

Downloaded from Stanmorephysics.com

16.3 Indicate insight in the left-hand margin with a symbol e.g. ('L, A, -S and/or O').

16.4 The breakdown of marks is indicated at the end of the suggested answer/marking guidelines to each question.

16.5 Mark all relevant facts until the SUB MAX/MAX mark in a subsection has been attained. Write SUB MAX/MAX after maximum marks have been obtained.

16.6 At the end of each essay indicate the allocation of marks for facts and marks for insight as follows: (L – Layout, A – Analysis, S – Synthesis, O – Originality)
as in the table below.

CONTENT	MARKS
Facts	**32 (max.)**
L	**2**
A	**2**
S	**2**
O	**2**
TOTAL	**40**

16.7 When awarding marks for facts, take note of the sub-maxima indicated, especially if candidates do not make use of the same subheadings. Remember, headings and subheadings are encouraged and contribute to insight (structuring/logical flow/sequencing) and indicate clarity of thought. (See MARK BREAKDOWN at the end of each question.)

16.8 If the candidate identifies/interprets the question INCORRECTLY, then he/she may still obtain marks for layout.

16.9 If a different approach is used by candidates, ensure that the answers are assessed according to the mark allocation/subheadings as indicated in the marking guidelines.

16.10 16.10.1 Award TWO marks for complete sentences. Award ONE mark for phrases, incomplete sentences and vague answers.

16.10.2 With effect from November 2015, the TWO marks will not necessarily appear at the end of each completed sentence. The ticks (√) will be separated and indicated next to each fact, e.g. 'Product development is a growth strategy√, where businesses aim to introduce new products into existing markets.'√

This will be informed by the nature and context of the question, as well as the cognitive verb used.

16.11 With effect from November 2017, the maximum of TWO (2) marks for facts shown as headings in the marking guidelines, will not necessarily apply to each question. This would also depend on the nature of the question.

Copyrights reserved

Free past papers and study resources: studypapers.co.za

Downloaded from Stanmorephysics.com

SECTON A

QUESTION 1

1.1

1.1.1 C√√
1.1.2 A√√
1.1.3 D√√
1.1.4 B√√
1.1.5 A√√

(5 x 2) **(10)**

1.2

1.2.1 psychographics √√
1.2.2 no √√
1.2.3 lock-out √√
1.2.4 technology marketing √√
1.2.5 loading√√

(5 x 2) **(10)**

1.3

1.3.1 I √√
1.3.2 G √√
1.3.3 J √√
1.3.4 C √√
1.3.5 A √√

(5 x 2) **(10)**

TOTAL SECTION A: 30

BREAKDOWN OF MARKS

QUESTION 1	MARKS
1.1	10
1.2	10
1.3	10
TOTAL	30

Copyrights reserved

Free past papers and study resources: studypapers.co.za

Downloaded from Stanmorephysics.com

SECTION B

Mark the FIRST TWO answers only.

QUESTION 2: BUSINESS ENVIRONMENTS

2.1 **Business sectors**
- Primary sector√
- Secondary sector√
- Tertiary sector√

NOTE: Mark the first TW0 (2) only. (2x 1) (2)

2.2 **Advantages of networking**
- Businesses can be attract new customers resulting to increased market share and profitability. √√
- Networking can be an excellent source of new perspectives and business ideas√√
- Allows managers to build new businesses relationships and generate new business opportunities. √√
- Plays a role in the marketing and expansion of a business. √√
- Assists businesses in making future business decisions. √√
- Businesses can gain support when representation to various authorities is planned. √√
- Any other relevant answer related to advantages of networking

Max (6)

2.3 **Challenges of the market environment**

2.3.1
- All Sports, is a new sport shop, and is becoming popular with CS customers.√
- Langa Sticks' main supplier sometimes deliver orders late. √

NOTE: Only award marks for the first TWO quotes. (2x1) (2)

2.3.2 **Ways in which businesses can overcome competition in the market**
- Management must ensure that the business differentiates itself from the competitors by tapping into what the customer wants.√√
- Offering more personal services by being responsive to the customer's needs/ expectations. √√
- Offering low-cost extras such as improved credit terms/discounts/loyalty schemes etc. √√
- Charging the lower prices√ than that of the other businesses.√√
- Selling products of a superior quality/new products/services that the customers might be interested in. √√
- By being the best employer that has well trained/knowledgeable staff members that create a better working atmosphere. √√
- Stepping up the marketing of the business by using promotional ideas such as posters or campaigns on social media. √√
- Updating the image of the business such as painting the front

Free past papers and study resources: studypapers.co.za

Downloaded from Stanmorephysics.com

of the premises/ making the business looking modern/ inviting.√√
- Keeping up with developments in the sector of the business sector, following consumer trends/investing in new technology.√√
- Improving on customer services and keeping them happy. √√
- Any other relevant answer related to ways in which business can overcome competition in the market

Max (4)

2.4 **Reasons why businesses lobby**
- Businesses lobby their regulator or supervisory body √ in order to try influence prices, policies, regulations and other decisions made by the regulator or the supervisory body√
- Businesses or people lobby or change laws√ like, child labour laws, clean air and water laws, municipal regulations √
- Their views are important and heard, √ thus making a difference and giving solutions to business challenges. √
- Lobbying advances business men's cause√ and builds public trust. √
- Any other relevant answer related to reasons why businesses lobby

Max (6)

2.5 **Socio-economic issues**

2.5.1
- Lack of skills √√
- Illiteracy √√

NOTE: Mark the first TWO (2) only. **(4)**

2.5.2 **Negative impact of socio-economic issues from the scenario**

Impact of lack of skills on businesses
- 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 skills on businesses.

OR

Impact of illiteracy on businesses
- Business sometimes needs to employ people √even though they do not have the correct skills. √
- Training of these employees can be very costly√ and the business suffers a financial loss. √
- Employees without the correct skills can also be the cause of accidents in the workplace√ and this could impact on the image of the business. √
- Difficult to market products√ to people who cannot read or write. √

Max (4)

Free past papers and study resources: studypapers.co.za

Downloaded from Stanmorephysics.com

2.6 **Types of lobbying**

2.6.1 **Hedging against inflation**

- Businesses use hedging to protect their financial investments√ by spreading the risk. √
- Businesses invest surplus fund √ so that its value grows at a faster rate than inflation. √
- They can hedge against inflation √by investing their surplus assets/money in investments with intrinsic value such.as gold/oil/property √
- The business use hedging by buying bonds, shares, property or buying precious metals like gold √to protect capital from the effects of inflation. √
- It is a method that businesses try to reduce the risk √ when unsure about possible price fluctuations. √
- Any other relevant answer related to the hedging against inflation.

Max (4)

2.6.2 **Influencing supervisory body/regulators.**

- There are large number of supervisory bodies and regulators who√ operate in the business environment. √
- Businesses take an active role √ in professional bodies. √
- Through their membership/advocacy/submissions√ they may be able to influence changes to existing regulations. √
- Business managers are involved in debates√ and discussions that shape public policies. √
- Businesses influence and negotiate with these regulators√ to protect their own sustainability. √
- It is in the best of interest of businesses to adhere to the guidelines and restrictions of these bodies√ in order to stay in businesses√
- Any other relevant answer related to the influencing of supervisory body/regulators.

Max (4)

2.7 **Ways in which businesses can have a direct influence on the environment**

- Businesses need to be flexible by getting involved in research/development so that they can continue to operate. √√
- Influence its suppliers by signing long term contracts. √√
- Create new uses for a product by finding new customers. √√
- Influence regulators through lobbying and bargaining. √√
- Initiate bargaining sessions between management and unions. √√
- Influence its owners using information contained in annual reports. √√
- Negotiate strategic alliance agreement through contractual processes.√√
- Any other relevant answer related ways in which businesses can have a direct influence on the environment

Max (4)
[40]

Free past papers and study resources: studypapers.co.za

Downloaded from Stanmorephysics.com

BREAKDOWN OF MARKS

QUESTION 2	MARKS
2.1	2
2.2	6
2.3.1	2
2.3.2	4
2.4	6
2.5.1	4
2.5.2	4
2.6.1	4
2.6.2	4
2.7	4
TOTAL	40



Free past papers and study resources: studypapers.co.za

Downloaded from Stanmorephysics.com

QUESTION 3: BUSINESS OPERATIONS

3.1 **Categories of consumer goods**

- Convenience goods √
- Shopping goods√
- Specialty goods√
- Services√
- Unsought goods√

NOTE: Mark the first FOUR (4) only. **(4 x 1)** **(4)**

3.2 **Roles of the marketing function**

- Support the overall objectives of a business, which is to maximise profits√√
- The marketing team needs to work closely with staff members from other business functions.√√
- Gather information about customer needs, preferences and buying behaviour and share information with other departments. √√
- Assist the development of the marketing strategy in collaboration with senior management from other business functions. √√
- Develop a marketing plan using elements of the marketing mix. √√
- Develop sales forecasts and projections and provide this information to other business functions. √√
- Decide which products or services the business will sell and how the products will be distributed. √√
- Determine what prices (cash or credit) they are going to sell. √√
- Any other relevant answer related to the roles of the marketing function

Max (6)

3.3 **Distribution policy**

3.3.1 **Type of intermediary from the scenario**

Retailers √√ **(2)**

3.3.2 **Reasons why manufacturers may prefer to make use of indirect distribution methods**

- The experienced agents/intermediaries deal with customers, √ which allow businesses to focus on core issues. √
- Transportation and storage √ are taken care of by intermediaries. √
- There is no need to hire specialised staff √ to do sales complaints. √
- Businesses do not have to deal √ with customer complaints. √
- Businesses enjoy the benefits of bulk orders √ from wholesalers. √
- Better market coverage is achieved √ with using intermediaries. √
- Intermediaries understand √ how the market operates. √
- Consumers are often spread across the country, √ distribution needs to be widespread as well. √
- Indirect distribution does not require a large investment √ in advertising.√
- Intermediaries sometimes provide credit to consumers, √ which will help attract more consumers. √
- Any other relevant answer related to the reasons why manufacturers may prefer to make use of indirect distribution methods.

Max(6)

Free past papers and study resources: studypapers.co.za

Downloaded from Stanmorephysics.com

3.4 **Differences between *direct* and i*ndirect* channels of distribution**

Direct channel of distribution	Indirect channel of distribution
- Carry all the risks. √	- Risks are shifted to intermediaries √during the distribution of the product to end user√
- Involves the producer √and the consumer√	- There are middlemen between. √ the producer and the consumer. √
- The wholesaler and the retailer are cut. √ from the process. √	- The wholesalers and retailers act as negotiators. √ between the producer and consumer. . √
- Marketing and selling of products to the customers √without involving the middleman. √	- Specialised agents .√ deal with customers . √
- Full control over the product √and marketing. √	- Very little feedback. √ from customers. √
- Better end user price√ as no intermediaries costs √	- Transportation and storage is taken care of . √by intermediaries. . √
- Provides immediate feedback√	- Manufactures make use of middlemen . √such as wholesalers/agents/brokers/retailers. √
- Needs more specialised employees'√ who are trained. √	- The manufacture is not knowledgeable√ about the distribution of the product √
Submax (2)	**Submax (2)**

Max (4)

3.5 **Ways in which businesses can comply with the Occupational Health and Safety Act**

3.5.1 **Ways in which businesses comply with the Occupational Health and Safety Act from the scenario**

- NB ensures that their first aid boxes are always available. √
- They also make fire extinguishers available in the workplace. √

NOTE:1. Mark the first TWO (2) only.
2.Only award marks for responses that are quoted from the scenario. **(2)**

Max (4)

3.5.2 **Other ways in which businesses can comply with the Occupational Health and Safety Act**

- Workers must be provided with protective gear√ to protect themselves against potential dangerous situations. √
- Machinery must be maintained√ at regular intervals and repaired promptly.√
- Any other relevant answer related to way in which businesses can comply with the Occupational Health and Safety Act

NOTE: Do not award marks for responses that were quoted in QUESTION 3.5.1

Max (4)

Free past papers and study resources: studypapers.co.za

Downloaded from Stanmorephysics.com

3.6 **The effectiveness of personal selling in promoting a business product**

- Personal selling can be made telephonically but are usually face to face √ and offer the most flexible means of delivering a promotional message. √
- Done by experienced sales people who develop charisma √and become skilled in getting people to pay attention to them. √
- It is very effective especially in the case of expensive industrial goods√ such as machinery and shopping goods e.g. stoves/fridges/cell phones √
- Involves a very personal touch√ with specific attention giving to customer's needs and requirements. √
- Most effective way to build relationships √ between the sales person and the customer. √
- It is also a very good way of maintaining good relationships√ and ensuring on-going business and sales. √
- The sales person can adjust his/her message to be more attractive√ to the person listening√
- Any other relevant answer related to the effectiveness of personal selling in promoting a business product

Max (6)

3.7 **Precautionary measures that businesses should take when handling machinery**

- Familiarise employees with safety procedures. √√
- Develop a culture of safety in the workplace. √√
- All machinery and equipment must be correctly installed and safe to use. √√
- Workers must be properly trained on how to use machinery and must be informed about the risks when using the machinery. √√
- Regular safety checks must be carried out and machinery should be maintained and serviced regularly. √√
- Workers need to wear protective clothing/gear such as overalls/ hard hats/ safety helmets/masks/heavy-duty safety boots/welding goggles when working with machinery and equipment. √√
- Hard hats should be worn on construction sites at all times. √√
- Any other relevant answer related to precautionary measures that businesses should take when handling machinery

Max (6)
[40]

BREAKDOWN OF MARKS

QUESTION 3	MARKS
3.1	4
3.2	6
3.3.1	2
3.3.2	4
3.4	6
3.5.1	2
3.5.2	4
3.6	6
3.7	6
TOTAL	40

Copyrights reserved

Free past papers and study resources: studypapers.co.za

Downloaded from Stanmorephysics.com

QUESTION **4: MISCELLANEOUS TOPICS**
BUSINESS ENVIRONMENTS

4.1 **Challenges of the macro environment**

- Change in income levels√
- Political changes√
- Contemporary legislation√
- Labour restrictions√
- Micro lending√
- Globalisation/international challenges√
- Social values and demographics√
- Socio economic issues√
- Socio economic challenges√

NOTE: Mark the first FOUR (4) only **(4 x 1)** **(4)**

Stanmorephysics.com

4.2 **Meaning of *industrial relations***

- Industrial relations refers to the relationship√ between the employer and employees. √
- It influences the way in which businesses are guided √by the Labour Relations Act. √
- Any other relevant answer related to the meaning of industrial relations

Max (2)

4.3 **Ways businesses can form power relations**

Strategic alliance/Partnership agreements√√

- Businesses form partnership agreements in order to benefit each in each other's involvement. √
- These partnership alliances help parties involved to benefit in infrastructure development and scarce skills. √
- These alliances are designed to build on the expertise of each partner and on the way and on the way in which they complement each other. √

Ways (2)
Explanation (1)
Submax(3

Persuasion of large investors√√

- If a business has a powerful investor, the business can often benefit from the relationship so that it can gain credit more easily and better deals from suppliers. √
- Businesses invite powerful influential people to sit on their board of directors in order to get advice from those people. √
- Having such powerful as part of the business may have a positive influence on the reputation and image of the business. √
- If a business has a large/powerful investor, the business can gain credit more easy/get better deals from suppliers. √

Ways (2)
Explanation (1)
Submax(3

Free past papers and study resources: studypapers.co.za

Downloaded from Stanmorephysics.com

Company representatives' influence√√
- This representative fulfils an important function in trying to persuade√investors to invest in a particular business practice. √
- People will make decisions based on the company's image, personality, communication style and power of persuasion. √
- Businesses must invest time and energy to recruit the right person for this job. √

Ways (2)
Explanation (1)
Submax(3
Max (6)

4.4 **Challenges of the micro environment**

4.4.1 **Challenges of the micro environment from the scenario**
- The managers at MT lack adequate management skills. √
- Difficult employees also make the daily running of the business a challenge. √

NOTE: Mark the first TWO (2) only **(2X1) (2)**

4.4.2 **Other challenges of the micro environment**
- Lack of vision and mission √
- Unions √
- Strikes and go slows √
- Skills shortages among employees √
- High employee turnover √
- Employee absenteeism √

NOTE: 1. Mark the first TWO (2) only.
2. Do not award marks for responses that were quoted from the scenario in QUESTION 4.4.1

Max(2)

4.5 **Projects that can be undertaken by businesses 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. √√
- Environmental 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 projects that can be taken by businesses as part of social responsibility

Max (4)

Free past papers and study resources: studypapers.co.za

Downloaded from Stanmorephysics.com

BUSINESS OPERATIONS

4.6 **Aspects that must be considered during production control**

- Actual production √
- Inventory/stock √
- Factory layout √
- Production costs√

NOTE: Mark the first FOUR (4) only. (4x1) **(4)**

4.7 **Pricing techniques used by Ntsako Traditional Food**

4.7.1 Competition based pricing/orientated pricing. √√ **(2)**

4.7.2 Promotional pricing. √√ **(2)**

4.7.3 Psychological pricing. √√ **(2)**

4.8 **Importance of pricing**

- The pricing process needs to consider√ flexibility/discount/territory/life cycle status/allowance. √
- Pricing affects the number of products that an enterprise is able to sell, √ which in turn, affects profitability. √
- The price of a product can influence the consumers' attitude √ towards the product or the brand. √
- If the is believed to be too high, √ fewer consumers may buy the product. √
- If the price is too low, √consumers may perceive the good as being of poor quality. √
- The pricing policy should explain √when and to whom discounts will be granted.√
- The price of a product must make provision√ for transport costs. √
- The price of a product must make provision√ for VAT. √
- Low sales result in stockpiles of unsold product that have to be stored √ and not repaying the cost of manufacturing that product. √
- Any other relevant answer related to the importance of pricing.

Max (6)

4.9 **Reasons why businesses must manage safety in the workplace**

- Workplace accidents can result in injuries and deaths. √√
- Publicity of workplace accidents will also impact negatively on an enterprise's image. √√
- Regular or serious workplace accidents may even cause inventors to invest their money in another company. √√
- Potential employees may decide not to accept a job offer at an enterprise where many accidents have occurred. √√
- Any other relevant answer related to reasons why businesses must manage safety in the workplace.

Max (4)
[40]

Free past papers and study resources: studypapers.co.za

Downloaded from Stanmorephysics.com

BREAKDOWN OF MARKS

QUESTION 4	MARKS
4.1	4
4.2	2
4.3	6
4.4.1	2
4.4.2	2
4.5	4
4.6	4
4.7.1	2
4.7.2	2
4.7.3	2
4.8	6
4.9	4
TOTAL	40

TOTAL SECTION B: 80



Free past papers and study resources: studypapers.co.za

Downloaded from Stanmorephysics.com

SECTION C

Mark the FIRST question only

QUESTION 5: BUSINESS ENVIRONMENTS (SOCIO-ECONOMIC ISSUES)

5.1 **Introduction**

- A trade union is a group of employees who associate together in a particular industry such as mining/steelworks/ with the purpose of protecting the rights of their members. √
- Piracy is the unauthorised use/reproduction of another person's original work.√
- Effective solutions to piracy will minimise the negative effect of piracy on businesses. √
- The LRA follows the principle of collective bargaining and puts structures in place with which disputes in the workplace can be settled.√
- Any other relevant introduction related to roles of trade unions/negative impact of piracy on businesses/three solutions to piracy and purpose of the labour relations act

Any (2 X 1) (2)

5.2 **Functions of trade unions**

- Improves conditions of employment. √√
- Ensures that all employees are treated equally in the workplace√√
- Representing the interest of general society and minority groups through media and negotiations. √√
- Influencing government decisions. √√
- Representing employees corporately and individually. √√
- Improving material benefits of their members. √√
- Establishing minimum economic and legal conditions/influencing economic policy and law. √√
- Playing a role as moral institutions that will uplift the weak and oppressed and give them the dignity and justice they deserve. √√
- Protecting workers from unfair labour practices and unfair dismissal. √√
- Take legal action on behalf of members when necessary. √√
- Any other relevant answer related to the functions of trade unions.

Max (10)

5.3 **Negative impact of piracy on businesses**

- It can undermine the music/movie industry √ as they lose money. √
- Drives up the prices of products √ in order to compensate for the loss in sales. √
- Leads to job losses √ in the industry√
- The music industry feels reluctant to develop new talents √as the element of risk is too high. √
- May cause damage√ to the value of the businesses. √
- The businesses lose out on sales and income√ which in turn threatens industry√
- The businesses lose out √ on productivity and profits. √
- Any other relevant answer related to the negative impact of piracy

Max (12)

Free past papers and study resources: studypapers.co.za

Downloaded from Stanmorephysics.com

5.4 **Solutions to piracy**

5.4.1 **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 as a solution to piracy

Type (2)
Discuss (2)
Submax(4)

5.4.2 **Patent**√√

- A patent prevents other businesses/people√ not to produce and sell the same product/ 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 as a solution to piracy

Stanmorephysics.com

Type (2)
Discuss (2)
Submax(4)

5.4.3 **Trademarks**√√

- Businesses can use trademarks to identify themselves√ and their products. √
- They must register their trademarks with the register of trademarks √at the companies and intellectual property registration. √
- 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 trade mark. √
- Any other relevant answer related to trademark as a solution to piracy.

Type (2)
Discuss (2)
Submax(4)

NOTE Mark the first THREE (3) only

Max (12)

Free past papers and study resources: studypapers.co.za

Downloaded from Stanmorephysics.com

5.5 **Purpose of Labour Relations Act**

- Provides a framework where the employees, trade unions and employers work together to discuss matters relating to employment, such as. wages, conditions of employment. √√
- Promotes orderly negotiations and employee participation decision making in the workplace. . √√
- Promotes resolution of labour disputes. . √√
- Promotes fair employment practices. . √√
- Outlines the relationship between employees and employers. . √√
- Provides simple procedures for the registration of trade unions and employers' organizations. . √√
- Regulates the rights of trade unions and facilitates collective bargaining. . √√
- Regulates the effectiveness of bargaining councils and statutory councils. .√√
- Establishes workplace forums to promote the interest of all employees in the workplace whether they belong to the trade union or not. . √√
- Allows workplace forums where employees may participate in decision making. . √√
- Establishes the Commission for Conciliation, Mediation and Arbitration (CCMA) to resolve labour disputes through statutory conciliation, mediation and arbitration. . √√
- Endorses the right to strike against retrenchments, and facilitates labour disputes. . √√
- Clarifies the transfer of contracts of employment procedures. . √√
- Establishes Labour Courts and Labour Appeal Courts to deal with labour issues. . √√
- Any other relevant answer related to the purpose of Labour Relations Act

Max (12)

5.6 **Conclusion**

- It is necessary for businesses to put measures in place to ensure that the artists or owners' rights to their work are not violated, and they are compensated fairly √√
- Trade unions play an important role in protecting the rights of employees and represent them when necessary. √√
- Businesses should do everything possible to find effective solutions to illegal acts of reproduction of goods that affect the artists, owners and businesses.√√
- Legislation, such as the Labour Relations Act, are put in place to promote fair labour practices in the workplace. √√
- Any other relevant conclusion related to roles of trade unions/negative impact of piracy on businesses/the solutions to piracy and purpose of the labour relations act.

Any (1 X 2) (2)

[40]

Free past papers and study resources: studypapers.co.za

Downloaded from Stanmorephysics.com

QUESTION 5: BREAKDOWN OF MARKALLOCATION

DETAILS	MAXIMUM	TOTAL
Introduction	**2**	**Max 32**
Functions of trade unions	**10**	
Negative impact of piracy	**12**	
Solutions to piracy	**12**	
Purpose of the Labour Relations Act	**12**	
Conclusion	**2**	
Insight		**8**
Layout	**2**	
Analysis	**2**	
Synthesis	**2**	
Originality	**2**	
TOTAL MARKS		**40**

QUESTION 6: BUSINESS OPERATIONS (MARKETING FUNCTION)

6.1 **Introduction**

- Packaging is an essential part of marketing and brand value to customers.√
- Businesses use various types of packaging to different products and purpose.√
- Effective product design involves several important stages that ensure that products meet customer needs.√
- Trademarks are critical for protecting a business's brand identity and authenticity.√
- Any other relevant introduction related to the purpose of packaging, types of packaging, steps of product design and importance of a trademark for businesses and consumers.

Any (2 X 1) (2)

6.2 **Purpose of packaging**

- Packaging is needed to contain the item or product.√√
- Protects the product from breakage, gems, moisture or spoilage.√√
- Promotes the product by indicating the brand and trademark of the company and product.√√
- Prevent tampering or theft of a product. √√
- Improves convenience in use or storage of a product.√√
- Contains information about the product, including uses, any harmful warnings or dosage requirements.√√
- Make product easier to identify√√
- Differentiates the product from other competing products.√√
- Attracts attention to show value of the product as a marketing tool√√
- Links the product to the promotion strategy used to promote the product.√√
- Reduces storage costs by minimising breakage.√√
- Any other relevant answer related to the purpose packaging

Max (10)

Free past papers and study resources: studypapers.co.za

Downloaded from Stanmorephysics.com

6.3 **Four types of packaging**

6.3.1 Packaging for immediate use/Unit packaging√√

- Packaging needs to be cheap, √because once the product is consumed, the packaging is thrown away. √

Type (2)
Discuss (2)
Submax(4

6.3.2 Packaging for double use√√

- Packaging can be re-used√ for purpose other than storing the original contents.√
- Consumers will thus be reminded of the particular brand√ after the original contents have been consumed.√
- The container can be used for something else √ once the content is finished√

Type (2)
Discuss (2)
Submax(4

6.3.3 Packaging for resale√√

- Retailers buy products in bulk √from wholesalers or suppliers.√
- Retailers unpack the products√ to sell them separately in smaller quantities√

Type (2)
Discuss (2)
Submax(4

6.3.4 Kaleidoscopic/Frequently changing packaging√√

- Some details of the packaging change√ to advertise an important sporting event/competition√
- The container or wrapper are continually changing.√

Type (2)
Discuss (2)
Submax(4

6.3.5Specialty packaging√√

- Packaging must suit√ the product√

Type (2)
Discuss (2)
Submax(4

6.3.6 Combination packaging√√

- Various complementary products are packaged together√ because such products are usually purchased together√

Type (2)
Discuss (2)
Submax(4

NOTE: Mark only the first FOUR (4)

Max (16)

6.4 **Steps/Stages of product design**

- Idea generation/ Design √ and development of product ideas.√
- Selecting√ and sifting of product ideas/ Idea screening.√
- Concept development and testing/Design and testing of the product concept √which should happen before a product is developed.√
- Analysis of the profitability √of the product concept/Business analysis.√
- Consumer responses must be tested√ using a small sample of the Product/Market testing.√

Free past papers and study resources: studypapers.co.za

Downloaded from Stanmorephysics.com

- Technical implementation/Systems and processes are put√ in the production planning and control process. √
- Commercialisation/The product is launch √and marketing/advertsing campaigns implemented.
- New product pricing/The product is priced√ and forecasts worked out.√
- Any other relevant answer related to steps/stages of product design

Max 10

6.5 **Importance of trade of trademarks to businesses and consumers**

6.5.1 **Importance of trademarks to businesses**

- A trade mark establishes an identity/reputation√√
- A registered trademark protects businesses against competitors who sell similar products.√√
- A well-known trademark helps to make a brand instantly recognisable√√
- Offers a degree of protection because branded products can be traced back to the manufacturer√√
- Businesses can use trademarks to market/advertise their products.√√
- Any other relevant answer related to the importance of trademarks to businesses

Submax (6)

6.5.2 **Importance of trademarks to customers**

- Creates a sense of security and consistency for customers. √√
- Promotes loyalty and creates consistency for customers. √√
- Consumers are more likely to accept new products that are marketed under a well-known brand/trademark√√
- It represents a certain standard of quality and price to the consumer.√√
- Any other relevant answer related to the importance of trademarks to customers

Submax (6)
Max (12)

Free past papers and study resources: studypapers.co.za

Downloaded from Stanmorephysics.com

6.6 **Conclusion**

- Packaging plays a key role in attracting customers and promoting brand. √√
- Understanding the different types of packaging helps businesses to choose the most suitable option for their products. √√
- The product design process which includes several important stages ensures that business maintain a competitive edge in the market. √√
- Trademarks are essential in offering legal protection and building consumer trust. √√
- Any other relevant conclusion related to the purpose of packaging, types of packaging, steps of product design and importance of a trademark for businesses and consumers

Any (1 X 2) (2)
[40]

QUESTION 6: BREAKDOWN OF MARKALLOCATION

DETAILS	MAXIMUM	TOTAL
Introduction	**2**	**Max 32**
Purpose of packaging	**8**	
Types of packaging.	**16**	
Steps/stages of product design.	**10**	
Importance of a trademark for businesses and consumers	**12**	
Conclusion	**2**	
Insight		**8**
Layout	**2**	
Analysis	**2**	
Synthesis	**2**	
Originality	**2**	
TOTAL MARKS		**40**

Copyrights reserved
Free past papers and study resources: studypapers.co.za