

Grade 12 Business Studies: Exam Preparation & Legislation Guide

Grade 12 | Business Studies | Study Guide | 2024

Free Study Resources for South African Matric Learners

1. Key Legislation Summary

Consumer Protection Act 68 of 2008 (CPA)

- Right to equality in the consumer market
- Right to privacy: must opt-in to direct marketing; right to opt out
- Right to choose: can return goods within 5 days of unsolicited direct marketing
- Right to disclosure and information: plain language; truthful
- Right to fair and responsible marketing: no misleading or deceptive advertising
- Right to fair and honest dealing
- Right to fair, just and reasonable terms and conditions
- Right to fair value, good quality and safety
- Product liability: supplier liable for harm caused by unsafe products

Competition Act 89 of 1998

- Promotes competition; prevents abuse of dominance
- Prohibited practices: price fixing, market allocation, collusion (cartels)
- Mergers must be approved by Competition Commission if above threshold
- Competition Tribunal: adjudicates disputes; can impose penalties

2. Entrepreneurship

- Entrepreneur: person who starts and runs a business; takes on financial risk
- Qualities: risk-taking, initiative, creativity, perseverance, leadership
- Business plan: executive summary, business description, market analysis, operations, financials
- SMME: Small, Medium and Micro Enterprises; backbone of SA economy
- SEDA: Small Enterprise Development Agency; provides support and funding
- IDC: Industrial Development Corporation; finances industrial development

3. Exam Strategy for Business Studies

Types of Questions

- Multiple choice (Section A): 40 marks; process of elimination
- Short questions (Section B): definitions, true/false, match columns
- Case study analysis (Section C): read carefully; quote from scenario
- Essay questions: must use subheadings; introduction and conclusion required

Writing Extended Answers

- Introduction: define key concept; state what you will discuss
- Body: use subheadings; two marks per well-explained point (most questions)
- Conclusion: summarise; link back to question
- Quote from scenario: "According to the case study..." earns marks
- Apply theory to business context given

Section A:	40 marks x 1 = 40
Section B:	Short Q; ~60 marks
Section C:	Essay/case study; ~100 marks
Total paper:	200 marks in 2.5 hours

TIP Business Studies rewards candidates who can APPLY knowledge to scenarios. Learn definitions precisely, then practise using them to explain real-world examples and case studies.