

PRACTICE EXAMINATION PAPER

BUSINESS STUDIES

PAPER 1 | GRADE 12 | 2024

Time: 2 hours

Total: 200 marks

Language: English

This paper is for PRACTICE purposes only. Not an official Department of Basic Education paper.

INSTRUCTIONS AND INFORMATION

1. The question paper consists of THREE sections.

2. Answer A

QUESTION 1: SECTION A: Compulsory (Multiple Choice and Short Answers)

[60 marks]

A1. Choose the correct option for each question below.

- Which form of business ownership provides limited liability to its owners?
A. Sole trader B. Partnership C. Private company D. Close Corporation
- The concept of "ubuntu" in South African business refers to:
A. Profit maximization B. Communal responsibility and shared humanity C. Individual competition D. Technological innovation
- Which of the following is NOT a function of the Human Resources department?
A. Recruitment B. Training and development C. Procurement D. Performance management
- Product differentiation is a strategy used in:
A. Perfect competition B. Monopoly C. Monopolistic competition D. Oligopoly
- The term "economies of scale" refers to:
A. The decrease in average costs as production increases
B. The increase in costs with more employees
C. Reducing the scale of operations
D. Balancing income and expenditure

Write answers: 1.____ 2.____ 3.____ 4.____ 5.____

A2. Answer the following short questions. (2-4 marks each)

- 1.1 Define the term "entrepreneurship" and state TWO characteristics of a successful entrepreneur.

(4)

Answer:

1.2 Differentiate between a "need" and a "want" in the context of consumer behaviour. **(4)**

Answer:

1.3 Explain what is meant by "corporate social responsibility" (CSR) and provide ONE example. **(4)**

Answer:

1.4 State FOUR advantages of forming a private company (Pty Ltd) over a sole trader. **(4)**

Answer:

1.5 Identify TWO consequences of poor quality control for a business. **(2)**

Answer:

1.6 Explain the concept of "market segmentation" and name THREE segmentation criteria. **(4)**

Answer:

1.7 What is the difference between "leadership" and "management"? Give ONE practical example. **(4)**

Answer:

1.8 List FOUR functions of the National Credit Act (NCA) in protecting consumers. **(4)**

Answer:

1.9 Explain the term "SWOT analysis" and state when it is most useful. **(4)**

Answer:

1.10 Describe TWO types of business insurance and explain what each covers. **(4)**

Answer:

1.11 Distinguish between a "strike" and a "lockout" under South African labour law. **(4)**

Answer:

1.12 What are FOUR rights of employees in terms of the Basic Conditions of Employment Act? **(4)**

Answer:

1.13 Explain "total quality management" (TQM) and why it is important for competitive businesses. **(4)**

Answer:

TOTAL FOR THIS QUESTION: 60

QUESTION 2: SECTION B: Choose ONE (Structured Questions)

[60 marks]

Answer ONLY ONE question from this section. Each question carries 60 marks.

OPTION B1: Human Resources Management

2.1 Study the following scenario:

ZENITH RETAIL (PTY) LTD has 250 employees. The company has recently experienced high staff turnover (35% annually) and poor employee morale. The HR manager has been asked to develop a retention strategy.

(a) Identify FOUR factors that may have caused the high staff turnover at Zenith Retail.

(8)

Answer:

2.2 (b) Explain how Maslow's Hierarchy of Needs can be used to improve employee motivation.

(10)

Answer:

2.3 (c) Recommend FOUR strategies Zenith Retail could implement to improve staff retention.

(8)

Answer:

2.4 (d) Design a structured interview process for recruiting a new store manager. Include the stages of the process.

(10)

Answer:

2.5 (e) Explain the disciplinary procedure a company must follow before dismissing an employee under the Labour Relations Act. **(10)**

Answer:

2.6 (f) Discuss the role of CCMA in resolving workplace disputes. **(8)**

Answer:

2.7 (g) Evaluate the importance of training and development for both employees and employers. **(6)**

Answer:

TOTAL FOR THIS QUESTION: 60

OPTION B2: Marketing and Operations

2.1 Explain the FOUR elements of the marketing mix (the 4 Ps). Give ONE practical example for each element for a company selling organic skincare products. **(16)**

Answer:

2.2 Distinguish between "above-the-line" and "below-the-line" advertising. Give TWO examples of each. **(8)**

Answer:

2.3 Discuss THREE factors that influence consumer buying behaviour. **(9)**

Answer:

2.4 Explain the concept of "just-in-time (JIT)" inventory management. State TWO advantages and TWO risks. **(8)**

Answer:

2.5 Discuss how technology has transformed the marketing landscape for South African businesses. **(10)**

Answer:

2.6 Analyse the impact of e-commerce on traditional "brick and mortar" retail businesses. **(9)**

Answer:

[80 marks]

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TOTAL FOR THIS QUESTION: 80