



CURRO

Serengeti

BUSINESS STUDIES
GRADE 11
14 JUNE 2016

PAPER 1

TIME: 120 Min.

TOTAL: 100 marks

EXAMINER: J. Jacobs

MODERATOR: E vd Westhuizen

READ THE FOLLOWING INSTRUCTIONS CAREFULLY

1. This paper consists of **SIX (6)** pages. Please ensure that your paper is complete.
 2. This paper has TWO sections:
Section A – Short Questions (Question 1 and 2)
Section B – Medium questions (Question 3 and 4)
 3. Read the questions carefully.
 4. Answer questions 1 and 2. (SECTION A)
 5. Answer questions 3 and 4. (SECTION B)
 6. It is in your own interest to write legibly and present your work neatly.
 7. You may only use blue or black ink.
-

SECTION A - SHORT QUESTIONS

Question 1 Multiple Choice (1x10 = 10 marks)

Indicate the MOST CORRECT answer by writing the question number and the corresponding letter on your answer sheet. (For example 1 A)

1.1 When a large manufacturer requires the help of experts to forecast consumer demand independently from each other, so that they can adjust production levels, they are making use of this problem solving technique.

- a. Delphi technique
- b. Force-field analysis
- c. Stepladder technique
- d. Fishbone analysis

1.2 An Operation that could be performed by employees within a business, but instead contracted to another business.

- a. Leasing
- b. Outsourcing
- c. Franchising
- d. None of the above

1.3 Which of the following forms of ownership are not regarded as a legal person?

- i. Sole trader
- ii. Partnership
- iii. Closed corporation
- iv. Private company

Choose the correct combination

- a. i, ii, iv
- b. ii, iii, iv
- c. i and ii
- d. iii, iv

1.4 Select the form(s) of ownership that requires a minimum of three directors.

- i. State-owned company
- ii. Co-operative
- iii. Private company
- iv. Public company

Choose the correct combination

- a. iv
- b. ii and iv
- c. i and iv
- d. iii and iv

- 1.5 An example of poor judgement as result of stress in the workplace is:
- Being incompetent to perform tasks
 - Staying absent from work
 - Conflict with fellow colleagues
 - Deciding to increase production levels although there is a shortage of staff
- 1.6 When a large retailer and a bank negotiate with each other to benefit both by allowing customers to gain cash back when swiping a bank card, it is know as:
- Strategic alliance
 - Networking
 - Lobbying
 - Collective bargaining
- 1.7 ZXZ Hardware store is an example of a business in the ____ sector of economy.
- Primary
 - Secondary
 - Tertiary
 - Business column
- 1.8 For the World Cup in 2010, many contracting businesses were employed to build stadiums. These businesses employed workers for the duration of the task, which meant that the workers were unemployed after the task had been completed. This kind of unemployment is known as:
- Cyclical unemployment
 - Seasonal unemployment
 - Frictional unemployment
 - Structural unemployment
- 1.9 (Pty) Ltd at the end of the name of a private company refers to the fact that:
- Shareholders' liabilities for business debts is limited to the amount invested
 - Shareholders have limited shares
 - The number of directors are limited to 7
 - Capital is limited to an amount specified by the Registrar of companies
- 1.10 Shares are freely negotiable in a...?
- Public company
 - Private company
 - Closed corporation
 - Co-operative

Question 2**True or False****(1x10 = 10 marks)**

State if the following statements are **True** or **False**. If you consider the statement to be **true**, write **True** and if **False** write **False AND Correct the statement** as to make the statement true.

- 2.1 Finding a balance between being over confident and having a low self-esteem is an example of the utilitarian ethics theory.
- 2.2 An employee in the administrative department, Martin, will attend a computer course on Microsoft programmes for five days to obtain a SETA accredited computer certificate for end-user computing. This Goal fulfils all the SMARTER-goal criteria.
- 2.3 An advantage of granting a loan or credit is that the grantor of the loan or credit has the right to be paid before the owners when the business is liquidated.
- 2.4 A shareholder in a public company pays tax on personal income and dividends.
- 2.5 The rate at which the general level of prices for goods and services increases is known as price fixing.
- 2.6 The process of illegal copying of CDs, games and DVDs is known as copyrights.
- 2.7 When workers strike it is a form of industrial action where workers refuse to work.
- 2.8 The proses by which goods enter South Africa from other countries at a price that is cheaper than the normal value of goods is called "dumping".
- 2.9 Ethical issues in a business is high birth rate, poverty, HIV and Aids, unemployment and a lack of education and skill.
- 2.10 Demographical issues in a business are issues like age, gender, educational levels, income levels, religion and birth rate.

From small beginnings in the Fry's family kitchen in Winston Park KwaZulu-Natal, Fry's have become an international success. In 1991 Fry's Vegetarian food directors Wally and Debbie quit the construction industry in KwaZulu-Natal and took up a new hobby – developing meat-free alternative to meals purely for themselves and their family (all committed vegetarians) to enjoy.

Today Fry's Vegetarian Foods is one of the world's largest producers of a range of frozen products made from natural vegetable proteins that are low in fat, high in protein, cholesterol free, preservative free and manufactured to closely resemble the appearances and texture of meat. Fry's Vegetarian is very fortunate in that it has a unique process that was designed and perfected by its managing director, Wally Fry.
(http://kzntopbusiness.co.za/site/top-business-sector/The-Fry_group/page.9873)

Question 3**40 marks**

- 3.1 Mention two advantages and two disadvantages of starting a new business had for the Fry's (4)
- 3.2 The Fry's was in the construction industry before they started their new business. Which industry are they working in now and in which sector of the economy? (2)
- 3.3 Perform a SWOT analysis for Fry's focusing only on one weakness and one threat for their business. Provide a strategy (solution) that can help them overcome the weakness and the threat. (8)

Answer this question in the supplied Answer Booklet

Weakness	Strategy to overcome the weakness
Threat	Strategy to overcome the threat

- 3.4 Demonstrate the use of the Fishbone problem solving technique when analysing the following supposed problem scenario for Fry's:
"Workers did not pitch for work because they are participating in a strike." (5)

Answer this question in the supplied Answer Booklet

- 3.5 Discuss the role that Trade Unions would have played during the collective bargaining process. (6)
- 3.6 Evaluate whether the type of stress created by the strike would be good or bad for Fry's (2)
- 3.7 Suggest an ethical theory that could apply to the strike action. (3)

- 3.8 Identify two internal stakeholders of a business who are affected by the strikes. (2)
- 3.9 Discuss the extent of the effect of a strike for one of the mentioned stakeholders. (2)
- 3.10 Discuss two principles of professionalism that can be applied by Fry's in the workplace to reduce change strikes by employees. (6)

Question 4

40 marks

The market environment contains both opportunities and threat for a business

- 4.1 List five areas of challenge in the market environment (5)
- 4.2 Explain the term 'strategic allies' (4)
- 4.3 Discuss three ways in which competitors may present a challenge to a business. (6)
- 4.4 List three Acts that a business must be aware of, when employing staff. (3)
- 4.5 List and provide an example of three components that contribute to the future philosophy and style of a business. (6)
- 4.6 List eight variables in the macro environment. (8)
- 4.7 Explain three challenges intermediaries may cause to happen. (6)
- 4.8 Collective bargaining or lobbying are two beneficial ways for business to be involved in the macro environment. Name two other beneficial ways business can be involved. (2)

TOTAL: 100