





Province of the
EASTERN CAPE
EDUCATION

DIRECTORATE SENIOR CURRICULUM MANAGEMENT (SEN-FET)
HOME SCHOOLING SELF-STUDY WORKSHEET

SUBJECT	BUSINESS STUDIES	GRADE	12	DATE	31/03/2020
TOPIC	BUSINESS STRATEGIES	TERM 1 REVISION	(Please tick)	TERM 2 CONTENT	(Please tick)
TIME ALLOCATION	1 HOUR	<u>TIPS TO KEEP HEALTHY</u> 1. WASH YOUR HANDS thoroughly with soap and water for at least 20 seconds. Alternatively, use hand sanitizer with an alcohol content of at least 60%. 2. PRACTICE SOCIAL DISTANCING – keep a distance of 1m away from other people. 3. PRACTISE GOOD RESPIRATORY HYGIENE: cough or sneeze into your elbow or tissue and dispose of the tissue immediately after use. 4. TRY NOT TO TOUCH YOUR FACE. The virus can be transferred from your hands to your nose, mouth and eyes. It can then enter your body and make you sick. 5. STAY AT HOME.			
INSTRUCTIONS	READ THE FOLLOWING QUESTIONS AND ANSWER THEM				

BUSINESS STRATEGIES

QUESTION 1

1.1 Identify the industrial analysis tool that was applied by Alma Enterprise:

1.1.1 The South African Reserve Bank has raised the repo rate by 0.5 bases points.

1.1.2 The employees have threatened to go on strike.

1.1.3 The business operates in a high competitive environment. (6)

1.2 Discuss the other processes in the strategic management process excluding the industrial analysis tools. (8)

QUESTION 2

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

KURHULA EGG FARM (KEF)

Kurhula runs a business selling eggs at his farm. KEF business is not profitable as there is PLC eggs farm in the vicinity. He has decided to merge with PLC eggs. The changed the business name into KPC eggs farm. KPC decided to open another egg farm in another province in order to increase sales.

2.1.1 Identify TWO business strategies that are applicable to the scenario above. Motivate your answer by quoting from the scenario. (6)

Use the table below to present your answer

BUSINESS STRATEGY	MOTIVATION
(a)	
(b)	

2.1.2 Justify the effectiveness of the type of a business strategy that represents KEF. (8)

2.2 Describe how businesses should analyse the market environments using Porter's Five Forces model. (9)

2.3 Advise businesses on how they should apply steps in strategy evaluation. (8)

2.4 Discuss the THREE defensive strategies. (9)

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

Monsoon Wholesalers (MW)

Monsoon Wholesalers does not comply with the Employment Equity Act when making new appointments. Employees find it difficult to use recent computer programmes. The inflation rate has increased by 0.6% resulting in lack of funds to transport waste into designated dumping areas. MC dumps their waste in the nearby river.

2.5.1 Identify the PESTLE factors that pose challenges for Monsoon Wholesalers from the scenario. (6)

SC - DBE May/June 2017

TOTAL MARKS (60)