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ST BENEDICT'S COLLEGE



July Exam			
Subject	Business Studies	Date	20 July 2017
Grade	11	Marks	100
Set by	Ms. L. French	Moderators	Mr. U. September
		TIME	2 hours

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY

1. This question paper consists of five pages. Please check that your question paper is complete.
2. Read the question carefully and plan the length of your answer in relation to the sections being covered in the question.
3. Candidates are advised to pay special attention to the use of language.
4. It is in your own interest to write legibly and to present your work neatly.
5. Answers must be completed in the Answer Book provided.

- **The following aspects will be considered when marks are allocated in this paper:**
- **Format:**
 - The CORRECT format for the question must be used, i.e. business report.
 - Where applicable, include an introduction and conclusion.
 - Use headings and subheadings where appropriate.
- **Terminology:** Correct business terminology should be used.
- **Content:** Must be sufficient to cover all aspects of the question.
- **Substantiation:** Justification for statements made.
- **Application to case study/context/theme.**
- **Creative problem solving rather than just giving theoretical facts.**
- **Synthesis and sequencing.**

Section C: Both essay questions must be answered.

Question 1: (Marketing Mix and Creative Thinking Techniques)

SOURCE: A



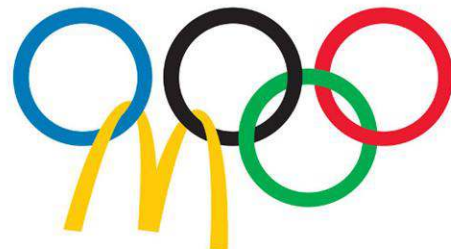
B.McDonald's has received massive criticism for its high-fat meals over the years and rightly so. The company's biggest bite in South Africa takes the shape of a 865 Calorie McFeast Deluxe burger. Slap on the super-size chips and soda, and we're looking at a 2,000 Calorie meal.

McFeast Deluxe XL meal	
Price	R66.50
Calories	2,073 kcal
Fat	91.4 g
Saturated fat	43.2 g
Sodium	2181 mg
of RDI	94%

(Source: <https://businesstech.co.za/news/general/77635/the-most-fattening-fast-food-meals-in-sa/> downloaded on the09/06/2017 at 10:24)

SOURCE B

1976: McDonald's Becomes an Official Olympic Sponsor
 1984: McDonald's Builds the Olympic Swim Stadium
 1988: Olympic Games in Seoul, Korea
 1992: Olympic Games in Barcelona, Spain
 1994: Olympic Winter Games in Lillehammer, Norway
 1996: Olympic Games in Atlanta
 1997: McDonald's Becomes a Worldwide Olympic Sponsor
 1998: McDonald's in Nagano, Japan , Australia
 2000 Olympic Games in Sydney
 2002: Salt Lake City, Utah
 2004: Athens
 2004 Olympic Games
 2006: Torino 2006 Winter Olympic Games
 2008: Beijing Games
 2010: London 2012 Olympic Games
 2012: Vancouver Winter Games



(Source: <http://www.mcdonalds.co.za/olympics>; down loaded at 02/06/2016 AT 12:00)

MacDonald's is one of the main sponsors for the Olympic Games and the Soccer World Cup. Even though MacDonald's sponsored these sporting tournaments they are still seen as an unhealthy convenient food option.

Required:

As the Marketing Department you need to write a report outlining how MacDonald's can adjust their current image of an unhealthy fast food option by focusing on the **main four P's** of the Marketing Mix as well as the creative thinking techniques your department can use to solve the problem in a **group or a team**.

Total 50

Question 2: CSR and CSI

SOURCE A

The short answer is no. The long answer is yes, but only if you work for an organisation that can ensure the money is spent wisely.

Giving money to the homeless is an economic crisis of the heart, tug-of-war between the instinct to alleviate suffering and the knowledge that a donation might encourage, rather than relieve, the anguish of the poor.

(Source: <https://www.google.co.za/amp/s/www.theatlantic.com/amp/article/72820/> downloaded 10/06/2017 AT 17:06)

SOURCE B

Dunkin' Donuts - The dessert chain

US-based ice-cream and doughnut franchisor as well as coffee brand, Dunkin Brands, last year revealed plans to open up to 100 Baskin-Robbins franchises in South Africa and plans to also launch a Dunkin' Donuts chain, according to a report in Business Day. Baskin-Robbins is the world's largest chain of ice cream shops. According to the report, the first entries would be in Cape Town, Johannesburg, Durban and Bloemfontein. 18 months after the roll-out plan of Baskin-Robbins, the group will open Dunkin' Donuts.



(Source: <http://www.franchisedirect.co.za/news> downloaded at 09/06/2017 at 10:45)

You are the director of CSR and CSI at an American fast food franchise that wants to enter the South African market. At the recent board meeting, a heated debate took place regarding the pros and cons of corporate social responsibility and corporate social investment.

One of your Directors Mrs. Marx does not believe it to be important to support the CSR initiative when the business is in the introductory phase within the market.

Required:

- The board of directors of the fast food franchise has asked you to write a business report. In this report you need to address the nature of CSI and the processes of implementing CSI.
- You are also required to discuss the impact of the organisation's CSR actions on the business as well as the community.
- Your report should also include what the company needs to report when the business is listed on the Social Responsibility Index.

Total 50