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**ST BENEDICT'S COLLEGE**Date: 10/09/2021Time: 3 hoursExaminer: Mr A. HlekaniTotal: 300 marksModerators: Ms L. French

Name: _____

Surname: _____

Grade 11/Key: _____

Educator: _____

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY

1. THE QUESTION PAPER CONSISTS OF 33 PAGES. Please check that your paper is complete.
2. Read the questions carefully.
3. All questions are **COMPULSORY**.
4. Answer ALL the questions on the question paper and in the spaces provided. hand the completed paper in at the end of the examination. Remember to write your name in the space provided, on this question paper.
5. Demonstrate insight where applicable, when answering the questions.
6. You are advised to pay particular attention to the use of language and the **allocation of marks**.
7. It is in your own interest to write legibly and present your work neatly.
8. **Do not write in pencil**, as work in pencil will not be marked.
9. **If you run out of space for a question, two extra blank pages (pages 32-33) have been included at the end of Section B. Please clearly indicate the question number of your answer, should you use this extra space.**

	MARK ALLOCATION	TIME MANAGEMENT	MARKS ACHIEVED
SECTION A			
Question 1	40	30 Min	
Question 2	40		
Question 3	20		
SECTION B			
Question 4	50	30 Min	
Question 5	50	30 Min	
Question 6	50	30 Min	
SECTION C			
Question 7	50	60 Min	
TOTAL			/300

SECTION A**QUESTION 1**

1.1 Which of the following is a benefit of a public company, as a form of ownership?

- A. Little money required
 - B. Unlimited liability
 - C. Company tax paid
 - D. Sell shares to public for capital
- (2)

1.2 A document used to improve corporate governance in South Africa.

- A. Constitutional code
 - B. King's code
 - C. Code of conduct
 - D. Law code
- (2)

1.3 Working with others to solve problems makes it easier to _____.

- A. Get distracted
 - B. Encourage others to do the thinking
 - C. Show what you know
 - D. Generate new ideas
- (2)

1.4 The potential audience of Pick and Pay's Public Relations department, is _____.

- A. local authorities
 - B. financial groups
 - C. suppliers
 - D. All of the above
- (2)

1.5 The document that informs future investors about shares that are available at Checkers, is the _____.

- A. Memorandum of incorporation
 - B. Prospectus
 - C. Notice of incorporation
 - D. Certificate of registration
- (2)

1.1	1.2	1.3	1.4	1.5

1.6 The following is a suitable name for a company where the government has the majority shares.

- A. Smith and Smith Retail Inc.
- B. Smith and Smith Retail SOE.
- C. Smith and Smith Retail Ltd.
- D. Smith and Smith Retail (Pty) Ltd. (2)

1.7 The obligation that a person has, to perform a task to the best of his/her ability, is known as _____.

- A. Responsibility
- B. Delegation
- C. Range of control
- D. Authority (2)

1.8 The four factors of production that will be used by Spar are _____.

- A. Land, Labour, Investments, buildings
- B. Entrepreneurship, Capital, Labour, Land
- C. Capital, Land, Labour, Investors
- D. Capital, Entrepreneurship, People, Assets (2)

1.9 Jargon is a _____ barrier to effective communication.

- A. Cultural
- B. Language
- C. Research
- D. Behavioural (2)

1.10 Skills shortages among the general South African public, is a challenge that emanates from the _____.

- A. micro environment
- B. market environment
- C. macro environment
- D. informal environment (2)

1.6	1.7	1.8	1.9	1.10

1.11 Which of the following political factors will be evaluated by a manager of a retail store, to make informed business decisions.

- (i) The local political situation of a country in which the retail store operates.
- (ii) The political situation of other countries in which the business may operate.
- (iii) World politics in general.
- (iv) International political relationship between countries in which your retail store operates.

Choose the correct combination.

- A. (ii); (iii) and (iv)
- B. (i); (ii); (iii) and (iv)
- C. (iii) and (iv)
- D. (i); (ii) and (iii) (3)

1.12 If Pick n Pay asks its customers to complete an online questionnaire, it is to determine if the customers are enjoying their service, this is called _____.

- A. Primary research
- B. Secondary research
- C. Industrial espionage
- D. Plagiarising customer ideas. (2)

1.13 P2E2STLE is a tool used to analyse the following factors.

- (i). Political; Legal; Economical; Ethical; Social Media; Strategic.
- (ii) Legal; Social; Economic; Ethical.
- (iii) Physical; Political; Technological; Employment Equity; Ecological.
- (iv) Physical; Political; Technological; Environmental

Choose the correct combination.

- A. (i); (ii); (iii) and (iv).
- B. (i); (ii) and (iii).
- C. (ii) and (iv).
- D. (iii) and (iv). (3)

1.11	1.12	1.13

1.14 The business will have _____ over the macro environment.

- A. no control
- B. full control
- C. no control, but influence.
- D. All of the above

(2)

1.15 The process comparing actual results, with those set in the planning phase, is called _____.

- A. Feedback
- B. Communicating
- C. Development gaps
- D. Controlling

(2)

1.16 Various tools are used to determine how the business should react to eliminate any threats and _____.

- A. determine strategies to implement, to overcome possible challenges.
- B. capitalize on opportunities to achieve competitive advantage.
- C. identify possible strengths and weaknesses of a business.
- D. All of the above.

(2)

1.17 Measuring the performance of a company's products, services, or processes, against those of another business considered the best in the industry.

- A. Benchmarking
- B. Processing
- C. Planning
- D. Organizing

(2)

1.14	1.15	1.16	1.17

1.18 Sustainable business practice means _____.

- A. involving employees in decision making.
- B. assessing how present business practices affect the future.
- C. consider the benefits of stakeholder practices.
- D. developing BBBEE policies

(2)

1.19 The ownership of Spargs & Sons is restricted to and this may contribute to the success of the business.

- A. 2 to unlimited partners
- B. limited partners
- C. 1 partner
- D. 2 to 19 partners

(2)

1.18	1.19

(40)

QUESTION 2

Select the term in the brackets that will make each of the following statements correct. Circle the correct answer.

2.1 (Strengths/Opportunities) are those external factors which present the business with the chance to outperform competitors. (2)

2.2 People's buying power (increases/decreases) when the government lowers interest rates. (2)

2.3 The (public relations/marketing) function is responsible for creating and managing a good relationship between the business and its stakeholders. (2)

2.4 (Inflation/Deflation) is when there is a general fall in the purchasing value of money. (2)

2.5 (Intrapreneur/Entrepreneur) work for a business and innovate from within. (2)

2.6 Inadequate management skills is a challenge faced by the (micro/macro environment) (2)

2.7 (Own/Borrowed) capital is money provided by the owners of the business and could come from savings, or from the sale of assets. (2)

2.8 The (natural/technological) environment is influenced by pollution at factories. (2)

2.9 (Ethical responsibility/Discretionary responsibility) is a higher level of responsibility, than simply not harming others. (2)

2.10 A businesses basic objectives are an increase in (profit/dividends), increase in their (productivity/process), improve service delivery and an improvement of their image. (2)

Complete the following statements by using the word(s) in the list below. Write the answer in the space provided.

Gross Domestic Product	Unemployment
Philanthropy	Interdependence
Contingency	Mission
Automation	Political disturbance
Demographics	Exchange rate
Vision	Secondary Research

2.11 Value of all final goods and services produced by a country in a year. (2)

2.12 Creation and application of technology to monitor and control the production and delivery of products and services. (2)

2.13 People that are willing and able to work, that are actively seeking employment but do not have the necessary skills to be employed. (2)

2.14 The unavoidable interrelatedness of each of the business environments, which cannot survive without each other. (2)

2.15 Different aspects of the population, for instance, ethnicity, age and gender.

(2)

2.16 A protest action by a country's citizens, that is a result of dissatisfaction with the conditions in the country and feel that the government is not doing enough to alleviate those problems.

(2)

2.17 The business sells more products overseas, if the Rand weakens against other foreign currencies.

(2)

2.18 Desk research such as for article analysis, is an example of _____.

(2)

2.19 In a business plan, the _____ plan, is a proactive approach to risk management.

(2)

2.20 A _____ is a dream that an entrepreneur wants to achieve in the future.

(2)

(40)

QUESTION 3

The following statements are all false, change the underlined word/s to make the statement true.

3.1 Possibility of expanding into other countries is a strength for the business.

(2)

3.2 The organizational structure is the way management interacts with its staff and how staff interact with each other.

(2)

3.3 The leader is responsible for the allocation of resources and ensuring that these resources are used effectively.

(2)

3.4 A trade union is an organised association of traders, formed to protect their rights and interests.

(2)

3.5 Direct contact includes newspapers, magazines, television and radio. (2)

3.6 It is important to do an article analysis, to identify factors that may impact on the business and then adjust existing plans, or develop new plans to deal with these events or factors.

(2)

3.7 Porter's 6 forces is a useful tool to identify specific opportunities and threats in the macro environment. (2)

3.8 The top management of a retail store will have no control over composing the vision statement of the business. (2)

3.9 Competitors in the market is an example of a weakness. (2)

3.10 Pick and pay's motto, defines why a business exists and what its purpose and target market is. (2)

(20)

100 MARKS

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. A faint, diagonal watermark reading "twinkl.com" is visible across the center of the page.

4.4 Read the below advertisement and answer the questions that follow.



4.4.2 Suggest entrepreneurial characteristics that you believe Shoprite should develop through its “Hustle competition”. Explain the importance of each characteristic suggested.

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4.4.3 Highlight any **THREE** activities an entrepreneur will need to perform, to make their idea a reality.

(6)

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5.1 What does it mean to “float a company”?

5.2 Discuss the benefits of changing a sole trader retail store into a partnership retail store.

[illegible]

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5.3 Define the term dividends?

(2)

5.4

“Pick and Pay will face a number of different challenges while implementing new technology in the different franchises.”

5.4.1 Identify the business environment in which technology is a component.

(2)

5.4.2 Discuss **TWO** challenges that Pick and Pay could face while implementing new technology.

(2)

5.4.3 Problem solving process aims to generate innovative solutions that are new and different from solutions that have been attempted in the past. Name and explain the steps that management of Pick and Pay would follow, to solve the above challenges, using the force field analysis.

5.5 Discuss the “4 pillar approach” to creativity.

5.6 Professionalism and ethics at Pick and Pay (Pty) Ltd.

5.6.1 Describe the difference between “code of conduct” and “code of ethics”?

(4)

5.6.2 How can Pick n Pay ensure staff members use “code of ethics” and/or “code of conduct” as part of everyday business?

(8)

5.6.3

“Global markets will sort out those companies that do not have sound corporate governance.” - Mervyn king

5.6.3.1 Do you agree with the quote above? Explain your answer.

(2)
[50]

QUESTION 6: Socio economic issues, Team dynamics and conflict.

6.1 Explain the negative impact the following socio-economic issues will have on Pick and Pay, by using an example.

6.1.1 Gambling

(2)

6.1.2 HIV/AIDS

(2)

6.1.3 Do you believe the directors of Pick and Pay should not put preventative measures in place? And if so, what negative consequences could this have on the company?

(4)

6.1.4 Suggest strategies that could be used by Pick and Pay's management, to prevent the above negative consequences mentioned in question 6.1.3.

(4)

6.2 Discuss some of the challenges that Pick and pay will encounter, as a result of strong bargaining power from suppliers.

(6)

6.3 Explain how each of the following contribute to the success of the Public Relations function at Pick n Pay.

6.3.1 PR is planned:

(2)

6.3.2 There is a two way communication:

(2)

6.3.3 It is part of the management function:

(2)

6.3.4 It promotes performance:

(2)

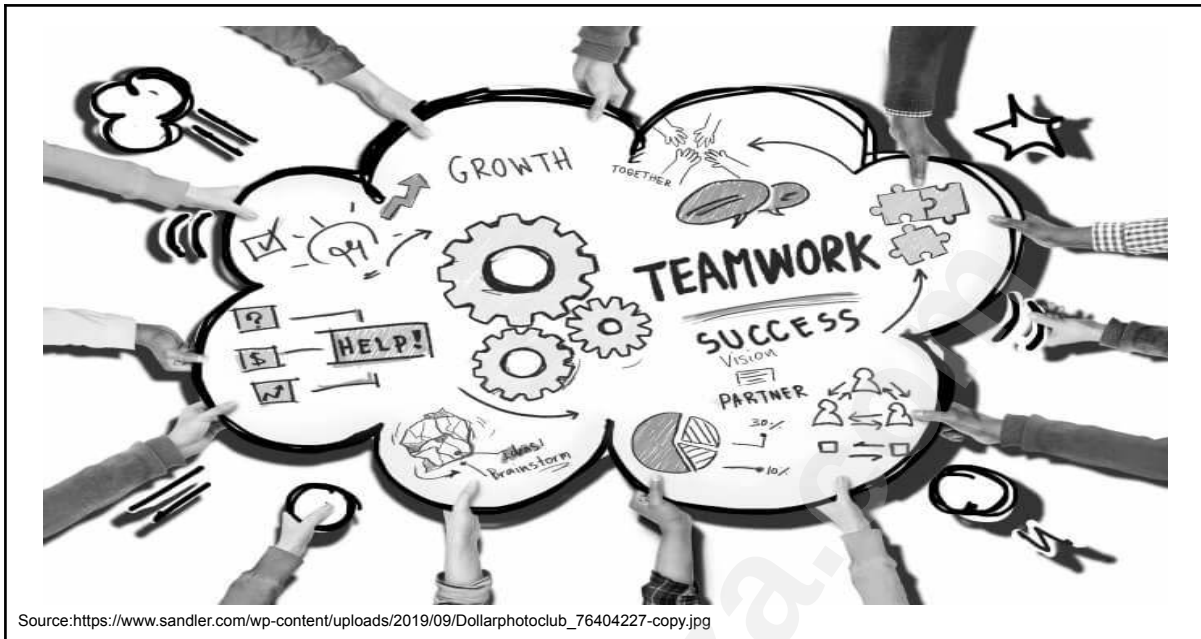
6.3.5 It will be in the interest of the public:

(2)

6.3.6 Implementation is deliberate:

(2)

6.4



6.4.1 According to the Belbin theory of team dynamics, there are 9 different roles needed in a team for the team to be successful. Discuss the different roles under Task orientated.

(6)

6.4.2 Name and explain any **THREE** reasons for conflict at Pick n Pay.

(6)

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[50]

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SECTION C

QUESTION 7

SOURCE A



(Source: https://www.google.com/search?q=retail+stores+south+africa&rlz=1C1CHBD_enZA910ZA910&source=lnms&tbm=isch&sa=X&ved=2ahUKEwiSquXZ64btAhWyQAEHeVQAssQ_AUoAXoECBsQAw&biw=1360&bih=657&safe=active&ssui=on#imgcr=sBvLeTkjYDO6M/; date accessed 016/11/2020)

SOURCE B



(Source: <http://www.statssa.gov.za/?p=11101>; date accessed 11/16/2020)

Bruce Wayne has recently been retrenched and is pursuing his dream of being an entrepreneur. He thinks that the retail industry in South Africa is growing due to an increase in consumer spending.

[50]

[illegible]

[illegible]

[illegible]

[illegible]

50 MARKS

Total: 300

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