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NATIONAL SENIOR CERTIFICATE EXAMINATION
SUPPLEMENTARY EXAMINATION MARCH 2016

BUSINESS STUDIES: PAPER II

Time: 2 hours

100 marks

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY

1. This question paper consists of 3 pages. Please check that your question paper is complete.
 2. Read the questions carefully and plan the length of your answers in relation to the sections being covered in each question.
 3. Answer **both Question 1 and Question 2**.
 4. Number your answers exactly as the questions are numbered. Each question must be answered on a **new page**.
 5. Candidates are advised to pay special attention to the use of language.
 6. It is in your own interest to write legibly and to present your work neatly.
 7. Answers must be completed in the Answer Book provided.
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The following aspects may be considered when marks are allocated in this paper:

- Format:
 - The **CORRECT** format for each question must be used, i.e. Business report.
 - Where applicable, include an introduction and conclusion.
 - Use headings and sub-headings 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.

QUESTION 1

Read the following sources and then respond to the question that follows.

SOURCE A**Strategic intent**

Our business is focused on building capability across brands, logistics and manufacturing, which provides a total solution to our investment partners (franchises) and consumers.



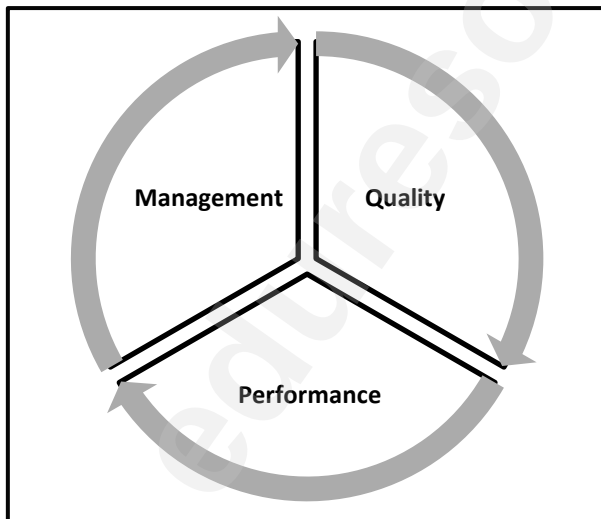
[Source: <<https://www.famousbrands.co.za>>]

SOURCE B**Famous Brands core beliefs:**

- > Leaders
- > Quality
- > Innovation
- > Speed
- > Agility
- > Integrity

SOURCE C

Famous Brands is also now proudly Africa's leading branded food services franchisor with 18 restaurant brands in our portfolio, a network of 2 378 restaurants across southern Africa and the rest of the world.

SOURCE D**SOURCE E**

As Famous Brands continues to grow its market share both locally and abroad, the business has always ensured that customers receive the highest quality goods and services.

[Sources: downloaded and adapted from: Famous Brands Integrated Report 2014]

REQUIREMENTS:

You have recently been hired as a business consultant at a local Wimpy. At the last management meeting with the franchise owner, you were asked to write a report detailing suggestions to improve and sustain the **quality of performance** throughout the business. Make use of the balanced score card **and** any other relevant quality performance tools in your response to the franchisee.

[50]

QUESTION 2

As a business consultant for the Steers franchise it has been your responsibility to make suggestions to develop and implement the overall recruitment and selection process. In addition, you have been tasked to ensure the buy-in of staff regarding the professional, responsible, ethical and effective business practice in the different franchises.

REQUIRED:

Jack is a Steers franchise owner, who is currently experiencing a large staff turnover. Jack has been referred to you for help, as he has been forced to dismiss a few employees due to their unethical conduct at his store.



Help Jack understand the value of manpower planning, recruitment and selection, by discussing the impact of these processes on Jack's franchise.

Also assess how unethical behaviour could affect the success of Jack's franchise. Recommend how an induction programme and any other strategies could be used to avoid unethical situations in the future.

[Source: <<https://www.famousbrands.co.za>>]

[50]

Total: 100 marks