



**[eduresourceza.com](http://eduresourceza.com)**



NATIONAL SENIOR CERTIFICATE EXAMINATION  
SUPPLEMENTARY EXAMINATION – MARCH 2019

**BUSINESS STUDIES: PAPER II**

Time: 2 hours

100 marks

---

**PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY**

1. This question paper consists of 5 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.
  5. Each question must be answered on a **new page**.
  6. Candidates are advised to pay special attention to the use of language.
  7. It is in your own interest to write legibly and to present your work neatly.
  8. 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 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**

**Study the following sources and then answer the question that follows:**

**SOURCE A****THE CONSUMER PROTECTION ACT (CPA) REGULATES YOUR MARKETING ACTIVITIES**

The CPA provides for some clear rules when it comes to marketing. Some marketing practices are being prohibited outright, whereas other marketing practices are allowed, but strictly regulated. There are also some general rules that apply to all types of marketing.

The importance of the CPA should be obvious in our country. There are a lot of uneducated and vulnerable people who may in the past have been lured into purchasing products or services for which they had no use. Because marketers were so clever and portrayed a convincing, but untrue, message about certain products which ultimately induced consumers to buy them, the legislator deemed it appropriate to provide some protection to these vulnerable members of society by creating rules that apply to marketing activities.

[Source adapted from: <<https://dommisseattorneys.co.za/blog/the-consumer-protection-act-cpa-regulates-your-marketing-activities/28/10/2017>>]

**SOURCE B**

[Source: <<http://ethicalmarketingnews.com/write-ethical-marketing-plan-webinar> 28/10/2017>]

**SOURCE C**

[Source: <<https://www.commpo.biz/reputation-road-profitability/2/12/2017>>]

An effective business strategy must be aligned to how a business behaves and to the factors that drive its decision-making. To achieve these aims, it is necessary to understand the impact of the Consumer Protection Act (CPA) and ethical decision-making in the business.

**Required:**

The Board of Directors of a leading Fast Food Brand has asked you to write a business report in which you:

- explain possible ethical dilemmas that a Fast Food Franchisor and / or Franchisee may face in the various business environments;
- discuss the importance of the CPA and ethical decision-making in the business environment; and
- suggest how the Franchisor and / or Franchisee can ensure that its strategies remain ethical.

[50]

**QUESTION 2**

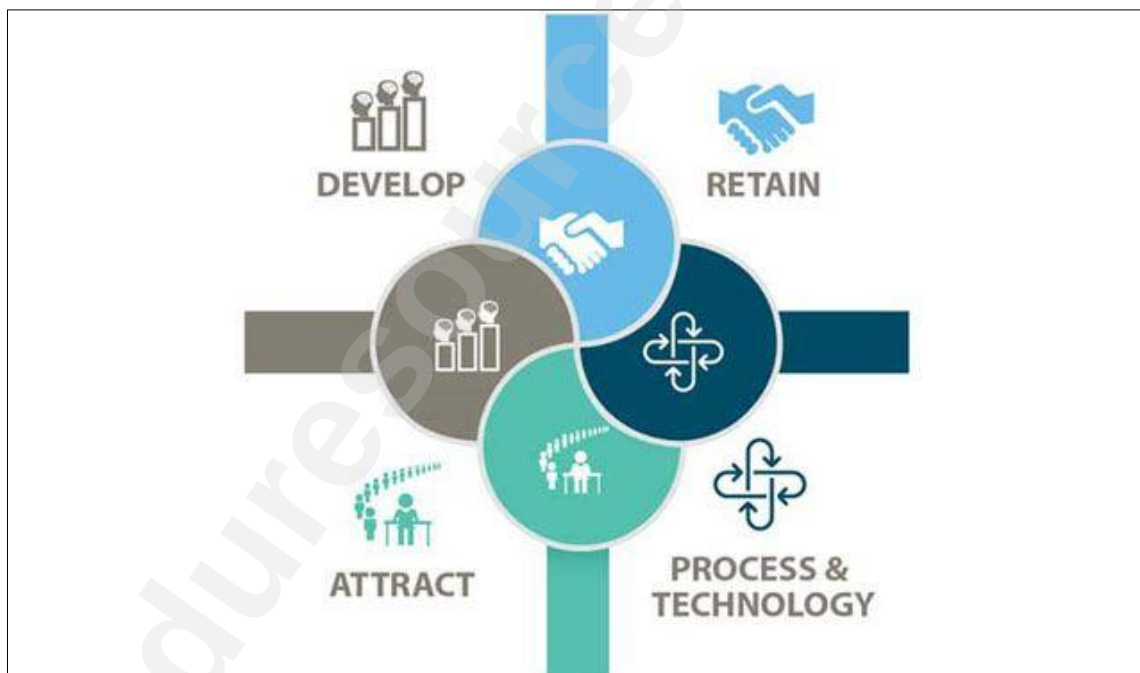
**Study the following sources and then answer the question that follows:**

**SOURCE D****How Are You Spending Your Human Capital?**

Who you allow on your team is one of the most important decisions you make as an owner or operator of a Fast Food Franchise. You have to carefully consider who you allow to interact with your customers. Many Fast Food businesses overlook this detail and it can have a huge impact on their business.

**"Get the right people on the bus, the wrong people off the bus, and the right people in the right seats."** You should heed these words. Carelessly spending your human capital is a downward spiral that leads to a trail of issues for a Fast Food business.

[Source adapted from: <<https://www.credibly.com/incredibly/how-are-you-spending-your-human-capital/> 28/10/2017>]

**SOURCE E**

[Source: <<http://bakertilly.com/services/human-capital> 28/10/2017>]

**SOURCE F**

[Source: <<http://www.hci.org/develop/onboarding> 28/10/2017>]

Today's strategic business differentiator is its people. The extent to which a company realises the potential of the unique abilities of the workforce, is the mark of a leading and competitive business.

**Required:**

As the Human Capital Manager for a leading Fast Food Franchise, you have been asked to write a business report for a group of franchisees, in which you explain the important role of the Human Capital Function.

It is important that your discussion highlights problems that the Human Capital Function and Human Capital Manager may encounter. Suggest strategies that could be used by the Human Capital Manager to ensure problems are solved and that the business also complies with sound Human Capital policies and procedures.

[50]

**Total: 100 marks**