

TEACHERS WITHOUT BORDERS PROGRAMME

BROUGHT TO YOU BY



basic education
Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

With grateful thanks to our associate partners, The [National Department of Basic Education](#), The [Independent Examinations Board](#), [Siyavula Education](#), [Smarticks](#), [Noteshare](#), [Lemonlicious](#), [datacentrix](#), and most of all, to the schools and teachers from both the public and private education sectors who as founder contributors, have lent content to the [Teachers without Borders programme](#), for the benefit of all South Africa's learners.

In Bill Gates words, at the Mandela Day 'Living Together' address: "Maintaining the quality of this country's higher education system while expanding access to more students will not be easy. But it's critical to South Africa's future" – working together, we can help achieve this."

Contributing schools to date:

Clifton School	Milnerton High	Rustenburg Girls' High	St Peter's
Durban Girls'	Northwood High	St Anne's DC	St Stithians
Fairmont High	Roedean	St John's DSG	Wynberg Boys' High
Herzlia High	Rondebosch Boys'	St Mary's DSG Kloof	Wynberg Secondary

BUSINESS STUDIES

NAME:

--

Time: 2 hours

175 marks

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY:


1. This question paper consists of 17 pages. Please check that your question paper is complete.
2. Read the questions carefully.
3. There are three sections (A, B and C) and all questions are **COMPULSORY**.
4. Answer ALL the questions on the question paper for Section A and B. Section C must be written on lined paper. Remember to write **your name** in the space provided on the question paper as well as on the lined paper.
5. Demonstrate insight, where applicable, when answering the questions. You may refer to any business in the **fuel and gas industry** that you have studied this year, as well as related food outlets where applicable.
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 to present your work neatly.

FOR MARKERS ONLY: Allocation of marks

Q 1	Q 2	Q 3	Q 4	Q 5	Q 6	Q 7	Total
20	10	20	25	25	25	50	175
							%

SECTION A**50 Marks****QUESTION 1****20 Marks**

Indicate the most correct answer by writing the letter next to the corresponding number in the space provided.

- 1.1 Triple bottom line reporting refers to...? (2)
- A. People, profit, planet
 - B. Environmental, sustainability, economy
 - C. Profit, purpose, people
 - D. None of the above
- 1.2 Which of the following is not a business function? (2)
- A. Financial
 - B. Human Resources
 - C. Marketing
 - D. General Relations
- 1.3 The micro environment of Shell SA is influenced by the ... (2)
- A. Managing Director
 - B. Quality of products
 - C. Employees
 - D. All of the above
- 1.4 The Caltex brand that houses the logo  represents a: (2)
- A. The Common Trademark
 - B. The Dealer's Trademark
 - C. The Individual Trademark
 - D. No Trademark
- 1.5 If Mugg & Bean on the Go sold a take away salad bowl together with salad servers; this packaging would be known as ... (2)
- A. Kaleidoscope
 - B. Combination
 - C. Specialty
 - D. Unit

(2)

QUESTION 2

10 Marks

Each statement below is **False**. Change the **highlighted** word or phrase to make the statement **True**. Enter just the corrected word/phrase next to the number in the space provided.

- 2.1 **Speciality packaging** is continuously changing depending on the latest trends. (2)
- 2.2 Making operations **socially** sustainable is when a business operates with greater global awareness regarding pollution and depletion of natural resources. (2)
- 2.3 A **Value Chain Analysis** is used to analyse challenges from the macro environment. (2)
- 2.4 **Conflict of interest** is the ability of consumers to put pressure on businesses to act in a certain ethical manner. (2)
- 2.5 The **Financial Function** is about the management of communication between the business and stakeholders. (2)

2.1 _____

2.2 _____

2.3 _____

2.4 _____

2.5 _____



QUESTION 3**20 Marks**

Write the corresponding letter of the most correct answer from Column B next to the number in Column A in the space provided. Each answer from column B may only be used **ONCE**.

Column A		Column B	
3.1	Using odd even pricing to make travelling snacks cheaper. (R19-99 instead of R20-00).	A	Intellectual property theft
3.2	All activities required to get the fuel from the oil refineries to the customers.	B	Environmental scanning
3.3	Items are set at a very low artificial price to encourage market share.	C	Strengths
3.4	Stealing another company's idea or design.	D	Creativity
3.5	The process of obtaining information about possible current and future events that may have an impact on the performance of the business.	E	Promotional pricing
3.6	Factors within the business which add value to the performance of the business and gives the business the competitive advantage.	F	Marketing
3.7	An issue with no specific solution because none of the available alternatives will work.	G	Contingency plans
3.8	Showing imagination and originality.	H	Penetration pricing
3.9	When unexpected problems arise, you will need to have _____ in place.	I	Barrier
3.10	When high capital is required to enter the market, it is referred to as a _____.	J	Psychological pricing
		K	Copyright
		L	Advertising
		M	Price skimming
		N	Dilemma

3.1	3.2	3.3	3.4	3.5	3.6	3.7	3.8	3.9	3.10

SECTION B

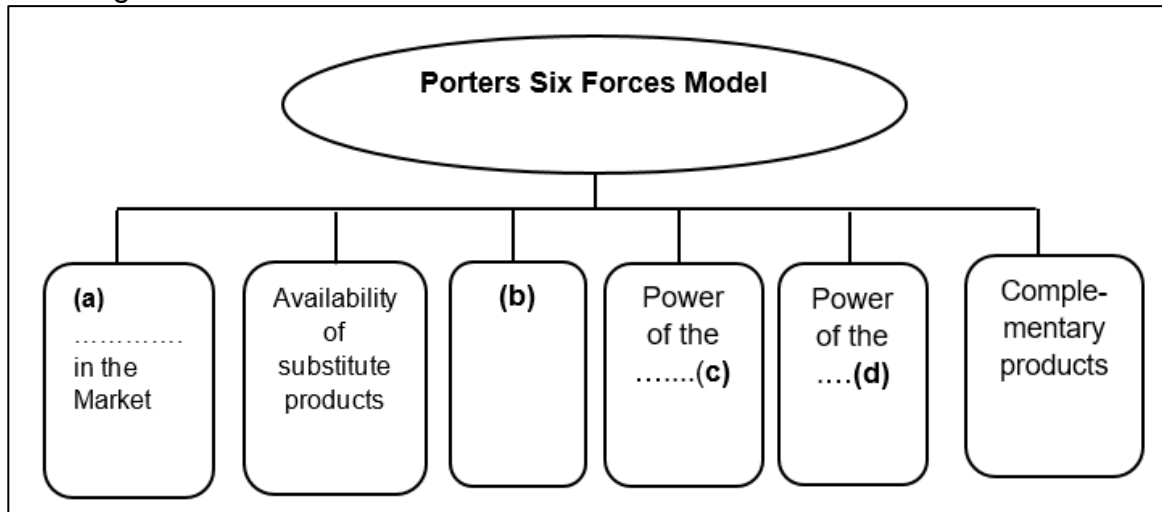
Marks 75

QUESTION 4

25 Marks

4.1.1 Supply the **missing information** in the diagram by writing a – d in the space provided. (4)

A technique used by Caltex to analyse their market environment includes the following:



- a) _____
- b) _____
- c) _____
- d) _____



4.1.2 Discuss the impact that any TWO elements of Porter’s Six Forces model that you labelled in 4.1.1 (a, b, c or d) will have on Caltex near the Midlands Mall (opposite side of the N3). (6)

- _____

- _____

4.1.3 Provide a strategy that you would put in place to minimise the threat for ONE of the elements discussed in 4.1.2. (4)

4.1.4 With the aid of an example, explain what is meant by “complementary products” in (3)

- 5.2 KwaZulu Natal – There has been strong social media backlash about a post made by BP Cascades regarding one of their employees. The employee who has worked for BP Cascades as a petrol attendant was being honoured for her loyal service to the Company. However, many people are questioning how a woman had remained in the same position, with no advancement, for 25 years. The franchise owner, Justine Magudulela could not be reached for comment on Saturday.
Extract adjusted from: www.news24.com/SouthAfrica/News/social-media-backlash-post-20171007

- 5.2.1 Complete the acronym **RACE**. (4)

R_____ **A**_____ **C**_____ **E**_____

- 5.2.2 Using the above acronym, discuss the key elements that Justine Magudulela should follow to ensure a sound public relations process to address the above mentioned issue. (8)

R	A
C	E

5.3 Imagine you are the CEO of Shell SA. You have decided that it is time to expand the Shell SA brand and open more Shell Ultra City's along the N3 between Durban and Johannesburg. Many of your managers are not in favour of this idea.

5.3.1 Complete a Force Field Analysis for this proposed expansion. Give at least TWO forces for and against the idea. (4)

<u>Forces for the expansion:</u>	<u>Forces against the expansion:</u>
<ul style="list-style-type: none"> • _____ _____ • _____ _____ 	<ul style="list-style-type: none"> • _____ _____ • _____ _____

5.3.2 Provide a strategy of how you suggest you will overcome ONE of the forces against (listed in 5.3.1) this proposed idea. (1)



QUESTION 6

25 Marks

6.1 Pick 'n Pay Express is considering the possibility of introducing a new gourmet chicken burger range called Burger Delish which will be available at all BP petrol stations that have a Pick 'n Pay Express outlet.

6.1.1 Describe any TWO steps that would be involved in the design of the new gourmet chicken burger range. Use examples specific to Pick 'n Pay Express in your answer. (4)

6.1.2 Discuss TWO pricing strategies that you would suggest the marketing manager could implement to ensure that the new burger range makes enough sales at the initial stages of launching it. (4)



6.2 Pick 'n Pay Express sells their food in packaging that needs to be suitable for the food being sold.

6.2.1 Briefly discuss the purpose of packaging.

(3)

6.3 Pick 'n Pay Express is thinking about rebranding themselves. Identify TWO reasons why branding is important

(2)

6.4 Suggest TWO Strategies Pick 'n Pay Express could implement to ensure sales do not diminish. Your answer must be specific to Pick 'n Pay Express.

(4)

SECTION C

Marks 50

QUESTION 7

50 Marks

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY:

- 1. Please note that the case study and scenarios used in this examination paper have been adapted for educational purposes and are not a reflection on the business used.**
2. Candidates are advised to pay particular attention to the use of language.
3. It is in your interest to write legibly and present your work neatly.
- 4. Answers must be completed on lined paper.**

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.
- Substantiation: Justification for statements made.
- Application to case study / context.
- Creative problem solving rather than just giving theoretical facts.
- Synthesis and sequencing.

SOURCE A:

STARTUPPER CHALLENGE



Because ideas need energy to become something great, Total has launched the Startupper Challenge in nearly 60 countries around the world.

This Challenge targets every young local entrepreneur with an innovative project or idea that could make things change in their country. After several selection steps, our local jury will nominate three winners and the Top Female Entrepreneur Award.

The three winners will get the 2019 STARTUPPER OF THE YEAR Award, along with financial support, exposure and coaching for their project.

Become Startupper of the Year!

Extract adapted from: <https://www.total.co.za/discover-total/total-south-africa/startupper-challenge>

SOURCE B:



Extract from: <https://za.pierest.com/pin>

The StartUpper Challenge is an initiative by Total South Africa. The board of Directors has approached you as a research analyst and project manager to assist in designing a new CSR project for Total South Africa that will support the StartUpper Challenge. As many of the stakeholders believe that CSR is not necessary and a waste of valuable company resources, you need to convince the stakeholders on the advantages and need for this CSR programme and explain step by step how it can be implemented. The stakeholders have only agreed to follow through with the CSR project if it can be guaranteed to be sustainable in all areas of the company.

Required:

Write a report to the Total South Africa stakeholders in which you would:

- Discuss the reasons for CSR initiatives and the responsibility of Total South Africa as a corporate citizen
- Analyse the Macro Environment and highlight areas of need for a CSR programme in South Africa
- Design a CSR programme for Total South Africa ensuring that it is sustainable and that it supports the already successful StartUpper Challenge.

