



Province of the  
**EASTERN CAPE**  
EDUCATION

**NATIONAL  
SENIOR CERTIFICATE**

**GRADE 12**

**2020**

**CONTROLLED TEST EXEMPLAR**

**BUSINESS STUDIES**

**MARKS: 100**

**TIME: 1 hour**

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This question paper consists of 8 pages.

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## INSTRUCTIONS AND INFORMATION

Read the following instructions carefully before answering the questions.

- This question paper consists of THREE sections and covers TWO main topics.

SECTION A: COMPULSORY

SECTION B: Consists of THREE questions.

Answer any TWO of the three questions in this section.

SECTION C: Consists of TWO questions.

Answer any ONE of the two questions in this section.

- Read the instructions for each question carefully and take particular note of what is required.

Note that ONLY the first TWO questions in SECTION B and the FIRST question in SECTION C will be marked.

- Number the answers correctly according to the numbering system used in this question paper. No marks will be awarded for answers that are numbered incorrectly.
- Except where other instructions are given, answers must be written in full sentences.
- Use the mark allocation and nature of each question to determine the length and depth of an answer.
- Use the table below as guide for mark and time allocation when answering each question.

SECTION	QUESTION	MARKS	TIME (minutes)
<b>A: Objective-type questions COMPULSORY</b>	1	20	10
<b>B: THREE direct/indirect- type questions CHOICE: (Answer any TWO.)</b>	2	20	10
	3	20	10
	4	20	10
<b>C: TWO essay-type questions CHOICE: (Answer any ONE.)</b>	5	40	30
	6	40	30
<b>TOTAL</b>		<b>100</b>	<b>60</b>

- Begin the answer to EACH question on a NEW page, for example QUESTION 1 – new page, QUESTION 2 – new page, et cetera.
- You may use a non-programmable calculator.
- Write neatly and legibly.

**SECTION A (COMPULSORY)****QUESTION 1**

1.1 Various options are provided as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (1.1.1–1.1.5) in the ANSWER BOOK, for example 1.1.6 D

1.1.1 The ... company provides essential services such as water and electricity at a reasonable price.

- A personal liability
- B state-owned
- C public
- D private

1.1.2 When designing a multimedia presentation, a presenter must ...

- A limit the amount of information on each slide.
- B prepare for the feedback session.
- C prepare a suitable venue.
- D practise in front of someone to get an opinion.

1.1.3 It is compulsory for ... to hold an annual general meeting for its shareholders.

- A Shark Tale General Dealer (Pty) Ltd
- B Shrek Building Appliances CC
- C Incredible Toy Store Ltd
- D Healthy Living NPC

1.1.4 Khula Ltd is not only concerned about their financial position, but also about their social and environmental successes. Therefore, they report on their ... performance.

- A profitability
- B social
- C Porter's Five Forces
- D triple bottom line

1.1.5 Benny promotes ... by employing people from diverse backgrounds in his supermarket.

- A accountability
- B discrimination
- C inclusivity
- D social rights

(2×5) (10)

- 1.2 Complete the following statements by using the words provided in the list below. Write only the word(s) next to the question numbers (1.2.1 to 1.2.5) in the ANSWER BOOK.

language; shareholders; race; CSIR; recycle; partners; graphs; tables, CSI; dumping
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- 1.2.1 Investors who own part of a company are called ...
- 1.2.2 Collin uses ... to display sales figures in columns for his presentation to management.
- 1.2.3 A business that appoints an interpreter for meetings is addressing ... as a diversity issue.
- 1.2.4 The ... project aims at uplifting the standard of living in communities
- 1.2.5 Businesses protect the environment through ... programmes.

(5×2) (10)

**TOTAL SECTION A 20**

**SECTION B**

Answer ANY TWO questions in this section:

**NOTE:** Clearly indicate the QUESTION NUMBER of each question that you choose. The answer to EACH question must start on a NEW page, e.g. QUESTION 2 on a new page, QUESTION 3 on a NEW page, etc.

**QUESTION 2: BUSINESS VENTURES**

2.1 Give TWO examples of non-verbal presentation (2)

2.2 Read the scenario below and answer the questions that follow.

<b>KING POWER (Pty) Ltd</b>
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King Power (Pty) Ltd want to convert their current company status to King Power Ltd so that they can invite the public to buy shares in the business
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2.2.1 Identify TWO forms of ownership that are applicable to Jones Beverages. Motivate your answer by quoting from the scenario.

Use the table below as a GUIDE to answer QUESTION 2.2.1.

FORM OF OWNERSHIP	MOTIVATION

(4)

2.2.2 Explain the advantages of the form of ownership represented by King Power Ltd identified in QUESTION 2.2.1. (4)

2.3 Discuss the importance of state-owned companies (SOC). (6)

2.4 Elaborate on the meaning of limited and unlimited liability. (4)

**[20]**

**QUESTION 3 BUSINESS ROLES**

3.1 Name FOUR components of corporate social responsibility (CSR). (4)

3.2 Read the scenario below and answer the questions that follow.

**THANDO CASH & CARRY (TCC)**

TCC provide subsidised housing and accommodation for their employees. They encourage employees to stay fit and healthy by involving them in stress-reduction activities.

- 3.2.1 Quote TWO ways in which TCC contribute to the well-being of their employees. (2)
- 3.2.2 Explain to TCC on THREE other ways to contribute to the well-being of their employees. (6)
- 3.3 Discuss the benefits of corporate social investment (CSI) for businesses. (4)
- 3.4 Suggest ONE strategy that businesses may use to manage EACH of the following socio-economic issues:
- 3.4.1 HIV/Aids (2)
- 3.4.2 Unemployment (2)

[20]

**QUESTION 4: MISCELLANEOUS TOPICS**

**BUSINESS VENTURES**

4.1 Read the scenario below and answer the questions that follow.

**BEAUTY HAIR SALON (BHS)**

Beauty Hair Salon specialises in the latest unisex hair styles. Beauty is the only owner of the business and is also responsible for all business risks.

- 4.1.1 Identify the form of ownership of BHS from the scenario above. (2)
- 4.1.2 Explain how *legislation* may influence the success and/or failure of the form of ownership identified in QUESTION 4.1.1. (4)

**BUSINESS ROLES**

- 4.2 Name FOUR human rights in the workplace. (4)
- 4.3 Distinguish between corporate social responsibility (CSR) and corporate social investment (CSI). (4)
- 4.4 Recommend ways in which businesses could promote cultural rights in the workplace. (6)

**TOTAL SECTION B** [20]  
**40**

**SECTION C**

**Answer ONE question in this section**

**NOTE:** Clearly indicate the QUESTION NUMBER of each question chosen.  
The answer to the question must start on a NEW page, e.g.  
QUESTION 5 on NEW page or QUESTION 6 on a NEW page.

**QUESTION 5: BUSINESS VENTURES (FORMS OF OWNERSHIP AND PRESENTATION)**

**SIZWE AND PAMELA ATTORNEYS (SPA)**

Sizwe and Pamela is a partnership business. They are considering to change their partnership into a personal liability company. SPA approach Thuli Consultancy to make an overhead projector presentation however, the presentation was unsuccessful due to inability to respond to questions about work and presentation.

Keep the scenario above in mind and write detailed essay on the following aspects:

- Explain the advantages of the overhead projector as a type of visual aid.
- Discuss how the following criteria can contribute to the success of partnership and personal liability company.
  - Management
  - Taxation
  - Division of profits
- Evaluate the negative impact of personal liability company.
- Suggest to Thuli Consultancy on how she can improve on his next presentation

**[40]**

**QUESTION 6: BUSINESS ROLES (HUMAN RIGHTS, INCLUSIVITY AND ENVIRONMENTAL ISSUES)****KAMMA TOURS (KT)**

Kamma Tours employs workers from different cultural backgrounds and race, but also to ensure that the workplace is diverse and inclusive. However, employees also have the responsibility to protect the workplace environment with the support of the health and safety representatives.

As an expert on human rights and environmental issues, address the following aspects in your essay:

- Outline the roles of health and safety representatives in protecting the workplace environment.
- Explain the responsibilities of employers and employees in protecting the workplace environment
- Discuss the benefits of diversity in the workplace.
- Suggest ways in which businesses could protect the environment and human health in the workplace.

	<b>[40]</b>
<b>TOTAL SECTION C</b>	<b>40</b>
<b>GRAND TOTAL</b>	<b>100</b>