 Province of the

EASTERN CAPE

EDUCATION

**DIRECTORATE SENIOR CURRICULUM MANAGEMENT (SEN-FET)**

**HOME SCHOOLING SELF-STUDY WORKSHEET ANSWER SHEET**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SUBJECT** | **BUSINESS STUDIES** | **GRADE** | **12** | **DATE** | **02/04/2020** |
| **TOPIC** | **BUSINESS ENVIRONMENT MARKS: 100** | **TERM 1**  **REVISION** | **X** | **TERM 2 CONTENT** | (Please tick) |

**QUESTION 1: BUSINESS ENVIRONMENTS**

|  |  |  |
| --- | --- | --- |
| 1.1 | PESTLE analysis model.   * Political √ * Economical √ * Social √ * Technological √ * Legal √ * Environmental √   **NOTE: Mark the first FOUR (4) only.** (4 x 1) | (4) |
| 1.2 | Steps in evaluating strategies   * Examine the underlying basis √ of a business strategy. √ * Formulate strategies √ to meet objectives favourably. √ * Implement strategies √ using action plans, √ etc. * Look forward and backwards √ into the implementation process. √ * Compare the expected performance √ with the actual performance. √ * Measure business performance √ in order to determine the reasons for deviations / analyse these reasons. √ * Take corrective action √ so that deviations may be corrected. √ * Set specific dates √ for control and follow up. √ x Draw up a table √ of the advantages and disadvantages of a strategy. √ * Decide on the desired outcome √ to determine the effectiveness of the strategy. √ * Consider the impact of the strategic implementation √ on the internal and external environments of the business. √   Any other relevant answer related to the steps in strategy evaluation.  **NOTE: Accept steps in any order.** Max | (10) |
| 1.3 | **Intensive strategies.**  **Market penetration √√**   * New products √ enter/penetrate an existing market √ at a low price, √ until it is well known to the customers √ and then the prices increase. √ * It is a growth strategy where businesses focus on selling existing products √ to existing markets. √ * Businesses domarket research on existing clients √ to decide how to improve their marketing mix. √ * Reduce prices √ to increase sales. √ * Embark on an intensive advertising campaign √ to increase awareness and customer loyalty. √ * Employ more sales staff √ to improve sales services. √   Any other relevant answer related to market penetration.  Strategy  Explanation  Sub-max | (2)  ((1)  (3) |
|  | **Market development√√**   * A process of exploring/finding/searching new markets √ for existing products. √ * Businesses sell their existing products √ to new markets. √ * Involves targeting consumers in a potential market √ that is outside its normal target market. √   Any other relevant answer related to market development.  Strategy  Explanation  Sub-max  **Product development √√**   * Businesses generate new ideas √ and develop a new product or service.√ * The introduction of a new product or service √ into existing markets. √ * Businesses improve their product line √ by adding different types or related products. √ * Conduct test marketing/market research √ to establish whether new products will be accepted by existing customers. √ * Ensure that new products are different/of a higher quality/more reasonably priced√ than those of competitors. √   Any other relevant answer related to product development | (2)  ((1)  (3) |
|  | Strategy  Explanation  Sub-max  **NOTE: Mark the first THREE (3) only**. (3 x 3) | (2)  ((1)  (3)  (9) |
|  |  |  |
| 1.4 | **Broad-Based Black Economic Empowerment Act (BBBEE) (Act Pillars:**  1.4.1 Skills development √√  1.4.2 Ownership √√  1.4.3 Social responsibility/Socio-economic development √√ | (2)  (2)  (2) |
|  | 1.4.4 Management/Management and control √√ | (2) |
| 1.5 | **Consumer rights**  Right to choose √√  Consumers have the right to:   * Choose suppliers and/or goods. √ * Shop around for the best prices. √ * Reject goods that are unsafe/defective for a full refund. √ * Cancel/renew fixed term agreements. √ * Request written quotations and cost estimates. √   Any other relevant answer related to the consumer's right to choose as defined in the CPA.  Sub-max.  **Right to return goods/have goods replaced/claim a refund √√**   * Goods that are unsafe/defective may be replaced by the supplier. √ * Faulty items may be returned for a full refund. √ * They may return faulty items if the fault occurs within six months after purchasing the item. √   Any other relevant answer related to the consumer's right to return goods/have it replaced/claim a refund as defined in the CPA. Sub-max.  **Right to complain √√**   * Consumers may use various methods/channels to complain about poor quality goods/services. √ * They can complain via customer care desks/consumer hotlines/ombudsman etc. √   Any other relevant answer related to the consumer's right to complain as defined in the CPA.  Sub-max.  **Right to privacy/confidentiality** √√   * Consumers have the right to stop/restrict unwanted direct marketing. √ * They can object to unwanted promotional e-mails and telesales. √ * They have the right to stop/lodge complaints about sharing personal details. √   Any other relevant answer related to the consumer's right to privacy and confidentiality as defined in the CPA. Sub-max.  **Right to fair/honest dealings √√**   * Suppliers may not use physical force/harass customers. √ * They may not give misleading/false information about the product/service/ transaction. √ * Businesses cannot promote pyramid/chain-letter schemes. √ * Businesses may not overbook/oversell goods/services and then not honour the agreement. √   Any other relevant answer related to the consumer's right to fair and honest dealings as defined in the CPA. Sub-max.  **Right to equality in the consumer market place. √√**   * Business should not limit access to goods/services. √ * They may not vary the quality of their goods/services supplied to different types of consumers. √ * Different prices for identical goods/services may not be charged. √ * Businesses should not discriminate when marketing their products/services in different areas/places. √   Any other relevant answer related to consumer rights to equality in the consumer market place as defined in the CPA Sub-max.  **NOTE: Mark the first THREE (3) only** | (9)  (3)    (3)  (3)  (3)  (3)  (3) |
| 1.6.1  1.6.2  1.6.3 | Compensation for Occupational Injuries and Diseases Act, 1993 (Act 130 of 1993) √√/Compensation for Occupational Injuries and Diseases Amendment Act, √√ 1997 (Act 61 of 1997)/COIDA √√  Reasons from the scenario   * Marvella did not report the accident. √ * He did not wear his protective clothing despite being advised to do so regularly. √   **Impact of COIDA on businesses (employers and employee**s  **Positives**   * Promotes safety√ in the workplace. √ * Creates a framework√ for acceptable employment practices/safety regulations. √ * Supply administrative guidelines/mechanisms√ for dealing with/ processing claims. √ * Eliminates time and costs spent √ on lengthy civil court proceedings. √ x Covers all employees at the workplace √ if both parties meet all the necessary safety provisions in the Act. √ * Employees are compensated financially for any injury/disability √ resulting from performing their duties at their workplace. √ * In the event of the death of an employee as a result of a workrelated accident/disease, √ his/her dependant(s) will receive financial support. √ * Employers are protected from financial burden should an accident occur in the workplace √ provided that the employer was not negligent. √ * Employees do not have to contribute √ towards this fund. √ * The employees receive medical assistance √ provided there is no other party. √ * Any compensation to an employee/the family √ is exempt from income tax. √ * The processes √ are relatively simple. √ * Makes businesses more socially responsible √ as they cannot just employ workers at random in dangerous working conditions. √ * Workers are treated with dignity and respect √ as businesses view them as valuable assets and not just as workers. √   Any other relevant answer related to the positive impact of COIDA on businesses.    **AND/OR**  **Negatives**   * Claiming processes/procedures √ can be time-consuming. √ * Processes/Procedures required by this Act may be costly √ as paperwork places an extra administrative burden on businesses. √ * Employers have to register all their workers/make annual contributions to COIDA, √ which may result in cash flow problems. √ * Employers may be forced to pay heavy penalties √ if they are found guilty of negligence/not enforcing safety measures. √ * Workers who are temporarily/permanently employed in foreign countries √ are not covered. √ * Domestic/Military workers/Intelligence agencies √ are not covered. √   Any other relevant answer related to the negative impact of COIDA on businesses.  Max. | (2)  (2)  (2)  (2)  (8) |
| 1.7 | Effectiveness of the Employment Equity Act on businesses.   * Promotes equal opportunity √ and fair treatment in the workplace. √ * Ensures the implementation of affirmative action measures √ to redress the imbalances in employment. √ * Encourages diversity in business √ by employing people from various racial/ cultural/religious backgrounds. √ * Provides all employees with an equal opportunity √ to be selected/appointed/ promoted in a position. √ * Prevents unfair discrimination against employees √ in any employment policy/ practice on one/more grounds, including race/gender/disability/language, √ etc. * Creates a framework of acceptable employment practices √ and affirmative action measures. √ * Provides employees with legal recourse √ if they believe they have been unfairly discriminated against. √ * Encourages consultation √ between employer and employees. √ * Compels businesses to develop/implement√ an employment equity plan. √   Any other relevant answer related to the effectiveness of EEA on businesses. Max | (8) |
|  |  | **[60]** |

|  |  |
| --- | --- |
| **BREAKDOWN OF MARKS** | |
| **1.1** | **4** |
| **1.2** | **10** |
| **1.3** | **9** |
| **1.4** | **8** |
| **1.5** | **9** |
| **1.6.1** | **2** |
| **1.6.2** | **2** |
| **1.6.3** | **8** |
| **1.7** | **8** |
| **TOTAL** | **60** |

**QUESTION 2: BUSINESS ENVIRONMENT (LEGISLATION)**

**2.1 Introduction**

* The BCEA sets out conditions that ensure fair labour and human resources practices. √
* The Act applies to all employers and employees, except for members of the National Defence Force, National Intelligence Agency, South African Secret Services and unpaid volunteers working for charities. √
* The BCEA applies to casual, temporary and permanent employees as well as independent contractors. √
* Businesses should ensure that they comply with this Act to avoid penalties.

Any other relevant introduction related to the BCEA. (Max.) (2)

2.2 **Purpose of the Basic Conditions of Employment Act (BCEA)**

* Provides clear terms and conditions of employment √ for employers and employees. √
* Set minimum requirements/standards √ for the employment contract. √
* Regulates the right to fair labour practices √ as set out in the Constitution. √
* It adheres to the rules and regulations √ set out by the International Labour Organisation. √
* Regulates the variations √ of basic conditions of employment. √ x Advance economic development √ and social justice. √

Any other relevant answer related to the purpose of the BCEA.act.

(Max.) (10)

**2.3**  **Provisions of the BCEA**

**2.3.1 Hours of work/Work hours √√**

* Workers may not work for more than √ 45 hours in any week. √
* Workers may work nine hours a day √ if they work five days or less per week √/ eight hours a day √ if they work more than five days a week. √
* Night work performed after 18:00 and before 6:00 the next day by agreement √, must be compensated by allowance/reduction of work hours. √
* Ordinary work hours may be extended by agreement √ by a maximum of 15 minutes per day/maximum of sixty minutes per week to complete duties when serving the public. √
* Ordinary work hours may be reduced √ to a maximum of 40 hours per week/ 8 hours per day. √

Any other relevant answer related to hours of work as a provision of the BCEA.

Provision (2)

Discussion (2)

Sub-max. (4)

2.3.2 **Overtime √√**

* Workers must agree √ to work overtime. √
* Workers cannot work more than √ three hours’ overtime per day/10 hours per week. √

Overtime must be compensated as follows:

* One and half times the normal rate of pay √ for overtime worked on week days and Saturdays. √
* Double the normal rate of pay for overtime √ worked on Sundays and public holidays. √
* Overtime must be paid either at specified rate for overtime √ or an employee may agree to receive paid time off. √
* Minister of Labour may prescribe the maximum permitted working hours, including overtime, √ for health and safety reasons for a certain category of work. √

Any other relevant answer related to overtime as a provision of the BCEA.

Provision (2)

Discussion (2)

Sub-max. (4)

2.3.3 **Leave**

**Annual leave√√**

* Workers are entitled to:
  + 21 consecutive days √ annual leave per year √/One day √ for every 17 days worked √/One hour √ for every 17 hours worked. √
  + An employer can only pay a worker in lieu of leave√ if that worker leaves the job. √

Any other relevant answer related to leave as provision of the BCEA.

**Sick leave √√**

* Workers are entitled to: o Six weeks paid sick leave √ in a period of 36 months √/1 day paid sick leave √ for every 26 days worked during the first six months of employment. √
* A medical certificate may be required before paying an employee who is absent √ for more than two consecutive days/who is frequently absent. √
* Any other relevant answer related to sick leave as a provision of the BCEA

Provision (2)

Discussion (2)

Sub-max. (4)

**Maternity leave √√**

* A pregnant employee √ is entitled to four consecutive months' leave. √
* A pregnant employee may not be allowed to perform work √ that is hazardous to her unborn child. √
* The starting date is usually any time from four weeks before √ the expected date of birth or on advice of a doctor/midwife. √ Any other relevant answer related to maternity leave as a provision of the BCEA. NOTE: Adoption leave may also be accepted. Family responsibility leave √√
* Three to five (3 to 5) days paid leave per year on request √ in the event of the death of the employee's spouse/life partner/parent/ adoptive parent/ grandparent/child/adoptive child/grandchild/sibling. √
* An employer may require reasonable proof√, before granting this leave. √
* Male employees are entitled to a maximum of three/five day’s paternity leave √ when his child is born. √

Any other relevant answer related to family responsibility leave as a provision of the BCEA.

**NOTE: Adoption leave may also be accepted.**

**Family responsibility leave √√**

* Three to five (3 to 5) days paid leave per year on request √ in the event of the death of the employee's spouse/life partner/parent/ adoptive parent/ grandparent/child/adoptive child/grandchild/sibling. √
* An employer may require reasonable proof√, before granting this leave. √
* Male employees are entitled to a maximum of three/five day’s paternity leave √ when his child is born. √
* Any other relevant answer related to family responsibility leave as a provision of the BCEA.

Provision (2)

Discussion (2)

Sub-max. (4)

**NOTE: Award a maximum of FOUR marks for leave**.

2.3.4 **Meal breaks and rest periods** √√

* Workers must have a meal break of 60 minutes √ after five continuous hours of work. √
* This can be reduced to 30 minutes by written agreement, √ when working less than 6 hours per day. √
* A worker must have a daily rest period √ of 12 continuous hours√/a weekly rest period of 36 continuous hours √ which must include Sundays. √

Any other relevant answer related to meal breaks and rest periods as a provision of the BCEA.

Provision (2)

Discussion (2)

Sub-max. (4)

2.3.5 **Public holidays** √√

* Workers must be paid for any public holidays √ that fall on a working day. √
* Work on public holidays is by agreement √ and paid at double the rate. √
* Any other relevant answer related to public holidays as a provision of the BCEA.

Provision (2)

Discussion (2)

Sub-max. (4)

2.3.6 Termination of employment √√

* A contract of employment may only be terminated following one week’s notice, √ if the worker has been employed for six months or less. √
* A minimum of four weeks’ notice must be given, √ if the worker has been employed for a year or longer. √
* The employee must be given notice √ in writing. √ x An employee who is retrenched/dismissed for restructuring reasons √ is entitled to one week’s severance pay for every year of service. √
* Any other relevant answer related to termination of employment as a provision of the BCEA

Provision (2)

Discussion (2)

Sub-max. (4)

2.3.7 **Child and forced labour** √√

* It is illegal to employ a child √ younger than 15 years of age. √
* It is also illegal √ to force someone to work. √
* Businesses may employ children over the age of 15 years, √ if employment is not harmful to their health/wellbeing/education/moral and social development √/ minors under 18 years of age √ may not do dangerous work/work meant for an adult. √

Any other relevant answer related to child and forced labour as a provision of the BCEA

Provision (2)

Discussion (2)

Sub-max. (4)

**NOTE: Mark the first FOUR (4) provisions only. (4 x 4) (16)**

**2.4 Penalties businesses may face for not complying with this Act**

* Labour inspectors may serve a compliance order by writing to the Department of Labour √√
* The Director General may agree/change/cancel the compliance order. √√
* Labour inspectors may investigate/inspect/ask questions about complaints and remove records as evidence. √√
* Businesses may be taken to the labour court for a ruling. √√
* Businesses that are found guilty of non-compliance may face heavy fines/ penalties. √√
* They can be ordered to pay compensation and damages to the employee. √√
* Any other relevant answer related to the penalties businesses may face for non-compliance with the BCEA.

Max . (8)

**2.5 Positive impact of BCEA on business**

* Creates a framework of acceptable employment practices, √ e.g. legal employment contracts, work hours, leave, √ etc.
* Promotes fair treatment √ of employees in business. √
* The rules and regulations are very specific √, which clearly guides the employer how to deal with employment issues. √
* Encourages consultation √ between employers and employees. √
* Outlines minimum requirements √ that form the basis of employment contracts. √
* Work hours are specified so that the employer √ cannot exploit employees. √
* Employees are permitted to consult labour unions√ in cases where the BCEA conditions are violated. √
* Employees may submit complaints √ to labour inspectors who can address it. √

Any other relevant answer related to the positive impact of the BCEA on businesses.

Max. (12)

2.6 **Conclusion**

* Employers must keep record of employees/their work hours and remuneration. √√
* Businesses should display employees’ rights in terms of the BCEA in an area of the workplace where all employees can see it. √√
* Minister of Labour may make variations on BCEA regulations/provisions, so businesses must stay informed about amendments to the act. √√ Any other relevant conclusion related to the BCEA. Max. (2)

|  |  |  |
| --- | --- | --- |
| **BREAKDOWN OF MARKS ALLOCATION** | | |
| **Details** | **Maximum** | **Total** |
| Introduction | **2** | **Max.32** |
| Purpose of the BCEA | **10** |
| Provisions of the BCEA | **16** |
| Penalties for noncompliance | **8** |
| Positive impact of BCEA | **12** |
| Conclusion | **2** |
| **INSIGHT** |  | **8** |
| Layout | **2** |
| Analysis | **2** |
| Synthesis | **2** |
| Originality | **2** |  |
| **TOTAL MARKS** |  | **40** |

**TOTAL MARKS: 100**