



# basic education

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Department:  
Basic Education  
**REPUBLIC OF SOUTH AFRICA**

**NATIONAL  
SENIOR CERTIFICATE**

**GRADE 11**

**BUSINESS STUDIES P1  
EXEMPLAR NOVEMBER 2019  
MARKING GUIDELINES**

**MARKS: 150**

**These marking guidelines consist of 23 pages.**

**NOTES TO MARKERS**

1. Candidates' responses must be in full sentences for SECTIONS B and C. However, this would depend on the nature of the question.
2. Comprehensive marking guidelines have been provided but this is by no means exhaustive. Due consideration should be given to an answer that is correct, but:
  - Uses a different expression from that which appears in the marking guidelines
  - Comes from another source
  - Is original
  - A different approach is used

**NOTE:** There is only ONE correct answer in SECTION A.

3. Take note of other relevant answers provided by candidates and allocate marks accordingly. In cases where the answer is unclear or indicates some understanding, part-marks should be awarded, for example, one mark instead of the maximum of two marks.
4. The word 'Submax' is used to facilitate the allocation of marks within a question or sub-question.
5. The purpose of circling marks (guided by 'max' in the breakdown of marks) on the right-hand side is to ensure consistency and accuracy in the marking of scripts as well as for calculation and moderation purposes.
6. Subtotals to questions must be written in the right-hand margin. Circle the subtotals as indicated by the allocation of marks. This must be guided by 'max' in the marking guideline. Only the total for each question should appear in the left-hand margin next to the appropriate question number.
7. In an indirect question, the theory as well as the response must be relevant and related to the question.
8. Incorrect numbering of answers to questions or sub-questions in SECTIONS A and B will be severely penalised. Therefore, correct numbering is strongly recommended in all sections.
9. No additional credit must be given for repetition of facts. Indicate with an R.
10. Note that no marks will be awarded for indicating Yes/No in evaluation type questions requiring substantiation or motivation. (Applicable to SECTIONS B and C.)

11. The differentiation between 'evaluate' and 'critically evaluate' can be explained as follows:

11.1 When 'evaluate' is used, candidates are expected to respond in either a positive/negative manner or take a neutral (positive and negative) stance, e.g. **Positive:** 'COIDA eliminates time and costs spent√ on lengthy civil court proceedings.'√

11.2 When 'critically evaluate' is used, candidates are expected to respond in either a positive/negative manner or take a neutral (positive and negative) stance. In this instance, candidates are also expected to support their responses with more depth, e.g. 'COIDA eliminates time and costs spent√ on lengthy civil court proceedings√, because the employer will not be liable for compensation to the employee for injuries sustained during working hours as long as it can be proved that the business was not negligent.'√

**NOTE:**

1. The above could apply to 'analyse' as well.
2. Note the placing of the tick (√) in the allocation of marks.

12. The allocation of marks must be informed by the nature of the question, cognitive verb used, mark allocation in the marking guidelines and the context of each question.

Cognitive verbs, such as:

12.1 Advise, name, state, mention, outline, motivate, recommend, suggest, (list not exhaustive) do not usually require much depth in candidates' responses. Therefore, the mark allocation for each statement/answer appears at the end.

12.2 Describe, explain, discuss, elaborate, compare, distinguish, differentiate, justify, devise, analyse, evaluate, critically evaluate (list not exhaustive) require a greater depth of understanding, application and reasoning. Therefore, the marks must be allocated more objectively to ensure that assessing is conducted according to established norms so that uniformity, consistency and fairness are achieved.

13. Mark only the FIRST answer where candidates offer more than one answer for SECTION B and C questions that require one answer.

#### 14. SECTION B

14.1 If for example, FIVE facts are required, mark the candidate's FIRST FIVE responses and ignore the rest of the responses. Indicate by drawing a line across the unmarked portion or use the word 'Cancel'.

**NOTE:** This only applies to questions where the number of facts is specified.

14.2 If two facts are written in one sentence, award the candidate FULL credit. Point 14.1 above still applies.

14.3 If candidates are required to provide their own examples/views, brainstorm this to come up with alternative answers.

**14.4 Use of the cognitive verbs and allocation of marks:**

14.4.1 If the number of facts are specified, questions that require candidates to 'describe/discuss/explain' may be marked as follows:

- Fact 2 marks (or as indicated in the marking guidelines)
- Explanation 1 mark

The 'fact' and 'explanation' are given separately in the marking guidelines to facilitate mark allocation.

14.4.2 If the number of facts required is not specified, the allocation of marks must be informed by the nature of the question and the maximum mark allocated in the marking guidelines.

**14.5 ONE mark may be awarded for answers that are easy to recall, requires one word answers or is quoted directly from a scenario/case study. This applies to SECTIONS B and C in particular (where applicable).**

**15. SECTION C**

15.1 The breakdown of the mark allocation for the essays is as follows:

Introduction	<b>Maximum: 32</b>
Content	
Conclusion	
Insight	<b>8</b>
<b>TOTAL</b>	<b>40</b>

15.2 Insight consists of the following components:

<b>Layout/Structure</b>	Is there an introduction, body, proper paragraphs and a conclusion?	<b>2</b>
<b>Analysis and interpretation</b>	Is the candidate able to break down the question into headings/subheadings/interpret it correctly to show understanding of what is being asked?  Marks to be allocated using this guide:  All headings addressed: 1 (One 'A') Interpretation (16 to 32 marks): 1 (One 'A')	<b>2</b>
<b>Synthesis</b>	Are there relevant decisions/facts/responses made based on the questions?  Marks to be allocated using this guide:  No relevant facts: 0 (Two '-S') Some relevant facts: 1 (One '-S') Only relevant facts: 2 (No '-S')	

	<p>Option 1: Where a candidate answers 50% or more of the question with only relevant facts: no '-S' appears in the left margin. Award the maximum of TWO (2) marks for synthesis.</p> <p>Option 2: Where a candidate answers less than 50% of the question with only OR some relevant facts: one '-S' appears in the left margin. Award a maximum of ONE (1) mark for synthesis.</p> <p>Option 3: Where a candidate answers less than 50% of the question with no relevant facts: two '-S' appear in the left margin. Award a ZERO mark for synthesis.</p>	<b>2</b>
<b>Originality</b>	Is there evidence of examples, recency of information, current trends and developments?	<b>2</b>
<b>TOTAL FOR INSIGHT:</b>		<b>8</b>
<b>TOTAL MARKS FOR FACTS:</b>		<b>32</b>
<b>TOTAL MARKS FOR ESSAY (8 + 32)</b>		<b>40</b>

**NOTE:**

- No marks will be awarded for contents repeated from the introduction and conclusion.
- The candidate forfeits marks for layout if the words INTRODUCTION and CONCLUSION are not stated.
- No marks will be allocated for layout, if the headings 'INTRODUCTION and CONCLUSION are not supported by an explanation.

15.3 Indicate insight in the left-hand margin with a symbol e.g. ('L, A, -S and/or O').

15.4 The breakdown of marks is indicated at the end of the suggested answer/ marking guidelines to each question.

15.5 Mark all relevant facts until the SUBMAX/MAX mark in a subsection has been attained. Write SUBMAX/MAX after maximum marks have been obtained.

15.6 At the end of each essay, indicate the allocation of marks for facts and marks for insight as follows: (L – Layout, A – Analysis, S – Synthesis, O – Originality) as in the table below.

<b>CONTENT</b>	<b>MARKS</b>
Facts	32 (max.)
L	2
A	2
S	2
O	2
<b>TOTAL</b>	<b>40</b>

- 15.7 When awarding marks for facts, take note of the sub-maxima indicated, especially if candidates do not make use of the same subheadings. Remember headings and sub-headings are encouraged and contribute to insight (structuring/logical flow/sequencing) and indicate clarity of thought. (See MARKS BREAKDOWN at the end of each question.)
- 15.8 If the candidate identifies/interprets the question INCORRECTLY, then he/she may still obtain marks for layout.
- 15.9 If a different approach is used by candidates, ensure that the answers are assessed according to the mark allocation/subheadings as indicated in the memorandum.
- 15.10 15.10.1 Award TWO marks for complete sentences. Award ONE mark for phrases, incomplete sentences and vague answers.
- 15.10.2 With effect from November 2015, the TWO marks will not necessarily appear at the end of each completed sentence. The ticks (√) will be separated and indicated next to each fact, e.g. 'Product development is a growth strategy/where businesses aim to introduce new products√ into existing markets.'√  
This will be informed by the nature and context of the question, as well as the cognitive verb used.
- 15.11 With effect from November 2017, the maximum of TWO (2) marks for facts shown as headings in the memo, will not necessarily apply to each question. This would also depend on the nature of the question.

**SECTION A (COMPULSORY)****QUESTION 1****1.1 MULTIPLE CHOICE**

- 1.1.1 B ✓✓  
 1.1.2 C ✓✓  
 1.1.3 B ✓✓  
 1.1.4 A ✓✓  
 1.1.5 C ✓✓ (5 x 2) (10)

**1.2 ONE-WORD ITEMS**

- 1.2.1 selection ✓✓  
 1.2.2 Skills Development Act ✓✓  
 1.2.3 trademark ✓✓  
 1.2.4 psychographics ✓✓  
 1.2.5 net ✓✓ (5 x 2) (10)

**1.3 MATCHING ITEMS**

- 1.3.1 G ✓✓  
 1.3.2 H ✓✓  
 1.3.3 J ✓✓  
 1.3.4 A ✓✓  
 1.3.5 I ✓✓ (5 x 2) (10)

**TOTAL SECTION A: 30****BREAKDOWN MARK ALLOCATION**

QUESTION 1	MARKS
1.1	10
1.2	10
1.3	10
<b>TOTAL</b>	<b>30</b>

**SECTION B**

Mark the first TWO questions in this section.

**QUESTION 2: BUSINESS ENVIRONMENTS****2.1 Contemporary legislation that affects business operations:**

- National Credit Act ✓
- Consumer Protection Act ✓
- Employment Equity Act ✓
- Basic Conditions of Employment Act ✓
- Labour Relations Act ✓

**NOTE:** Mark only the first FIVE.

(5 x 1)

(5)

**2.2 Types of lobbying****Hedging against inflation ✓✓**

- The business use hedging by buying bonds, shares, property or buying precious metals like gold to protect capital from the effects of inflation. ✓
- Businesses invest surplus fund so that its value grows at a faster rate than inflation. ✓
- Businesses use hedging to protect their financial investments by spreading the risk. ✓
- Any other relevant answer related to hedging against inflation.

Submax 3

**Bargaining sessions between management and unions ✓✓**

- These sessions enable employees to negotiate with employers as a group to protect employees' rights. ✓
- Bargaining sessions prevent labour strikes and provide critical information to people in power. ✓
- The purpose of bargaining sessions is to find a win-win situation for all parties. ✓
- Any other relevant answer related to bargaining session between management and unions.

Submax 3

**Influencing supervisory body/regulators ✓✓**

- Businesses take an active role in professional bodies. ✓
- Through their membership, advocacy and submissions, they may be able to influence changes to existing regulations. ✓
- Business managers are involved in debates and discussions that shape public policies.
- Any other relevant answer related to influencing supervisory body/regulators.

Submax 3

**NOTE:** Mark only the first THREE.

(3 x 3)

(9)



2.3

<b>CHALLENGE (2.3.1)</b>	<b>BUSINESS ENVIRONMENT (2.3.2)</b>	<b>EXTENT OF CONTROL (2.3.3)</b>
(a) Vashnie Fashion Designers employ fashion designers who are always late for work despite several warnings. ✓	Micro-environment ✓✓	Full control ✓
(b) VFD purchase their raw materials from Ditebogo Clothing Manufacturers who are usually out of stock. ✓	Market environment ✓✓	Less or limited control ✓
(c) The government has increased import tariffs, making it difficult for VFD to continue importing designer clothing from China. ✓	Macro environment ✓✓	No control ✓
<b>MAX 3</b>	<b>MAX 6</b>	<b>MAX 3</b>

(12)

2.4

**Benefits of businesses that are involved in the macro environment:**

- Knowledge of the government regulations ✓ will enable the business to operate within them. ✓
- Keeping up with new technologies ✓ will enable the business to improve production and marketing. ✓
- The business can stay informed about the challenges/developments in the macro environment ✓ and can adapt to challenges quickly. ✓
- Entering the global market ✓ by using the internet to source suppliers and customers. ✓
- Working within the law ✓ can assist the business to set up contracts. ✓
- Taking advantage of economic changes ✓ such as exchange rates, tax breaks. ✓
- Any other relevant answer which the business can be involved in the macro environment.

Max (8)

**2.5 Relationship between the three business sectors**

- The secondary sector depends on the primary sector for raw materials and products. √√
- The secondary sector processes the raw materials obtained from the primary sector into more useful products. √√
- The primary sector in turn depends on the secondary sector for manufactured goods, such as machinery/equipment/fertilisers. √√
- The primary sector is dependent on the tertiary sector for its customer needs. √√
- The tertiary sector depends on the primary sector for raw materials that do not need processing by the secondary sector. √√
- The secondary sector depends on the tertiary sector for a variety of services such as banking and insurance cover. √√
- The tertiary sector depends on the secondary sector for manufactured goods, such as office machines/office furniture/stationary. √√
- Any other relevant answer related to the link between the primary, secondary and tertiary sector.

Max

**(6)**  
**[40]****BREAKDOWN OF MARKS**

<b>QUESTION 2</b>	<b>MARKS</b>
<b>2.1</b>	<b>5</b>
<b>2.2</b>	<b>9</b>
<b>2.3.1</b>	<b>3</b>
<b>2.3.2</b>	<b>6</b>
<b>2.3.3</b>	<b>3</b>
<b>2.4</b>	<b>8</b>
<b>2.5</b>	<b>6</b>
<b>TOTAL</b>	<b>40</b>

**QUESTION 3: BUSINESS OPERATIONS**

**3.1 Aspects/Contents of the employment contract**

- Personal details of the employee ✓
- Details of the business/employer, e.g. name/address ✓
- Job title/position ✓
- Job description ✓
- Job specifications ✓
- Date of employment/commencement of employment ✓
- Place where employee will spend most of his/her working time ✓
- Hours of work, e.g. normal time/overtime ✓
- Remuneration, e.g. weekly or monthly pay ✓
- Leave, e.g. sick/maternity/annual/adoption leave ✓
- Employee deductions (compulsory/non-compulsory). ✓
- Period of contract/Details of termination ✓
- Probation period ✓
- Signatures of both the employer and employee ✓
- List of documents that form part of the contract, e.g. appointment letter/code of conduct/ethics ✓
- Disciplinary policy, e.g. rules and disciplinary procedure for unacceptable behaviour ✓
- Any other relevant answer related to aspects of the employment contract.

**NOTE:** Mark only the first THREE. (3 x 1) (3)

**3.2 Distinction between piece-meal and time-related salary determination systems**

**NOTE:**

1. The answer does not have to be in tabular format.
2. The distinction does not have to link, but must be clear.
3. Award a maximum of TWO marks if the distinction is not clear./ Mark either piece-meal or time-related salary method.

<b>PIECE MEAL</b>	<b>TIME RELATED</b>
- Remunerated for specific ✓ piece of work. ✓	- Remunerated according to an agreed hourly rate ✓ irrespective of number units produced. ✓
- The type of work ✓ must be measurable. ✓	- Employees are paid according to the time spent at work, ✓ per hour for a basic of 40-hour week. ✓
- Often applies to people who work from home, ✓ e.g. articles produced, telephone calls made. ✓	- The employer pays overtime for additional time ✓ worked at overtime rates ✓
<b>Submax (2)</b>	<b>Submax (2)</b>

Max (4)

### 3.3 Recruitment

#### 3.3.1 Internal recruitment ✓✓

Thomas Financial Services advertised a post for an accountant on the notice board. ✓

**NOTE:** Do not allocate marks for the motivation if the recruitment method was incorrectly identified. (3)

#### 3.3.2 Other recruitment procedure that TFS should have followed

- The human resource manager should prepare/evaluate the job description ✓ to identify recruits. ✓
- HRM should indicate the job specification ✓ to attract suitable candidates. ✓
- If internal recruitment is unsuccessful ✓, external recruitment should be considered. ✓
- If the external recruitment is done, the relevant recruitment source should be selected ✓, e.g. recruitment agencies, tertiary institutions, newspapers. ✓
- The advertisement should be prepared with the relevant information ✓, e.g. the name of the company, contact details, contact person. ✓
- Place the advertisement in the selected media ✓ that will ensure that the best candidates apply. ✓
- Any other relevant answer related to other recruitment procedure.

**NOTE:** Do not award marks for responses quoted FROM QUESTION 3.3.1, e.g. advertise a post. Max (6)

#### 3.3.3 Roles of the interviewer during the interview

- Allocate the same amount of time to each candidate.
- Introduce members of the interviewing panel to each candidate/interviewee.
- Make the interviewee feel at ease.
- Explain the purpose of the interview to the panel and the interviewee.
- Record interviewees' responses for future reference.
- Do not misinform/mislead the interviewee.
- Avoid discriminatory/controversial types of questions, e.g. asking a female candidate about family planning/having children.
- Provide an opportunity for the interviewee to ask questions.
- Close the interview by thanking the interviewee for attending the interview
- Any other relevant answer related to the roles of the interviewer during the interview.

**NOTE:** Mark the first TWO only. (2 x 2) (4)



**3.6 Requirements of a safe environment in the workplace**

- All machinery and equipment must be correctly installed ✓ and safe to use. ✓
- Workers must be properly trained on how to use machinery ✓ and must be informed about the risks when using the machinery. ✓
- Regular safety checks must be carried out ✓ and machinery should be maintained and serviced regularly. ✓
- Workers need to wear protective clothing and gear ✓ when working with machinery and equipment. ✓
- Develop a culture of safety ✓ in the workplace. ✓
- Familiarise employees ✓ with safety procedures. ✓
- Any other relevant answer related to the requirements of a safe environment in the workplace.

Max (4)

**3.7 Ways in which businesses can comply with the Occupational Health and Safety Act, 1993 (Act 85 of 1993).**

- Employers who employ more than 20 employees must appoint at least 1 health and safety representative for every 100 employees. ✓✓
- Ensure health and safety of persons at work and during the use of plants and machinery. ✓✓
- Workers must be provided with protective gear to protect themselves in dangerous situations. ✓✓
- First aid boxes must be available at the workplace and in the factory. ✓✓
- Machinery must be maintained at regular intervals and repaired promptly. ✓✓
- Any other relevant answer related ways in which businesses can comply with the Occupational Health and Safety Act, 1993 (Act of 1993).

Max (6)  
[40]**BREAKDOWN OF MARKS**

<b>QUESTION 3</b>	<b>MARKS</b>
<b>3.1</b>	<b>3</b>
<b>3.2</b>	<b>4</b>
<b>3.3.1</b>	<b>3</b>
<b>3.3.2</b>	<b>6</b>
<b>3.3.3</b>	<b>4</b>
<b>3.4.1</b>	<b>3</b>
<b>3.4.2</b>	<b>4</b>
<b>3.5</b>	<b>3</b>
<b>3.6</b>	<b>4</b>
<b>3.7</b>	<b>6</b>
<b>TOTAL</b>	<b>40</b>

**QUESTION 4: MISCELLANEOUS TOPICS****BUSINESS ENVIRONMENTS****4.1 Challenges of the micro environment.**

- Difficult employees ✓✓
  - Lack of vision and mission statement ✓✓
  - Lack of adequate managerial skills ✓✓
  - The impact of unions ✓✓
  - Strikes and go-slows ✓✓
  - Skills shortages among employees ✓✓
  - High employee turnover ✓✓
  - Employee absenteeism ✓✓
  - Any other relevant answer related to the challenges of the micro environment.
- Max (8)

4.2 4.2.1 Piracy ✓✓ (2)

**4.2.2 The negative impact of piracy in the scenario**

- Steven Music Productions is losing sales and income ✓
- This leads to job losses in the music industry ✓

**NOTE:** Do NOT allocate marks for responses that are not quoted from the scenario. (2 x 1) (2)

**4.2.3 Other negative impact of piracy on businesses**

- Businesses lose sales and income. ✓✓
- Businesses lose out on productivity and profits. ✓✓
- Leads to job losses. ✓✓
- Businesses are reluctant to develop new talent ✓ due to the high risk involve. ✓✓
- It can undermine the music/film industry as they lose money. ✓✓
- Drives up the prices of products in order to compensate for the loss in sales. ✓✓
- May cause damage to the value of the business. ✓✓
- Any other relevant answer related to the negative impact of piracy on businesses.

**NOTE:** Do NOT allocate marks for responses that were quoted in QUESTION 4.2.2. Max (8)

**BUSINESS OPERATIONS****4.3 Marketing activities**

4.3.1 Storage ✓✓

4.3.2 Market research ✓✓

4.3.3 Transportation ✓✓ (6)

**4.4 Purpose of induction**

- Introduce new employees to management/colleagues ✓ to establish relationships with colleagues at different levels. ✓
- Create opportunities for new employees ✓ to experience/explore different departments. ✓
- Explain safety regulations and rules, ✓ so that new employees will understand their role/responsibilities in this regard. ✓
- Communicate information about the products/services ✓ of the organisation. ✓
- Allow new employees the opportunity to ask questions ✓ that will reduce insecurity/anxiety/fear. ✓
- Make new employees feel welcome ✓ by introducing them to their physical work space. ✓
- Any other relevant answer related to the purpose of induction. Max (6)

**4.5 Implications of Employment Equity Act (EEA), 1998 (Act 55 of 1998) on the human resources function.**

- Promote/Provide equal opportunities in the workplace. ✓✓
- Compile employment equity plans that indicate how they will implement affirmative action. ✓✓
- Ensure that affirmative action promotes diversity in the workplace. ✓✓
- Assign a manager to ensure that the employment equity plan will be implemented/regularly monitored. ✓✓
- Display a summary of the Act where employees can clearly see it/have access to it. ✓✓
- Report to the Department of Labour on the progress in the implementation of the equity plan. ✓✓
- Conduct medical/psychological tests fairly to employees/when deemed necessary. ✓✓
- Equal pay for work of equal value/Fair wages. ✓✓
- Ensure that the workplace represents the demographics of the country at all levels. ✓✓
- Define the appointment process clearly to ensure all parties are well informed. ✓✓
- Restructure/Analyse current employment policies/practices/procedures to accommodate designated groups. ✓✓ Retrain/Develop/Train designated groups through skills development programmes. ✓✓
- Any other relevant answer related to the implications of the EEA on the human resources function when making new appointments. Max (8)

(8)  
[40]

**TOTAL SECTION B: 80**

**BREAKDOWN OF MARKS**

QUESTION 4	MARKS
4.1	8
4.2.1	2
4.2.2	2
4.2.3	8
4.3.1	2
4.3.2	2
4.3.3	2
4.4	6
4.5	8
<b>TOTAL</b>	<b>40</b>



**SECTION C**

**Mark only the FIRST answer in this section.**

**QUESTION 5: BUSINESS ENVIRONMENTS (CONTEMPORARY SOCIO-ECONOMIC ISSUES)**

**5.1 Introduction**

- The Labour Relations Act makes certain provisions for collective bargaining, settling of labour disputes and for trade unions to discuss their roles and rights. ✓
- A trade union needs to be registered with the Registrar of Labour Relations. ✓
- Labour relations involve three parties, i.e. employer, employee and government. ✓
- A strike is usually the result of a labour dispute and takes place if workers refuse to work. ✓
- Go slows usually occurs when employees show up at work but work very slowly and produce fewer goods than usual. ✓
- Any other relevant introduction relating to Labour Relations Act/trade unions.

(2 x 1) (2)

**5.2 Reasons for the establishment of trade unions**

- Engaging in industrial action such as protests and strikes. ✓✓
- Taking political action to influence the government strategy. ✓✓
- Establishing minimum economic and legal conditions. ✓✓
- Providing protection for their members. ✓✓
- Engaging in collective bargaining for better terms and conditions. ✓✓
- Assisting workers who have grievances such as disciplinary action/victimization. ✓✓
- Negotiating with employers for decent working conditions/remuneration/benefits in order to improve the standard of living. ✓✓
- Negotiating recognition of the union and shop stewards by the employer. ✓✓
- Protecting workers against unfair labour practices and dismissal. ✓✓
- Take legal action on behalf of members when necessary. ✓✓
- Educating shop stewards and other members' on how to carry out their tasks in the union. ✓✓
- Any other relevant answer related to reasons for the establishment of trade unions.

Max (14)

**5.3 Purpose of Labour Relations Act**

- Provides a framework where the employees, trade unions and employers work together ✓ to discuss matters relating to employment, e.g. wages, conditions of employment. ✓
- Promotes orderly negotiations and employee participation ✓ in decision making in the workplace. ✓
- Promotes resolution ✓ of labour disputes. ✓
- Promotes fair ✓ employment practices. ✓
- Outlines the relationship ✓ between employees and employers. ✓

- Provides simple procedures ✓ for the registration of trade unions and employers' organisations. ✓
- Regulates the rights of trade unions and facilitates ✓ collective bargaining. ✓
- Regulates the effectiveness of bargaining councils ✓ and statutory councils. ✓
- Establishes workplace forums to promote ✓ the interest of all employees in the workplace whether they belong to the trade union or not. ✓
- Allows workplace forums ✓ where employees may participate in decision making. ✓
- Establishes the Commission for Conciliation, Mediation and Arbitration (CCMA) to resolve labour disputes ✓ through statutory conciliation, mediation and arbitration. ✓
- Endorses the right to strike against retrenchments, ✓ and facilitates labour disputes. ✓
- Clarifies the transfer ✓ of contracts of employment procedures. ✓
- Establishes Labour Courts and Labour Appeal Courts ✓ to deal with labour issues. ✓
- Offers codes ✓ of good practice. ✓
- Deals with ✓ strikes and lockouts and workplace forums. ✓
- Any other relevant answer related to the purpose of the Labour Relations Act.

Max (12)

5.4 Differences between *strikes* and *go-slows*

<b>STRIKE</b>	<b>GO-SLOW</b>
- Temporary collective refusal ✓ of employees to work. ✓	- The employees still carry on with their work, ✓ but at a much slower ✓ pace than normal. ✓
- A collective, organised cessation of work by employees ✓ to force employers to accept their demands. ✓	- The employees aim to disrupt the workplace ✓ production. ✓
- Workers will not be fired ✓ if they participate in a protected strike. ✓	- Workers participating in a go-slow are often punished ✓, sometimes fired. ✓
- Any other relevant answer related to strike action.	- Any other relevant answer related to go-slows.
<b>Submax (4)</b>	<b>Submax (4)</b>

- NOTE:**
1. The answer does not have to be in a tabular format.
  2. The distinction does not have to link but must be clear.
  3. Award a maximum of FOUR marks if the distinction is not clear./Mark either strike or go-slow.

Max (8)

**5.5 Functions of trade unions**

- Protecting the interests of workers. √√
- Representing the interests of general society and minority groups through media and negotiations. √√
- Influencing government decisions. √√
- Influencing management for better working conditions, salaries and benefits. √√
- Representing employees corporately and individually. √√
- Improving the material benefits of their members. √√
- Advancing the interests of members. √√
- Providing legal and financial advice. √√
- Providing benefits and educational facilities to its members. √√
- Supporting gender equality. √√
- Protecting members in times of retrenchments and disciplinary hearings. √√
- Protecting the interests of their members during disciplinary procedures. √√
- Any other relevant answer related to the functions of trade unions.

Max (12)

**5.6 Conclusion**

- The Labour Relations Act regulates the organisational rights of trade unions and promotes and facilitates collective bargaining. √√
- The Labour Relations Act requires agreement through sound labour relations between trade unions and employer organisations. √√
- A trade union is formed to protect employed members' democratic rights and to ensure predetermined standard of living. √√
- Any other relevant conclusion relating to, Labour Relations Act and trade unions.

Max (2)

**BREAKDOWN OF MARK ALLOCATION**

DETAILS	Maximum	Total
Introduction	2	Max 32
Establishment of unions	14	
Purpose of Labour Relations Act	12	
Differences between a strike and go-slow	8	
Functions of trade unions in promoting labour relations.	12	
Conclusion	2	
<b>INSIGHT</b>		
Layout		2
Analysis		2
Synthesis		2
Originality		2
<b>TOTAL MARKS</b>		<b>40</b>

\*LASO - for each component

Allocate 2 marks if all requirements are met.

Allocate 1 mark if some requirements are met.

Allocate 0 marks where requirements are not met at all.

**QUESTION 6: BUSINESS OPERATIONS (MARKETING FUNCTION)****6.1 Introduction**

- Packaging refers to the container or wrapping that holds a product or group of products. ✓
- Packaging of a product can influence a customer to buy or not to buy the product. ✓
- Consumer goods in businesses are categorised for marketing purposes. ✓
- Any other relevant introduction related to consumer goods/packaging.

Max (2)

**6.2 Categories of convenience goods**

Convenience goods ✓✓

- These are bought regularly without hesitation ✓ by consumers as they are not willing to spend time or effort e.g. bread and maize meal. ✓
- Any other relevant answer related to consumer goods.

Submax (4)

Shopping goods ✓✓

- These are also known as select goods ✓ as consumers spend time and effort in comparing similar goods, e.g. furniture. ✓
- Any other relevant answer related to shopping goods.

Submax (4)

Specialty goods ✓✓

- Consumers insist on buying particular brands ✓ as they will search and compare because of the decision made, e.g. Michael Kors shoes or Diesel jeans. ✓
- Any other relevant answer related to specialty goods.

Submax (4)

Unsought goods ✓✓

- Goods that consumers do not know or think ✓ of until the need for such arises, e.g. shower doors. ✓
- Any other relevant answer related to unsought goods

Submax (4)

Services ✓✓

- These are not tangible but rendered ✓ by service providers to consumers, e.g. garden services. ✓
- Any other relevant answer related to services.

Submax (4)

**NOTE:** Mark only the first TWO.

(4 x 2) (8)

**6.3 Purpose of packaging**

The purpose of packaging is to:

- Physically protect ✓ the product from any harm ✓
- Promote the marketing ✓ of a product ✓
- Prevent ✓ a product ✓ from getting spoilt ✓
- To prevent tampering ✓ or theft of a product ✓
- To improve convenience ✓ or storage of a product ✓
- Make product easier ✓ to identify ✓
- Any other relevant answer related to the purpose of packaging.

Max (8)

**6.4 Forms of packaging**

Speciality packaging ✓✓

- Products are packed in a certain way to create a certain image. ✓
- Any other relevant answer related to speciality packaging.

Submax (4)

Packaging for immediate use/Unit packaging ✓✓

- The package is effortless and easy to use the content. ✓
- Any other relevant answer related to packaging for immediate use.

Submax (4)

Re-useable packaging ✓✓

- Packaging can be used for the same purpose more than once. ✓
- Any other relevant answer related to re-usable packaging.

Submax (4)

Packaging for double use ✓✓

- The packaging can be used for something else. ✓
- Any other relevant answer related to packaging for double use.

Submax (4)

Kaleidoscopic packaging ✓✓

- Certain part of the packaging changes continuously. ✓
- Any other relevant answer related to kaleidoscopic packaging.

Submax (4)

Combination packaging ✓✓

- Two related items are packaged together. ✓
- Any other relevant answer related to combination packaging.

Submax (4)

Unique packaging ✓✓

- Consumer buys the product to obtain the container. ✓
- Any other relevant answer related to unique packaging.

Submax (4)

Packaging for re-sale ✓✓

- Buying products in bulk to sell them separately in smaller quantities. ✓
- Any other relevant answer related to packaging for re-sale.

Submax (4)

**NOTE:** Mark only the first THREE.

(4 x 3) (12)

**6.5 Types of pricing strategies/techniques to attract customers**

Penetration pricing √√

- Businesses should sell products at a low price for a specific period to attract customers. √√
- Increase prices once after gaining market share. √√
- Any other relevant answer related to penetration pricing technique

Submax (4)

Price skimming √√

- Sell a new or old version of a product at a high price. √√
- Sell at lower prices as new competitors enter the market √√
- Any other relevant answer related to price skimming technique

Submax (4)

Discount pricing √√

- Offer a discount on bulk purchases to increase sales. √√
- Sell cheaper products priced in large volumes. √√
- Any other relevant answer related to discount pricing strategies

Submax (4)

Competitive pricing

- Put prices in line with your competitors' price or just below their prices. √√
- Conduct research of competitor's prices. Retailers must be fully informed of the prices their competitors charge and also know how sensitive their customers are about prices. √√
- Any other relevant answer related to competitive pricing technique

Submax (4)

**NOTE:** Mark only the first FOUR.

(4 x 4)

**(16)**

**6.6 Conclusion**

- Packaging must be eye-catching and attract the immediate attention of the consumer. √√
- A trademark can only be protected if it is registered according to the requirements of the Trade Marks Act. √√
- Business need to offer their products at affordable prices to attract more customers. √√
- Any other relevant conclusion related to consumer goods/packaging/trademarks.

(Any 1 x 2)

(2)

**[40]**

**BREAKDOWN OF MARK ALLOCATION**

<b>DETAILS</b>	<b>MAXIMUM</b>	<b>TOTAL</b>
Introduction	2	Max 32
Categories of consumer goods	8	
Purposes of packaging	10	
Forms of packaging.	12	
Pricing strategies	16	
Conclusion	2	
<b>INSIGHT</b>		
Layout		2
Analysis		2
Synthesis		2
Originality		2
<b>TOTAL MARKS</b>		<b>40</b>

\*LASO – For each component:

Allocate 2 marks if all requirements are met.

Allocate 1 mark if only some of the requirements are met.

Allocate 0 marks where requirements are not met at all.

**TOTAL SECTION C: 40**  
**GRAND TOTAL: 150**