

**BUSINESS STUDIES: PAPER I**

**EXAMINATION NUMBER**

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**ANSWER BOOKLET**

**SECTION A**

**QUESTION 1**

Indicate the **most correct** answer by making a cross (X) in the column over the corresponding letter for each question.

1.1	A	B	C	D
1.2	A	B	C	D
1.3	A	B	C	D
1.4	A	B	C	D
1.5	A	B	C	D

1.6	A	B	C	D
1.7	A	B	C	D
1.8	A	B	C	D
1.9	A	B	C	D
1.10	A	B	C	D

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**QUESTION 2**

2.1	
2.2	
2.3	
2.4	
2.5	
2.6	
2.7	
2.8	

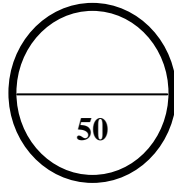
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**QUESTION 3**

3.1	
3.2	
3.3	
3.4	
3.5	
3.6	
3.7	

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**SECTION B**



**QUESTION 4**

4.1

<b>Technique/tool used to gather information from the environment</b>	<b>Environment to which the technique/tool best lends itself to be used</b>
Value chain analysis	4.1 (a)
Balanced Scorecard	4.1 (b)

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4.2

<b>Two of Porter's Five Forces Model</b>	<b>Challenge being faced</b>	<b>Strategy to overcome challenge</b>
<b>4.2.1 Level of rivalry in the market</b>	(2 marks)	(2 marks)
<b>4.2.2 The power of buyers</b>	(2 marks)	(2 marks)

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4.3

<b>Vision Statement:</b>
<b>Mission Statement:</b>

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4.4

<b>PESTLE Factor</b>	<b>Challenge being faced</b>	<b>Strategy to overcome challenge</b>
<b>Social Factor</b>	(2 marks)	(2 marks)
<b>Technological Factor</b>	(2 marks)	(2 marks)
<b>Legal Factor</b>	(2 marks)	(2 marks)

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4.5.1 Explain how the following factors could lead to conflict at an Absa branch:

<b>*Change in Absa's management structure:</b>	(2 marks)
<b>*Poor Communication between Head Office and the Absa branch:</b>	(2 marks)
<b>*Lack of Resources:</b>	(2 marks)

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4.5.2 Discuss, using an example, how dysfunctional conflict could have an impact on Absa's corporate image.


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4.5.3 Consider the following scenario: All Absa branches are smoke-free zones. An Absa employee is found smoking outside the entrance to an Absa branch. Customers entering the branch have complained to management about the actions of the employee.

How should an Absa branch manager deal with the potentially conflicting situation? Motivate your answer.


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4.5.4 Give an **example** of when it would be appropriate for an Absa branch manager to use the following leadership styles:

<b>*Democratic:</b>	(2 marks)
<b>*Autocratic:</b>	(2 marks)
<b>*Transformational:</b>	(2 marks)
<b>*Situational:</b>	(2 marks)

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