



BUSINESS STUDIES: PAPER II

Time: 2 hours

100 marks

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY

1. This question paper consists of 4 pages. Please check that your question paper is complete.
2. Read the questions carefully and plan the length of your answers in relation to the sections being covered in each question.
3. Answer **both Question 1 and Question 2**.
4. Number your answers exactly as the questions are numbered.
5. Each question must be answered on a **new page**.
6. Candidates are advised to pay special attention to the use of language.
7. It is in your own interest to write legibly and to present your work neatly.
8. Answers must be completed in the Answer Book provided.

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.
- Content: Must be sufficient to cover all aspects of the question.
- Substantiation: Justification for statements made.
- Application to case study/context.
- Creative problem solving rather than just giving theoretical facts.
- Synthesis and sequencing.

QUESTION 1

Read the following sources before answering the question that follows:

SOURCE A

Group Chief Executive of Famous Brands, Parent Company of Debonairs Pizza – Johannesburg; Tuesday, 14 October 2014:

A lot has been written in the media over the past few weeks regarding the arrival of both Pizza Hut and Domino's Pizza in SA, with both spokespersons signalling their intention to stir things up within the pizza space in the short term, not to mention making certain comments about the existing pizza brands in South Africa regarding issues such as quality, service, delivery, innovation, etc.

We are South Africa's leading quick service restaurant pizza brand and have over the years won many accolades for quality, service and innovation – as voted for by the people who really matter – the South African public. The brand has also won many industry awards as a franchisor.

We will fight with every ounce of our resolve to protect not only our Debonairs Pizza market share, but also, and just as important, protect every single one of our franchise partners who have invested in the Debonairs Pizza brand.

Let the pizza wars begin and let's allow the South African consumer to make the ultimate decision by voting for their favourite pizza brand with their wallets and their throats.

[Downloaded and adapted from: <http://www.famousbrands.co.za/news_articles/2014/fb_turns_up_heat_in_pizza_market.php 7/11/2014> on 7th November 2014]

SOURCE B

- **Nothing energises me more than being involved in a good 'scrap' to defend our business.**
 - **Innovation will be key in the battle to grab market share.**
- Hedderwick – 2014

[Downloaded and adapted from: <<http://www.moneyweb.co.za>> on 7th November 2014]

SOURCE C

Famous Brands treads carefully but aggressively

[Downloaded and adapted from: <<http://www.bdlive.co.za/business/retail/2014/04/06/famous-brands-treads-carefully-but-aggressively>> on 8th December 2014]





From **Sources A, B and C** it is clear that Mr Kevin Hedderwick (CEO of Famous Brands) and his team will be positioning Famous Brands for a full-scale pizza war within the fast food market. Their aim is to maintain the title as South Africa's leading pizza brand and to grow the brand's market share to compete with these international pizza brands.

You have recently been approached by Mr Hedderwick to help Famous Brands strengthen Debonairs' marketing strategies to deal with the influences of the ever changing external environment Famous Brands operates in.

Requirements:

Write a business report to Mr Hedderwick in which you discuss:

- The impact of the external environment on the marketing function. Include possible tools/models that Mr Hedderwick and his team could use to assess the influences of the external environment.
- The 7 Ps of marketing to develop marketing strategies to respond to the influences of the external environment on the Debonairs brand.

[50]



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you're in good company

QUESTION 2

Read the following scenario and then answer the question that follows:

Famous Brands Management Training Workshop

Date : 10 November 2015
Time : 10:00 for 10:30
Venue : 478 James Crescent, Midrand
Presented by : Mr Kevin Hedderwick



Click here for directions: [View the Map](#)

Training workshop for all: Marketing, Administration, Public Relations, Production, Human Resources, Purchasing and Finance Managers.



Topics to be covered in the management training workshop:

1. Management and Leadership Styles
2. Motivational Factors
3. Management Tasks
4. Management Competencies

[Pictures downloaded from: <<http://www.innovationmanagement.se>> 11 November 2014 and <<http://www.bdlive.co.za>> 11 November 2014]

As the Human Capital manager at Famous Brands, you have recently attended the management training workshop and decided to issue a business report to all Famous Brands franchisees.

Requirements:

Use the topics from the **management training workshop** to explain and recommend ways in which the franchisees could deal with **current and future problems**.

[50]

Total: 100 marks