



NATIONAL SENIOR CERTIFICATE EXAMINATION
NOVEMBER 2018

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.
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The following aspects will be considered when marks are allocated in this paper:

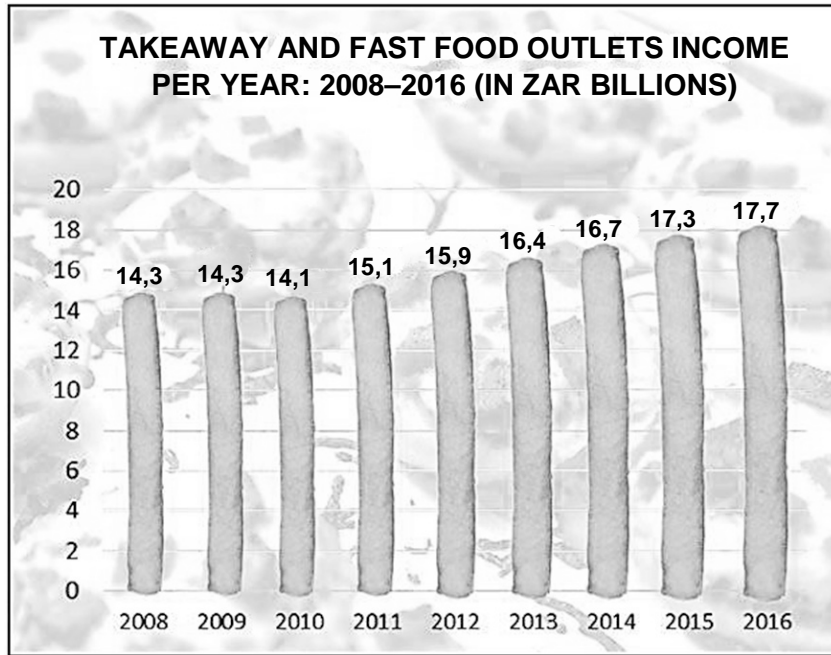
- Format:
 - The CORRECT format for each question must be used, i.e. business report.
 - Where applicable, include an introduction and conclusion.
 - Use headings and sub-headings where appropriate.
- Terminology: correct business terminology should be used.
- Content: must be sufficient to cover all aspects of the question.
- Substantiation: justification for statements made.
- Application to case study/context/theme.
- Creative problem-solving rather than just giving theoretical facts.
- Synthesis and sequencing.

QUESTION 1

Study the following sources before answering the question that follows.

SOURCE A

In South Africa, takeaway and fast food outlets have seen steady growth between 2010 and 2016. However, growth is slowing. The growth between 2015 and 2016 was just 2,3% compared to the 7% achieved between 2010 and 2011, as seen from the graph below.



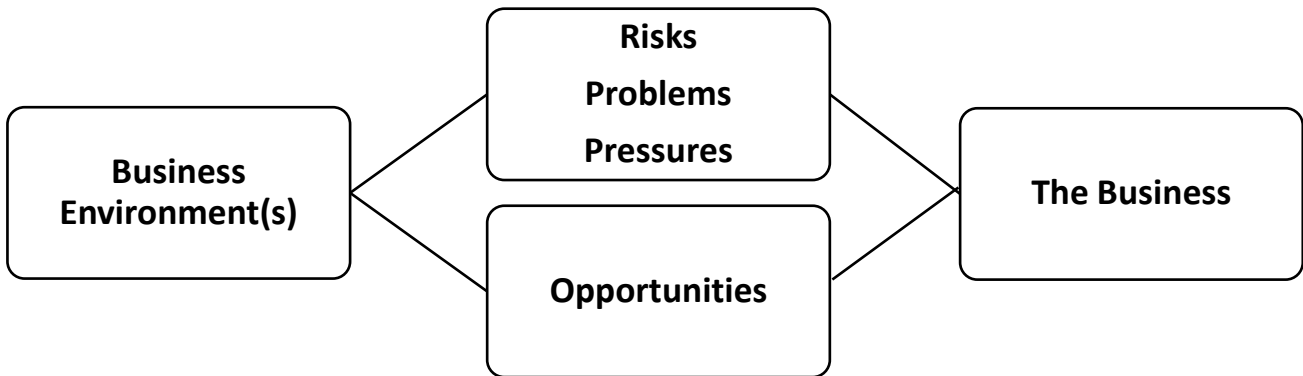
Of concern for the industry is that since the beginning of 2017 takeaway and fast food outlets have not recorded positive growth in terms of income. The market remains highly competitive with local and international brands fiercely competing for consumers' share of their wallets and stomachs.

[Source adapted from: <<http://www.bizcommunity.com>> Accessed on 28 October 2017]

SOURCE B



[Source: <<http://riskevolves.com>> Accessed on 28 October 2017]

SOURCE C

Nobody said running a business was going to be easy! Every business faces challenges (risks). Risks can never be completely eliminated. However, by being aware of what these risks are, the business can steer a course of action to minimise the impact of these risks, while at the same time capitalising on opportunities that may present themselves.

Required:

As part of a market research team studying the fast food industry in South Africa, you have been asked to write a business report to the top management of a fast food business of your choice in which you:

- Assist the business to **identify risk factors** (internal and external) and **possible opportunities for a fast food business**.
- Suggest appropriate strategies that could be used by managers to deal with these situations.

HINT: You may relate your response to one business you have studied in-depth OR a variety of such businesses.

[50]

QUESTION 2

Study the following sources before answering the question that follows.

SOURCE A



SOURCE B



[Sources: <<https://www.shrm.org>> and <<https://www.liquidplanner.com>> Accessed on 28 October 2017 and 6 May 2018]

SOURCE C

Workplace conflicts are a common problem in many businesses. Unfortunately, conflict can lead to a number of negative influences, not only on individual employees but also on the business itself.

[Source: <<http://www.businessnlpacademy.co.uk>> Accessed on 28 October 2017]

Conflict is a natural part of any workplace. Conflict can be helpful when it leads to positive changes in the work environment. However, unresolved conflict can potentially have negative implications on the workplace. Recognising and addressing the factors that give rise to the potential for conflict is essential when one considers productivity in the business.

Required:

Write a business report to a franchise owner in which you assess possible **reasons for conflict** in the fast food industry. Make recommendations as to how various **labour laws, third party interventions and any other strategies** could be used to prevent and resolve conflict situations.

[50]

Total: 100 marks