



**BUSINESS STUDIES: PAPER II**

Time: 2 hours

100 marks

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**PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY**

1. This question paper consists of 3 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 a 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 source before answering the question that follows.**

**SOURCE**

**Petrol Stations in South Africa**

South African customers are generally satisfied with whom they choose to use when filling up with petrol. South African Customer Satisfaction Index (SACSI) is a national economic indicator of customer satisfaction in the quality of products and services available to household consumers in South Africa.

The index surveyed 2,301 customers of Sasol, Caltex, Shell, Total, Engen, and BP.

#	Brand	Score
1	Sasol	80,9
2	Shell	79,8
3	Total	78,7
<i>Industry Average</i>		<b>78,6</b>
4	Engen	78,2
5	Caltex	77,9
6	BP	77,4

Sasol emerged as industry leader at 80,9 out of 100, with its customers naming it as the ideal petrol station. Shell (79,8), Total (78,7), Engen (78,2), Caltex (77,9) and BP (77,4) were all statistically on par with the industry average.

Although there is no significant price differentiation between the various brands in terms of the fuel price, customers perceive the value that they receive from the various service stations differently. This means that perceived value at fuel service stations is influenced by elements other than the price of fuel.

[Source adapted from: <<https://businesstech.co.za/news/general/102022/best-and-worst-petrol-stations-in-south-africa/>> 29/11/2018]

The primary purpose of customer satisfaction measurement is to assess operational performance levels and to analyse what is happening in the business.

**Required:**

You have been asked to write a business report to a petrol station owner, where you provide advice on Operational (Organisational) Performance.

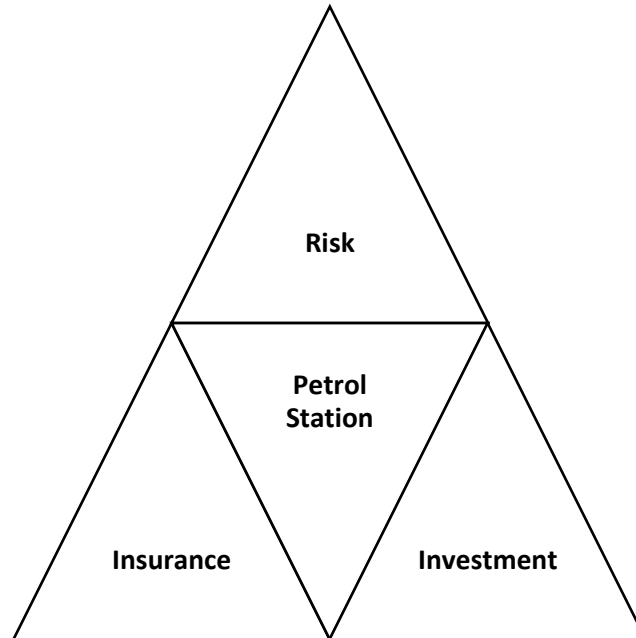
Your report should:

- assess possible negative and/or positive eventualities that could be experienced in the operations of a petrol station.
- include strategies that can be implemented by the petrol station owner to improve the performance of the business.

**[50]**

**QUESTION 2**

Study the following sources before answering the question that follows.

**SOURCE A****SOURCE B**

Petrol stations are an integral part of modern society. More specifically, they enable mobility; affording people many fundamental rights, such as going to work, attending school and transporting goods and services around the country.

While the investment from a time and financial perspective is immense, petrol stations are still regarded as a profitable business opportunity. Operators can maximise revenues, through the addition of alternate profit centres to the forecourts, such as quick-service restaurants, convenience stores and car washes.

[Source Adapted from: <<http://www.bizcommunity.com/Article/196/163/157712.html>> 29/11/2018]

A business's Financial Wellbeing is at the core of its operations and therefore it is important that insurance and investment options are analysed in depth and strategically planned.

**Required:**

You have been asked by the owner of a petrol station to assist in ensuring that the business is financially sustainable with the view of growing the business over a long term.

Write a business report to the owner of the petrol station where you assess and make recommendations on how insurance and investments could be used strategically to assist with long term planning and success of the business.

**[50]**

**Total: 100 marks**