 Province of the

EASTERN CAPE

EDUCATION

**DIRECTORATE SENIOR CURRICULUM MANAGEMENT (SEN-FET)**

**HOME SCHOOLING SELF-STUDY WORKSHEET**

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| **SUBJECT** | **BUSINESS STUDIES** | **GRADE** | **12** | **DATE** | **24/06/2020** |
| **TOPIC** | **BUSINESS ENVIRONMENT** | **TERM 1**  **REVISION** | **X** | **TERM 1 CONTENT** |  |

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| **QUESTION 1: BUSINESS ENVIRONMENT** | | |  |
| SCE DBE/2019 | | |  |
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| 1.1 | Components of the PESTLE analysis.   * Political√ * Economical√ * Social√ * Technological√ * Legal√ * Environmental√   **NOTE: Mark the first FOUR (4) only. (4 x 1)** | | (4) |
|  |  | |  |
| 1.2 | **Purpose of the Labour Relations Act (LRA).**   * Provides a framework/structure for labour relations between employers/ employees/trade unions/employer organisations. √√ * Promotes/Facilitates collective bargaining at the workplace/at sectorial level. √√ * Promotes workplace forums to accommodate employees in decision making. √√ * Provides for the right to lock-out by the employer as a reaction to lengthy strikes. √√ * Promotes fair labour practice between the employers and employees. √√ * Clarifies the transfer of employment contracts between the existing and new employers. √√ * Promotes simple procedures for the registration of trade unions/employer organisations. √√ * Advances economic development/social justice/labour peace to ensure that the workplace maintains the basic rights of employees. √√ * Establishes the Commission for Conciliation, Mediation and Arbitration (CCMA) for dispute resolutions. /Makes provision for settling labour disputes. √√ * Establishes Labour Courts and Labour Appeal Courts. √√   Any other relevant answer related to the purpose of the LRA. Max | | (8) |
|  |  | |  |
| 1.3 | **Consumer rights:** | |  |
|  |  |  |  |
|  | 1.3.1 | Right to choose √√ |  |
|  |  |  |  |
|  | 1.3.2 | Right to privacy and confidentiality √√ |  |
|  |  |  |  |
|  | 1.3.3 | Right to equality in the consumer market place √√ |  |
|  |  |  |  |
|  | 1.3.4 | Right to fair value/good quality and safety √√ | (8) |
|  |  | |  |
| 1.4 | **Legislation** | |  |
|  |  |  |  |
|  | 1.4.1 | National Credit Act/National Credit Act, 2005 (Act 34 of 2005)/ NCA√√  **Motivation**  The management of MFS always conducts a financial affordability assessment of each client who applies for a loan. / Mohammed Financial Services opened a money market department which grants loans to their customers. √  **NOTE: Do not award marks for the motivation if the Act was incorrectly identified**.  Max | (3) |
|  |  |  |  |
|  | 1.4.2 | **Other ways to comply with the NCA**   * Businesses should register√ with the National Credit Regulator. √ * Obtain credit records/checks of clients√ before granting loans. √ * Submit an annual compliance report√ to the National Credit Regulator. √ * Conduct credit check with a registered credit bureau√ and consult with National Credit Register. √ * Businesses must have procedures in place√ to comply with the provision of the Financial Intelligence Centre Act (FICA). √ * Verify the identity of clients, report suspicious transactions/train staff on their obligations√ in terms of FICA. √ * Offer applicants√ pre-agreement statements. √ * Disclose all costs√ of a loan√/No hidden costs√ should be charged/added. √   Any other relevant answer related to other ways in which businesses can comply with the NCA.  **NOTE. 1: Do not award marks for conducting a financial affordability assessment**  **to clients who apply for loans.**  **2 Accept relevant facts if the NCA was incorrectly identified as an answer in**  **Question 1.4.1. Max** | (8) |
|  |  |  |  |
| 1.5 | **Types of intensive strategies.**  **1.5.1 Market penetration√√**   * Businesses focus on selling existing products into existing market to increase their market share.√ * Businesses use market research on existing clients to decide how improve their marketing mix. √ * Aggressive marketing campaigns such as lowering/reducing prices are used to attract potential/existing clients. √ * Embark on an intensive advertising campaign to increase awareness and customer loyalty. √ * Employ more sales staff to improve sales services. √   Any other relevant answer related to a description of market penetration as an intensive strategy.  Strategy (2)  Description (1)  Sub max (3)  1.5.2. **Market development√√**   * It is a growth strategy where businesses aim to sell its existing products in new markets. √ * Businesses target consumers in a potential market that is outside of its normal target market.√ * Increase sales of existing products through the development of new markets. √ * Restructure pricing policies to cater for customers of all income levels. √   Any other relevant answer related to a description of market development as an intensive strategy.  Strategy (2)  Description (1)  Sub max (3)  1.5.3 **Product development √√**   * It is a growth strategy where businesses aim to introduce new products into existing markets. √ * Businesses generate new ideas/develop new products/ services. √ * Businesses conduct test marketing/market research to establish whether new products will be accepted by existing customers. √ * New products may be different/of a higher quality than those of competitors. √   Any other relevant answer related to a description of product development as an intensive strategy.  Strategy (2)  Description (1)  Sub max (3) | | (9) |
|  | **TOTAL** | | **[40]** |
|  |  | |  |