higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

BUSINESS PRACTICE
NQF LEVEL 4

15 November 2024

This marking guideline consists of 12 pages.

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SECTION A

QUESTION 1

1.1

1.1.1	A
1.1.2	B
1.1.3	D
1.1.4	C
1.1.5	B
1.1.6	D
1.1.7	C
1.1.8	B
1.1.9	A
1.1.10	C
1.1.11	D
1.1.12	B
1.1.13	D
1.1.14	C
1.1.15	A

(15 × 1) (15)

1.2

1.2.1 True (1)

1.2.2 False.✓
It is when you delay or postpone something that needs to be done that you don't like doing.✓
OR
Time-cost is the relationship between how much you think about a task and the time taken to complete the task. (2)

1.2.3 False.✓
- All team members work together towards a collective goal.✓
- All team members work together in consultation with one another.
- All team members provide their input.

OR

Individualism in any business undertaking is about working as an individual without anyone else's input.

(Any ONE phrased in own words) (2)

1.2.4 True (1)

1.2.5 False.✓
It is a decision not to buy any products of a business.✓ (2)

1.2.6 True (1)

1.2.7 True (1)

	1.2.8	False.✓ Traditional media includes radio, television and newspapers.✓ OR Social media includes Facebook, Twitter, Instagram, etc	(2)
	1.2.9	True	(1)
	1.2.10	False.✓ Strategic alliances are temporary partnerships between organisations or individuals to achieve a common goal.✓	(2)
1.3	1.3.1	F✓✓	
	1.3.2	K✓✓	
	1.3.3	J✓✓	
	1.3.4	H✓✓	
	1.3.5	I✓✓	
	1.3.6	B✓✓	
	1.3.7	A✓✓	
	1.3.8	G✓✓	
	1.3.9	D✓✓	
	1.3.10	E✓✓	
		(10 × 2)	(20)
			[50]

TOTAL SECTION A: 50

SECTION B

QUESTION 2

2.1 Loadshedding can be defined as relieving stress on a primary energy source when demand for electricity is greater than the primary power source can supply.✓✓

OR

Loadshedding means that no electricity is available at certain times to try and save of a primary energy source.

(Please look at how students phrase this in their own words) (2)

2.2
- Loss of customers✓
- Loss of sales✓
- Refrigeration may stop working and result in food going bad/becoming inedible✓
- Temporary commercial and communication disruptions✓
- Cellular, internet and mobile services can be affected ✓
- Traffic disruptions and longer driving times ✓
- Trains may experience delays
- Essential services such as ATMs and filling stations may be disrupted
- Water supply outages or decrease in water pressure
- For longer outages, ordinary electricity alternatives may not function
- Increased expenditure on fuel for generators
- Increased security threat
- Alarm systems and electric fences may be adversely affected
- Opportunistic criminal activity can also increase

(Any other relevant answer) (Any 6 × 1) (6)

2.3
- Invest in electricity alternatives such as a generator, solar panels, inverters.✓
- Optimise the number of raw materials needing cold storage.✓
- Keep customers informed if there is a possibility of missing a key deadline.✓
- Install backup lighting in key points in the business. ✓
- Change the security protocols during confirmed outages. ✓
- Have own water tanks. ✓
- Arrange alternative transport for employees who make use of trains.
- Have back-up batteries for alarm systems.
- Buy ice in bulk to keep important products cold

(Any other relevant answer) (Any 6 × 1) (6)

2.4
- Greater chance of traffic accidents✓
- Possible road rage from irritated drivers✓
- Equipment may break✓
- Electrical fires may occur when the power is restored
- Increase in opportunistic criminal activity
- Vehicles may experience mechanical issues when continuously driving very slowly

(Any other relevant answer) (Any 3 × 1) (3)

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2.5 2.5.1
- Emergency lights ✓
- Candles ✓
- Gas stoves ✓
- Generators ✓
- Solar panels
- Gas

(Any other relevant answer) (Any 4 × 1) (4)

2.5.2
- Buying a generator ✓
- Installing solar panels ✓
- Installing an inverter
- Using a gas stove for cooking
- Switching to using woodfired ovens
- Grilling on a braai/gas braai
- Using candles/lanterns to provide light

(Any other relevant answer) (Any 2 × 1) (2)

2.6
- Businesses closing during loadshedding ✓
- No sales during loadshedding ✓
- Increased expenses ✓
- Increased unemployment rate
- Increased crime
- Less business tax paid to the government due to lower sales
- Less personal tax paid to government due to increased unemployment

(Any other relevant answer) (Any 3 × 1) (3)

2.7
- Theft of electricity cables ✓
- House break-ins ✓
- Smash and grab incidents from cars that are stuck in traffic ✓
- Surge in street robberies and muggings ✓
- Vehicle theft
- Hijackings

(Any other relevant answer) (Any 4 × 1) (4)

[30]

QUESTION 3

3.1 It is the process of exchanging information✓ through verbal and non-verbal methods.✓ (2)

3.2
- Meetings ✓
- Internal newsletter ✓
- Intranet website ✓
- Emails
- Conference calls
- Instant messages
- Social media
- Blogs
- Podcasts
- Notice boards

(Any other relevant answer) (Any 3 × 1) (3)

3.3
- Active listening ✓
- Lines of communication should be clear and direct ✓
- Adapt the communication style to the listeners ✓
- Lines of communication should be uninterrupted
- Friendliness
- Giving and receiving constructive feedback
- Official communication should be signed and issued by the person in charge
- Confidence
- Volume and clarity
- Empathy and respect
- Understanding non-verbal messages

(Any other relevant answer) (Any 3 × 1) (3)

3.4
3.4.1 Aggressive ✓
3.4.2 Passive-aggressive ✓
3.4.3 Passive ✓
3.4.4 Assertive ✓
3.4.5 Passive ✓
3.4.6 Passive aggressive ✓
3.4.7 Aggressive ✓
3.4.8 Assertive ✓

(8 × 1) (8)

3.5
- Differences in language and culture ✓
- Physical barriers ✓
- Semantic differences
- Physiological barriers
- Poor presentation
- Organisational barriers
- Individual linguistic ability
- Technological barriers
- Psychological factors

(Any other relevant answer) (Any 2 × 1) (2)

3.6 3.6.1
- Implement a workplace information destruction policy.✓
- Implement a clean desk policy.✓
- Train employees on the importance of document security.✓
- Share confidential information with those who need to know.✓
- Promptly report any actual or suspected unauthorised access to management. ✓
- Include a non-disclosure clause in employment agreements. ✓
- Limit access to sensitive information. ✓
- Get rid of confidential and sensitive information appropriately. ✓

(Any other relevant answer) (Any 8 × 1) (8)

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3.6.2
- It protects their plans, strategies and trade secrets from being shared.✓✓
- They could otherwise risk their ideas being copied or stolen.✓✓
- High confidentiality eliminates the chance of misuse of data and sensitive information.
- Confidentiality keeps the company's reputation intact.
- To adhere to the POPIA Act with regard to confidentiality of information of customers.

(Any other relevant answer) (Any 2 × 2) (4)

[30]

QUESTION 4

4.1
- Regular educational programmes on cultural diversity ✓✓
- Encourage employees to celebrate cultural holidays ✓✓
- Share information regarding cultural holidays ✓✓
- Amend the code of conduct to encourage employees to respect their colleagues cultures/beliefs ✓✓

(Any other relevant answer) (4 × 2) (8)

4.2
- Clearly communicate expectations.✓✓
- Encourage open and honest communication.✓✓
- Use multiple communication channels.✓✓
- Provide regular feedback.
- Have regular meetings.
- Communicate clearly and concisely.
- Listen actively.
- Ask questions.

(Any other relevant answer) (Any 3 × 2) (6)

4.3
- Physical noise✓ – Things around you that make it difficult to hear.✓
- Semantic noise✓ – Failure to understand the language spoken.✓
- Psychological noise✓ – The receiver's culture, experiences and level of education influence the way the message is received and interpreted.✓
- Physiological noise – Headaches, fatigue, having a hearing problem (any CORRECT examples)

Any (3 × 2) (6)

4.4
- *Cultural diversity* and *business etiquette* workshops ✓
- Offering *workplace diversity* workshop to managers to present ✓
- *Mental wellness* programs ✓
- Language programmes for those who want to learn an additional language✓
- *Woman's Day* events for integration of various cultures
- *Men's Day* events for integration of various cultures
- *Community outreach* programs to become aware of diversity in the market

(Any other relevant answer) (Any 4 × 1) (4)

4.5
- Honesty ✓
- Integrity ✓
- Responsibility ✓
- Respect for individual rights ✓
- Business ethics ✓
- Social responsibility ✓
- Environmental responsibility/sustainability
- Employee rights
- Commitment and responsibility
- Diversity and inclusion
- Human dignity

(Any other relevant answer) (Any 6 × 1) (6)
[30]

QUESTION 5

5.1 5.1.1
- It is an agreement among competitors to raise, lower, maintain or stabilise price levels.✓✓
- Competitors agree to sell products at the same price to push the price higher. (2)

5.1.2
- Price wars ✓
- Price discrimination ✓
- Price skimming ✓
- Predatory pricing ✓
- Yo-Yo pricing
- False advertisements

(Any 4 × 1) (4)

5.1.3
- Gain new business✓
- Increase sales revenues✓
- Have a competitor's edge
- Increase market share
- When not having proper policies in place spelling out the consequences of unethical business behaviour
- Greediness
- Trying to make profit quick
- In financial trouble and try to get out of it

(Any other relevant answer) (Any 2 × 1) (2)

5.1.4
- Increase audits, especially on monthly VAT returns.✓
- Make use of tax audits to do a deep dive into unethical pricing issues.✓
- Impose fines as prescribed in the various acts.✓
- Undertake investigations through the Competition commission.
- Take legal action against guilty parties to recover lost revenue.
- Prosecute business owners for gross violations that are uncovered.
- Protect whistle blowers
- Use technology to determine unfair practices
- Educate the customer about their rights
- Impose disclosure requirements in, for example, the Company Act

(Any other relevant answer) (Any 3 × 1) (3)

5.1.5
- Truth and honesty: ✓ Not telling the truth or lying, for example, about the content of a product. ✓
- Violence, sex and profanity: ✓ Use of violence in advertisements are not allowed, neither any connotations that might be seen as sexual harassment. ✓
- Taste and controversy: ✓ Take into account that the advertising as certain products may strongly offend some customers. ✓
- Negative advertising techniques: A business is not allowed to highlight the disadvantages of competitors' products.

(1 mark for mentioning the ethical issue and 1 mark for any relevant good example, or description) (3 × 2) (6)

5.2 5.2.1
Running personal errands ✓
Procrastination and excuses ✓
Unnecessary meetings ✓
Private telephone calls during office hours ✓
Unnecessary emails and junk mail ✓
Socialising during office hours ✓
Extended lunch breaks ✓
Gossiping
Unexpected visitors
Lack of delegation
Not saying 'no'
Unnecessary paperwork, reports and memos
Lack of planning, prioritising and focus
Rushing

(Any other relevant answer) (Any 7 × 1) (7)

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5.2.2
- Decrease in productivity ✓
- Inferior quality work is produces ✓
- Business could be seen as unprofessional ✓
- No time to check work properly ✓
- Stress levels may increase ✓
- Decrease in sales ✓
- Loss of customers
- Not adhering to deadlines
- Financial losses

(Any other relevant answer) (Any 6 × 1) (6)
[30]

QUESTION 6

6.1 6.1.1
- Help boost team morale amongst team members.✓
- Increase productivity in the workplace.✓
- Create a happier and healthier work culture.✓
- Increase employees' confidence in their own abilities.

(Any other relevant answer) (Any 3 × 1) (3)

6.1.2
- Communicate often. ✓
- Be available to answer questions. ✓
- Provide learning opportunities. ✓
- Encourage co-workers to assume responsibilities. ✓
- Allow co-workers to express their ideas. ✓
- Be open-minded. ✓
- Prioritise tasks. ✓
- Offer praise and feedback.
- Develop your emotional intelligence skills.
- Take breaks.
- Be understanding.
- Set reasonable expectations.
- Plan team building exercises.
- Recognise achievements.
- Ask questions. (Any other relevant answer) (Any 7 × 1) (7)

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6.2 6.2.1

INTERNAL STAKEHOLDERS	EXTERNAL STAKEHOLDERS
Managers✓	Customers or clients✓
Supervisors✓	Service providers✓
Colleagues✓	Contractors✓
Trainees/Interns	Suppliers
Part-time staff	Delivery personnel
Owners	Government
Casual staff	Communities
Cleaning staff	Trades people
Security staff	Sales representatives
General workers	Shareholders
(Any THREE)	Designers (Any THREE)

(3 × 2) (6)

6.2.2
- Realise that stakeholders may not have the same knowledge than you. ✓
- Be honest and open. ✓
- Be sensitive to people's feelings. ✓
- Speak from their own experience. ✓
- Be patient.
- Be willing to give up some control.
- Take responsibility for your part in a difficult relationship.
- Admit that you do not have all the answers, or even know all the questions.
- Believe that everyone has something to offer.
- Ask plainly for what you want from others.
- Listen.
- Be willing to compromise.

(Any other relevant answer) (Any 4 × 1) (4)

6.3 6.3.1
- Establish clear criteria for success.✓
- Be aware that you will bring work stress home.✓
- Have clearly defined, prioritised work goals.✓
- Know what your work goals are.✓
- Check your financial aims.✓
- Identify any skills that need to be developed. ✓
- Try to leave work issues behind when you leave work.
- Clearly separate work time and family time.
- Discipline yourself to turn off cellphones, pagers, work PC, email and internet during family time
- Exercise regularly to relieve yourself of work stress.

(Any other relevant answer) (Any 6 × 1) (6)

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6.3.2
- Open a gym on the business premises.✓
- Encourage staff to take their annual leave.✓
- Monitor staff's workload and intervene when necessary. ✓
- Host family days to encourage staff to be with their families. ✓
- Take a genuine interest in staff's personal matters, e.g. know their birthdays, names of their spouses and kids', etc.
- Have wellness workshops/days

(Any other relevant answer) (Any 4 × 1) (4)

[30]

TOTAL SECTION B: 150
GRAND TOTAL: 200

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