higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

BUSINESS PRACTICE
NQF LEVEL 4

(3061004)

10 November 2022 (X-paper)
09:00–12:00

This question paper consists of 12 pages.

205Q1N2210

Copyright reserved

TIME: 3 HOURS
MARKS: 200

INSTRUCTIONS AND INFORMATION

1. Answer all the questions.
2. Read all the questions carefully.
3. Number the answers according to the numbering system used in this question paper.
4. Start each section on a new page.
5. Use only a blue or black pen.
6. Write neatly and legibly.

Copyright reserved

SECTION A

QUESTION 1

1.1 Various options are provided as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (1.1.1–1.1.15) in the ANSWER BOOK.

1.1.1 … is unsolicited (uninvited) mail that marketers send to people in bulk by email.

A Branding
B Snail mail
C Gmail
D Spam

1.1.2 In a business organisation, the … department is responsible for getting the right product or service to the right customers, at the right time and for the right price.

A human resources
B purchasing
C marketing
D production

1.1.3 Spying or using spies to obtain secret or confidential information from a company is called …

A espionage.
B intelligence.
C networking.
D creativity.

1.1.4 The power to determine, control and command tasks in your department:

A Delegation
B Dominance
C Accountability
D Authority

1.1.5 This is the environment a business undertaking, like Pick n Pay, has direct control of:

A Micro-environment
B Market environment
C External environment
D Macro-environment

Copyright reserved

1.1.6 A traditional story that many people see as historically true but which is not proven to be true:

A Non-fiction
B Factual
C Legend
D Culture

1.1.7 Employees who regard their behaviour in the workplace as being appropriate, because they are acting according to their specific faith or religion:

A Attitude
B Habits
C Character
D Beliefs

1.1.8 HIV is also known as …

A human immunodeficiency virus.
B human deficiency virus.
C human immunodeficiency syndrome.
D higher in value.

1.1.9 A member of a team who is eager about making things happen and getting things started:

A Introvert
B Entrepreneur
C Shaper
D Thinker

1.1.10 An advantage of written communication:

A It is an ideal way of sending long messages.
B It involves many formalities.
C It is costly and time-consuming to produce.
D It facilitates close contact.

1.1.11 … is an economic system in which property is owned by the government and whereby each person works towards the common goal.

A Socialism
B Capitalism
C A free-market system
D Communism

Copyright reserved

1.1.12 An act of failing to observe the code of conduct in your workplace is regarded as a/an …

A compliance.
B breach.
C avoidance.
D memorandum of understanding.

1.1.13 A/an… is the result, outcome or verdict after an analysis or investigation has been concluded.

A Promotion
B demotion
C report
D assignment

1.1.14 Being sensitive in bringing a message across in a non-offending way is referred to as being …

A diplomatic.
B confrontational.
C aggressive.
D passive-aggressive.

1.1.15 Expressing your opinion about the way a team member works in your department:

A Sarcasm
B Feedback
C Gossiping
D Time waster

(15 × 1) (15)

1.2 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (1.2.1–1.2.10) in the ANSWER BOOK. Correct the statement if it is FALSE.

1.2.1 In South Africa, most property and economic resources are owned and controlled by the state rather than individual citizens because it is based on communism.

1.2.2 Team spirit is a feeling of pride and loyalty that exists among the members of a team.

1.2.3 Souvenirs are arts and crafts acquired to remind you of a place that you have visited.

1.2.4 The food industry is not affected when there is a monthly adjustment in the fuel price.

1.2.5 People who come to live in a country that is not the country in which they were born are called immigrants.

Copyright reserved

1.2.6 A strategic alliance is a temporary partnership between organisations or individuals to achieve a common goal.

1.2.7 It is possible to have effective staff control without monitoring the staff.

1.2.8 A conflict of interest arises when the interests of two parties clash and they want different outcomes from a situation.

1.2.9 Holding a meeting with employees just to outline a task or to share a project's due date is not regarded as a time-waster.

1.2.10 The salary gap between a junior employee and that of a director is shrinking globally.

(15)

1.3 Choose an item from COLUMN B that matches a description in COLUMN A. Write only the letter (A–K) next to the question number (1.3.1–1.3.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.3.1	To allocate work and/or authority to another person	A	stakeholders
1.3.2	Shortage of something	B	communication
1.3.3	Deciding the importance and urgency of a task	C	milestones
1.3.4	A plan that will help to achieve the goals of the organisation	D	delegate
1.3.5	To cooperate and work together	E	deficit
1.3.6	The internet and social media	F	non-compliance
1.3.7	Targets for assessing progress along the way	G	patriotic
1.3.8	Group or individuals with interests concerning something specific	H	strategy
1.3.9	A person's action of being loyal to and defending their home country	I	collaborate
1.3.10	Not acting according to the policies and procedures	J	prioritisation
		K	authority

(10 × 1) (10)

[40]

TOTAL SECTION A: 40

SECTION B

QUESTION 2

Read the article below and then answer the questions that follow:

DIGITAL TRANSFORMATION
IMPACT ON BUSINESSES WITHIN SOUTH AFRICA

Digital transformation is changing the ways businesses operate throughout the world, says Deirdre Fryer, head of solutions engineering at SYSPRO Africa. Fryer says that new technologies like cloud computing, AI, machine learning and predictive analytics have had a profound impact on the world's economies and continue to disrupt industries.

The government strategies today are emphasising the role of digital in accelerating economic diversification, promoting sustainability and ensuring citizen happiness.

By placing new digital and ICT transformation programmes at the heart of their national plans, and through collaborations with leaders and entrepreneurs committed to building a better future, governments across the region are already leading the way in securing a viable future for their citizens.

Within South Africa, The National Development Plan 2030 (NDP) that was published in 2012 emphasises how ICT will underpin the development of a connected information society and a vibrant knowledge economy that is more inclusive and prosperous. Digitisation spurs the development of new industries as in the case of e-commerce, mobile financial services, IoT (Internet of Things) and cloud computing. These contribute to national GDP in multiple ways, while also promoting the growth of allied industries such as logistics, infrastructure and payments. These opportunities are not only limited to the ICT industry but also disrupt traditional industries to unlock speed, lower costs and ensure higher quality.

Digital transformation essentially involves a fundamental change in how an enterprise uses its technology, its workforce and business processes to improve its performance and value to customers. A major obstacle to the development of Internet infrastructure within Africa is a lack of experienced network engineers.

The World Economic Forum has highlighted the importance of African educators to design future-ready curricula that accelerate the acquisition of digital and STEM skills to match the way people will work.

Ministries of Education need to re-think how skills can be obtained. Governments and communities need to take a fresh look at how they develop emerging technology skills and knowledge.

[Adapted from *https://www.mediaupdate.co.za/marketing/149201/digital-transformations-impact-on-businesses-within-south-africa*]

2.1 What do you understand by the term *digital transformation*? (2 x 1) (2)

2.2 In your opinion, what can the South African government do to get businesses in South Africa ready for digital transformation?

List any FOUR strategies that can be implemented. (4 × 2) (8)

2.3 Discuss any FIVE ways in which businesses can benefit from digital transformation. (5 × 2) (10)

2.4 Discuss any THREE challenges South Africa may experience with regard to digital transformation. (3 × 2) (6)

2.5 What can the education sector do to sustain new technology like cloud computing, AI, machine learning and predictive learning in the future? (2 × 2) (4)

[30]

QUESTION 3

Read the following passage and then answer the questions that follow:

TEAM DYNAMICS IN THE WORKPLACE

Focusing on clear and open communication is one of the best ways to put team members on the same page. People feel reassured and more relaxed in the workplace when information is shared with them, helping them focus on fulfilling their jobs. Remember that communication shouldn't only be about work-related matters. Getting to know your people and asking about their family, weekend or hobbies go a long way towards making people feel part of a team.

Improving team dynamics is something that can be worked on every day in the office, but sometimes it's important to get away from your usual daily context. Team building is a fantastic way to break down barriers in teams and boost morale. Getting to know people outside of the office by doing something different gives a feel-good factor that continues long after returning to the workplace.

[Adapted from *https://www.learnevents.com/blog/2018/09/30/how-to-improve-team-dynamics-in-the-workplace/*]

3.1 Explain any FOUR criteria or rules to keep in mind for working in a team. (4 × 2) (8)

3.2 Except for the criteria for working as a member of a team, discuss any FIVE other factors (forces) which can affect team dynamics. (5 × 2) (10)

3.3 Team dynamics need to be worked on every day, according to the above-mentioned passage.

List any SIX interactive methods that can be used to build team spirit and cohesiveness in the team. (6 × 1) (6)

3.4 Name any SIX channels that can be used for effective internal communication in the workplace. (6 × 1) (6)

3.5 'Getting to know people outside of the office by doing something different gives a feel-good factor that continues long after returning to the workplace.'

Explain any FIVE benefits of creating a positive business image. (5 × 2) (10)
[40]

QUESTION 4

Read the passage below and then answer the questions that follow:

OVERCOMING CULTURAL BARRIERS IN THE WORKPLACE

Cultural barriers cause challenges to cross-cultural communication within an organisation. When people from different cultures speak different languages, have different cultural beliefs, or use different gestures and symbols to communicate, their cultural differences might become barriers to workplace success. This happens because of a lack of cultural awareness, knowledge, and communication.

Clear and polite communication reduces the chances of surprises, crises, and confrontation. Both employers and employees should take diversity and cultural differences into account when drafting communication material.

Asking polite questions about each other's cultures and expressing willingness to learn about different cultural backgrounds can foster workplace relationships. It is important to create a culture of inquiry where asking questions is encouraged! Being patient and understanding towards beliefs and norms of different cultures, speaking up against discrimination in the workplace, and continuously learning about different cultures are all effective ways to making the workplaces more inclusive.

[Adapted from *https://takeitpersonelly.com/2018/01/02/5-ways-to-overcome-cultural-barriers-in-the-workplace/*]

4.1 Based on the article above, what do you understand by the following:

4.1.1 Cultural barriers (2)

4.1.2 Cultural awareness (2)

4.1.3 Diversity (2)

4.2 'Cultural barriers cause challenges to cross-cultural communication.'

Briefly discuss this statement by referring to possible challenges in verbal and non-verbal communication. (3 × 2) (6)

4.3 'Clear and polite communication reduces the chances of crises and confrontation.'

According to Terry Bragg (2000) misunderstandings can be prevented by using FIVE communication tools to create a shared context and a common meaning.
Explain these FIVE communication tools that a business can put in place. (5 × 2) (10)

4.4 Discuss any FOUR guidelines that should be followed to keep communication channels open between management and staff. (4 × 2) (8)
[30]

QUESTION 5

5.1 Read the article below and then answer the questions that follow:

CREATING AN ETHICAL BUSINESS CULTURE IN SOUTH AFRICA

Disclosures indicate a sentiment that many would agree with – that the smooth marketing of the business world often hides organisational cultures or values, lacking ethics, honesty and integrity. The report found that unethical behaviour (often witnessed directly by non-managerial employees) has increased from 18 % to 31%.

The South African Business Ethics Survey was recently released by The Ethics Institute (TEI) at an event at the Stellenbosch University Business School:

Ethics awareness – This is about educating employees at every level, not only about the organisation's ethics policy, but why the policy matters. Knowing the difference between ethical and non-ethical behaviour increases every employee's ability to spot the warning signs, empowers them to speak up and to act to prevent unethical actions.

Accountability – Unethical actions need to have consequences, just like ethical actions should be rewarded. This reinforces desirable behaviours and makes ethical and responsible behaviour a more integrated part of organisational culture.

[Adapted from *https://www.businessessentials.co.za/2019/06/26/sa-businesses-have-a-challenge-ahead-of-them-creating-an-ethical-business-culture/*]

5.1.1 How would you describe *ethics*? (2)

5.1.2 'Unethical behaviour has increased from 18% to 31 %.'

Discuss any THREE examples of increasing unethical conduct in businesses. (3 × 2) (6)

5.1.3 'Unethical actions need to have consequences.'

List any FOUR sanctions/disciplinary actions that a business can take when an employee acts unethically and by doing so trespass the code of conduct. (4)

5.1.4 Discuss how a business can act in an ethical way with regard to the environment. (2 x 2) (4)

5.1.5 Business culture is a set of shared values, goals, attitudes and practices that characterise an organisation.

Name any FOUR values that any business should have. (4)

5.1.6 Briefly explain the implications of a code of conduct for a business. (2 x 2) (4)

5.2 'Communication barriers affect your ability to perform your job duties.'

List any SIX different communication barriers that you could encounter in the workplace. (6 × 1) (6)

[30]

QUESTION 6

Read the passage below and then answer the questions that follow.

TIME MANAGEMENT

In a business environment, time is money. Having good time management skills puts you in control of your time and life. It also supports you to maintain a balance between work and personal life. If you do not take control of time, many things can rob you of your time.

Many business owners must deal with time-wasters regularly. Time-wasters need to be managed, and to do so these time-wasters need to be classified as either internal or external time-wasters.

Examples of time wasters in a business environment:

- Ineffective delegation
- Regular staff absenteeism
- Traffic congestion
- Computer breakdowns
- Unscheduled staff meetings
- Theft of power cables
- Unscheduled visitors
- Emails

Copyright reserved

6.1 Classify the above examples of time wasters as either INTERNAL or EXTERNAL. Present your answer in the following table format:

INTERNAL TIME-WASTERS	EXTERNAL TIME-WASTERS

(8 x 1) (8)

6.2 'In a business, time is money.'

Discuss any FOUR points of advice that you would give to staff members who struggle with poor time management. (4 × 2) (8)

6.3 How will a staff member benefit from good time management skills? (3 × 2) (6)

6.4 'Time management also involves planning how much time you will need to complete a task.'

Discuss THREE types of planning aids that you can use to plan and monitor your work or tasks. (3 × 2) (6)

6.5 How would you define an *unexpected task* in your workplace? (2)

[30]

TOTAL SECTION B: 160
GRAND TOTAL: 200

Copyright reserved