higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

# MARKING GUIDELINE

## NATIONAL CERTIFICATE (VOCATIONAL)

## BUSINESS PRACTICE
## NQF LEVEL 4

## 21 November 2023

**This marking guideline consists of 8 pages.**

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## SECTION A

## QUESTION 1

| | | |
|---|---|---|
| 1.1 | 1.1.1 | B✓ |
| | 1.1.2 | C |
| | 1.1.3 | A |
| | 1.1.4 | A |
| | 1.1.5 | B |
| | 1.1.6 | A |
| | 1.1.7 | D |
| | 1.1.8 | D |
| | 1.1.9 | C |
| | 1.1.10 | D |
| | 1.1.11 | B |
| | 1.1.12 | D |
| | 1.1.13 | A |
| | 1.1.14 | B |
| | 1.1.15 | C |

(15 × 1) (15)

| | | |
|---|---|---|
| 1.2 | 1.2.1 | False✓ − An organisation that prices products at extremely low prices.✓ OR Price fixing refers to competitors that agree to sell their products at the same price. |
| | 1.2.2 | False✓ − Example of paralanguage.✓ |
| | 1.2.3 | True✓ |
| | 1.2.4 | False✓ − Synergies are the interactions of people to achieve a common goal. ✓ OR Trade-off is a kind of compromise that involves giving something up in return for getting something else. |
| | 1.2.5 | True✓ |
| | 1.2.6 | True✓ |
| | 1.2.7 | False✓ − They protect the rights of employees of the business. ✓ |
| | 1.2.8 | True✓ |
| | 1.2.9 | True✓ |
| | 1.2.10 | False✓ − It has a positive impact on productivity or it increases productivity.✓ |

(15)

| | | |
|---|---|---|
| 1.3 | 1.3.1 | E✓✓ |
| | 1.3.2 | F |
| | 1.3.3 | H |
| | 1.3.4 | I |
| | 1.3.5 | A |
| | 1.3.6 | D |
| | 1.3.7 | J |
| | 1.3.8 | B |
| | 1.3.9 | C |
| | 1.3.10 | G |

(10 × 2) (20)
**[50]**

**TOTAL SECTION A: 50**

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## SECTION B

## QUESTION 2

2.1 2.1.1
- People in a country, between the ages of 15 and 65, who are without work✓✓ but are willing and able to work.✓✓

OR

- Where a person actively searches for employment✓✓ but is unable to find work. ✓✓

(Any 2 × 2) (4)

2.1.2
- The Covid-19 pandemic resulted in economic activity coming to a halt under lockdown. ✓✓
- The violence caused a disruption in business activity.
- The floods forced a closure of businesses resulting in job losses.
- The Ukraine war forced a closure of import/export businesses resulting in job losses.
- Lack of skilled labour force

OPEN MARKING GUIDELINE (Any 2 × 2) (4)

2.1.3
- Offering internships/apprenticeships to unemployed youth ✓✓
- Creating new job opportunities by opening new businesses
- Government training programmes
- By education and training
- Skills development programmes
- Creating SMMEs
- By providing incentives to import/export businesses
- Providing community improving jobs

OPEN MARKING GUIDELINE (Any 2 × 2) (4)

2.2 2.2.1
- COSATU✓
- Tiger Consumer Brands (employer)
- Employees
- National Government
- DTIC
- DAFF
- Trade unions

(Any 4 × 1) (4)

2.2.2
- NUM✓
- NEHAWU
- POPCRU
- CEPPWAWU

OPEN MARKING GUIDELINE

(Any 2 × 1) (2)

2.2.3
- Acting as representative of employees in the workplace on behalf of its members✓
- Negotiating on behalf of its members during wage negotiations

- Safeguarding the interests of its members
- Negotiating for better working conditions for its members
- Representing their members in grievances/disputes in the workplace
- Skills development
- Assist employees during disciplinary hearings
- Provide educational schemes to members
- Bargain collectively on behalf of employees (Any 5 × 1) (5)

2.2.4
- Do a course to upskill themselves
- Think of starting their own businesses
- Apply for other jobs
- Those close to early retirement can look at early retirement
- Request that the union negotiate a further extension of the operations for another year
- Claim a severance package if retrenched

OPEN MARKING GUIDELINE any (5 x 1) (5)

2.2.5 (a) Department of Trade Industry and Competition✓
(b) Congress Of South African Trade Unions ✓ (2 x 1) (2)
**[30]**

**QUESTION 3**

3.1 No✓ (1)

3.2 The speaker wants to do things his way – he speaks for himself and his own interest. ✓✓
OPEN MARKING GUIDELINE – any good explanation (2)

3.3
- Communicating✓
- Listening
- Reliability
- Sharing
- Active participation
- Team commitment
- Willing to share
- Respect (Any 4 × 1) (4)

3.4
- Consulting team members for their ideas and opinions✓✓
- Recognising their good work privately and publicly
- Monitoring their work effectively and efficiently
- Giving them emotional support
- Allowing upward communication
- Facilitating active participation
- Displaying team commitment
- Willingness to share openly with team members
- Respecting team members (Any 5 × 2) (10)

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3.5
- Leadership and management styles✓
- Organisational culture
- Team potential
- Tools and technology
- Processes or procedures
- Team member's skill sets
- Office layout (Any 5 × 1) (5)

3.6
- Positive feedback ✓
- Negative feedback
- Constructive feedback
- Re-directive/Reinforcing feedback (Any 3 × 1) (3)

3.7
- Delegate the tasks on which you are currently working. ✓
- Reschedule your own tasks.
- Add the task to your to-do list.
- Decide if the task should be done now or later.
- Inform key stakeholders if this will impact them.
- Select the right person for the task. (Any 5 × 1) (5)

**[30]**

**QUESTION 4**

4.1
- Establish clear criteria for success. ✓
- Establish her work objectives.
- Determine her aims for self-development.
- Draw up a list of goals and prioritise them.
- What are her leisure plans?
- She must differentiate between work time and family time.
- She must engage in leisure activities. (Any 4 × 1) (4)

4.2

| INTERNAL | EXTERNAL |
|---|---|
| Procrastination and excuses ✓ | Traffic caused by community members protesting✓ |
| Making personal phone calls ✓ | Load shedding ✓ |
| Lack of delegation ✓ | |
| Not saying 'no' ✓ | |

(6)

4.3.1
- Prepare the person
- Identify boundaries and limitations.
- Include employees in the delegation process.
- Provide lots of support.
- Concentrate on the outcome rather than the methods used.
- Avoid upward delegation.
- Maintain control by checking timeframes and deadlines.
- Acknowledge a job that is well done.

(any 4 x 1) (4)

4.3.2
- Team will be unmotivated.
- Team will be in a bad mood.
- You are always working late.
- Your team is confused and stressed.
- Your team is disorganised.
- You are often questioned about delegation.
- Employees are unwilling to assist.
- Important tasks do not get done.
- There is a lack of trust.

(any 4 x 1) (4)

4.3.3
- Increased productivity in the workplace
- Increased motivation for both manager and employee
- Better work distribution within your team
- Developing skills of your team members
- Allows you to focus on higher-level tasks
- Develops trust between team members
- Improves communication within the team (Any 4 x 1) (4)

4.4 4.4.1 General management function✓
4.4.2 Purchasing function
4.4.3 Operational function
4.4.4 Marketing function
4.4.5 Financial function
4.4.6 Human resources function
4.4.7 Public relations function
4.4.8 Administration function

(8 × 1) (8)
**[30]**

## QUESTION 5

5.1 5.1.1
- Owner✓
- Management
- Senior leadership team comprising representative stakeholders

(Any 2 × 1) (2)

5.1.2
- Management✓
- Supervisors
- Human resources department (Any 2 × 1) (2)

5.1.3
- Successful marketing depends on ethical business operations as prescribed by the code of conduct. ✓✓
- The code of conduct assists/promotes ethical marketing.
- It builds and maintains relationships with customers, thereby increasing sales.
- It promotes qualitative benefits to customers.
- Ensures that businesses market their products in a socially responsible manner. (8)

- It ensures customer loyalty by reinforcing the positive values of their brand. (Any 4 × 2)

5.2
- Keep copies of confidential information locked away when not in use. ✓✓
- Be familiar with the relevant policies and procedures.
- If you share a printer, collect confidential documents immediately especially if the printer is not password protected.
- Make sure your screensaver activates within a few minutes of inactivity.
- Develop policies and procedures.
- Train managers and supervisors.
- Stay informed on legal requirements.
- Shut down your computer when you leave the office.
- Have confidential conversations in an office/meeting room with the door closed.
- Do not leave confidential documents lying open on your desk especially when there are visitors at your desk.
- Store confidential documents in a locked storeroom when not in use.
- Only authorised personnel may have access to the storeroom where confidential information is kept. (Any 4 × 2) (8)

5.3
- The relationship between the business and its employees ✓✓
- Employee obligations to the employer
- Interactions between the business and society
- Management processes and relationships
- Interactions between competing businesses
- The relationship between the business and its customers
- Governmental obligations and relationships
- The relationship between the business and its owners
- Relationships with suppliers
- Environmental and social responsibilities

OPEN MARKING GUIDELINE (Any 5 × 2) (10)
**[30]**

## QUESTION 6

6.1 6.1.1
- Cultural misunderstanding happens when something is acceptable in one culture✓ but can be offensive in another. ✓

An example that can also be marked (or any other applicable example)
- When two or people speak the same language✓, but they mean or understand different things. ✓ (2)

6.1.2
- Improve customer service/satisfaction. ✓✓
- Avoid conflict between staff and customers.
- Avoid acting in an insensitive manner.
- Improve working relationships with customers.
- Prevent misunderstandings. (6)

- Being aware of cultural differences can lead to greater productivity. (Any 3 × 2)

6.1.3
- Using phrases to sum up the talk ✓
- Paraphrasing
- Asking questions
- Using examples
- Telling stories (Any 3 × 1) (3)

6.1.4
- Physical noise✓ – things around you that make it difficult to hear what is being communicated ✓
- Semantic noise✓ – failure to understand the language being spoken ✓
- Psychological noise✓ – the receiver's culture, experiences and level of education all influence the way they interpret a message✓ (3 × 2) (6)

6.1.5
- Get a common understanding of the facts of the situation between visitors and staff. ✓✓
- Discuss the various interpretations that resulted from these facts.
- Each of them should be given an opportunity to explain their responses.
- An action should be agreed on what to do next based on the facts. (Any 3 × 2) (6)

6.2
- Public transport in South Africa is not as freely available as in other countries. ✓
- If the visitors are staying overnight of for an extended period they will need a place to stay.
- Arrange a shuttle or Uber for transport.
- Information about food and drinks is often important to a foreign traveller.
- Visitors will have other needs, such as access to a telephone or cell phone and the internet. (Any 3 × 1) (3)

6.3
- E-mails✓
- Meetings
- Intranet website
- Notice boards
- Conference calls
- Video conferences
- Instant messaging
- Internal newsletters (Any 4 × 1) (4)

**[30]**

**TOTAL SECTION B: 150**
**GRAND TOTAL: 200**