higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

BUSINESS PRACTICE
NQF LEVEL 3

8 December 2020

This marking guideline consists of 8 pages.

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SECTION A

QUESTION 1

1.1 D
1.2 B
1.3 C
1.4 A
1.5 B
1.6 A
1.7 D
1.8 C
1.9 B
1.10 D

(10 × 1) **[10]**

QUESTION 2

2.1 False
2.2 True
2.3 False
2.4 True
2.5 True

(5 × 1) **[5]**

QUESTION 3

3.1 I
3.2 F
3.3 J
3.4 H
3.5 B
3.6 E
3.7 D
3.8 C
3.9 A
3.10 G

(10 × 1) **[10]**

QUESTION 4

4.1 Constructive
4.2 Inflation
4.3 Ombudsman
4.4 SWOT
4.5 Induction

(5 × 1) **[5]**

TOTAL SECTION A: 30

SECTION B

QUESTION 5

5.1 5.1.1 A person, group or organisation that has an interest or concern in an organisation.

5.1.2
- Engaging is about connecting with the stakeholders by listening to them and talking to them
- Networking with stakeholders (Any ONE) (2 × 2) (4)

5.2
- Internal stakeholders
  - Management
  - Employees
- External stakeholders
  - Government
  - Competitors
  - Local authorities / municipalities
  - General public
  - Pressure groups
  - Professional bodies
  - Trade unions
- Connected stakeholders
  - Customers
  - Suppliers
  - Bankers
  - Shareholders (Any 2 × 1) (2)

5.3
- Listening to stakeholder concerns or suggestions
- Gaining stakeholder acceptance of changes the organisation is making
- Shows accountability of the organisation (Any 2 × 2) (4)

5.4
- Payingf taxes
- Providing statistics
- Complying with legislation
- Helping with government initiatives
- Assisting in local and regional development (Any ONE) (1)

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5.5 Constructive conflict

- Tends to focus on interests or facts
- Helps both parties reach their goals
- Helps develop relationships
- Allows issues to be discussed
- Is dealt with in the open
- Can bring parties closer together
- Finds flexible solutions for problems (Any 2 × 1)

Destructive conflict

- Attacks relationships
- Focuses on people's needs and wants
- Tends to recur
- Involves blaming others to make yourself look good
- Focuses on people's personalities, rather than their behaviour
- Looks for short term solutions/quick fixes (Any 2 × 1)

(2 × 2) (4)

5.6
5.6.1 Constructive
5.6.2 Destructive
5.6.3 Constructive
5.6.4 Destructive
5.6.5 Constructive
5.6.6 Destructive
5.6.7 Destructive
5.6.8 Constructive
5.6.9 Destructive

(9 × 1) (9)

5.7

- The allocation of resources
- Personal rivalries and power struggles
- The structure of the organisation
- Personality clashes
- Cultural differences
- Shortage of resources
- Management and supervisors abusing their powers
- High degree of interdependence between departments (Any 2 × 2) (4)

[28]

QUESTION 6

6.1 6.1.1
- The storing of documents
  - In an orderly manner
  - To refer to them at a later stage (Any 1 × 2) (2)

6.1.2
- To avoid piles of documents
- To keep files up to date
- To find documents when needed
- To avoid an untidy office (Any 3 × 2) (6)

6.2 6.2.1 Tubular filing
6.2.2 Computerised filing
6.2.3 Horizontal filing
6.2.4 Microfilm
6.2.5 Vertical filing
6.2.6 Lateral filing

(6 × 2) (12)

6.3
- Used for the storage of business cards
- Arranged in a circle and held by a central rotating axis
- Index cards can be easily inserted and removed
- Cards can be separated by colour cards
- Stores more cards in a smaller space than in boxes (Any 4 × 2) (8)

6.4 6.4.1
- Content analysis
- Case studies
- Focus groups
- Observations
- In-depth interviews (Any 4 × 1) (4)

6.4.2
- It is an unstructured question
- Allows the respondent to answer in his/her own words
- Does not make it possible to answer only 'yes, 'no' or 'fine'
- Allows for the respondent's expression/viewpoints (2 × 2) (4)

[36]

QUESTION 7

7.1 7.1.1
- Direct competitor✓✓ – business that has similar products or services as your business therefore competing for the same customers✓✓
- Indirect competitor✓✓ – business that is competing for the same customers but with different products✓✓ (2 × 4) (8)

7.1.2
- A competitive advantage is gained from
  - Better quality
  - Good customer service
  - Recognised brand (Any 1 × 2) (2)

7.2
7.2.1 Powerade/Red Bull or any other energy drink brand
7.2.2 Willards/Messaris or any other chips brand
7.2.3 Spekko or any other rice brand
7.2.4 Adidas/Hi-Tec or any other sneakers brand
7.2.5 Lindt/Quality Street or any other chocolate brand
7.2.6 Apple iPhone/Huawei or any other cell phone brand
(6 × 1) (6)

7.3 7.3.1
- Strengths
- Weaknesses
- Opportunities
- Threats (4)

7.3.2
Strengths
- Well-known brand
- Good quality food
- Any other relevant answer (Any ONE)

Weaknesses
- Perishable product that can spoil easily
- Only in major cities
- Any other relevant answer (Any ONE)

Opportunities
- New franchises in new areas
- Global market expansion
- Any other relevant answer

Threats
- Weak South African economy
- Direct competitors cutting prices (Any ONE)

(Any 4 × 2) (8)

7.4 A supplier is a business that the organisation buys products from. (2)
[30]

QUESTION 8

8.1 8.1.1

- General information about the organisation
  - Policies and procedures
  - Rules that affect employees
- Health and safety policies of the organisation
- Dress code
- Requirements for a specific job
- Organisational structure
- Reporting lines
- Levels of authority
- Products and services
- Facilities (Any 6 × 1) (6)

8.1.2

- Avoid any unnecessary mistakes
- Ensure new employee can do his/her job from day 1
- Ensure that operations run smoothly
- Ensure that the job is done to the accepted standard
- Ensure policies and procedures are followed and understood

(Any 4 × 2) (8)

8.1.3

- Define expectations
- Transfer knowledge
- Immerse them in the role
- Give them practical training
- Reinforce the learning
- Coach and review
- Share their successes (Any 3 × 1) (3)

8.1.4 Human resource department (1)

8.2

- Recruitment policy
- Leave policy
  - Sick leave
  - Annual leave
  - Maternity leave
- Health and safety policy
- Dress code policy
- Employment equity policy
- Hours of work including overtime
- Salary/Wages
- Social media policy
- Meal intervals (Any 4 × 1) (4)

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8.3
- Clarifies the standards expected from employees
- Helps employers manage employees more effectively
- Promotes upward communication
- Prevents quick fixes to problems
- Helps to achieve objectives
- Ensures that work is done effectively and efficiently
- Promotes consistency, fairness and equality
- Opens communication channels
- Assists in ensuring work assignments are clear and understood

(Any 2 × 2) (4)
[26]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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