higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

BUSINESS PRACTICE
NQF LEVEL 4

(3061004)

12 March 2018 (Y-Paper)
13:00–16:00

This question paper consists of 15 pages.

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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. Write neatly and legibly.

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SECTION A

QUESTION 1

1.1 Various options are given 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 A work plan is a planning tool setting out tasks in order to accomplish the organisation's …

A policies.
B procedures.
C code of conduct.
D objectives.

1.1.2 Conflict caused by cultural differences between colleagues can result from …

A personality clashes.
B limited resources.
C religious beliefs.
D internal conflict.

1.1.3 The aim of the National Credit Act is to…

A ensure safe working conditions for employees.
B protect workers' rights in the workplace.
C ensure that employers deduct and pay employees' tax to SARS.
D protect the consumer from too much debt.

1.1.4 The purpose of a code of conduct is NOT to…

A ensure levels of behaviour.
B advertise one's product.
C achieve organisational goals.
D set specific moral values.

1.1.5 A meeting room without air-conditioning on a hot day is an example of a … communication barrier.

A semantic
B physical
C physiological
D psychological

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1.1.6 When setting organisational objectives, the following planning tool can be used:

A SMART
B PARETO
C PARKINSON
D MASLOW

1.1.7 … is behaviour that would NOT be conducive to working as a team member.

A Co-operation
B Self-centredness
C Commitment
D Respect

1.1.8 Competitors are businesses which …

A provide financial services to the organisation.
B purchase goods and services from the organisation.
C attract the same customers as the organisation.
D provide materials and equipment to the organisation.

1.1.9 HIV/AIDS has an impact on the …

A environment.
B economy.
C education.
D B and C.

1.1.10 Visitors who travel to places in their own country for holidays are known as …

A local customers.
B domestic tourists.
C international tourists.
D international customers.

1.1.11 … is NOT a remedial action for deviating from the code of conduct.

A Suspension
B Appraisals
C Counselling
D Demotion

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1.1.12 The unethical pricing practice of price discrimination means that…

A different groups of customers are charged different prices for the same product.
B competitors agree to sell products at the same price.
C businesses set the initial price of a new product extremely high.
D two or more competitors agree to lower their prices below that of other competitors.

1.1.13 The appropriate behaviour to gain the trust and support from colleagues would be to…

A keep commitments.
B show respect.
C share confidential information.
D A and C.

1.1.14 Aspects of culture include …

A age.
B gender.
C location.
D language.

1.1.15 The impact of inflation on the business falls within its … environment.

A political
B economic
C cultural
D international

(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 Knowledge of the customer's culture will promote customer satisfaction.

1.2.2 Managers are reluctant to delegate because they do not have the authority to do so.

1.2.3 Deadlines which cannot be changed should rather be delegated.

1.2.4 COSATU is the largest trade union in South Africa.

1.2.5 The use of sex and violence in advertising a product is ethically acceptable in marketing.

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1.2.6 Sustainable development focuses on environmental issues only.

1.2.7 The strengths and weaknesses of the owner of the business will have an impact on the micro environment of the business.

1.2.8 The main stakeholders in wage negotiations are employers/employers' organisations, employees and their trade unions.

1.2.9 In any conflict resolution situation, mutual respect is unnecessary.

1.2.10 Positive feedback to team members would lead to constructive working relationships.

(15)

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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	The process of sorting out disagreements	A	internal stakeholders
1.3.2	Passing on unwanted tasks to someone else	B	assertive communication style
1.3.3	Giving unpleasant information in a non-threatening way	C	conflict resolution
1.3.4	Sending e-mails to employees	D	intimidation
1.3.5	Withholding labour	E	team dynamics
1.3.6	Using scientific knowledge in practical ways	F	dumping
1.3.7	Influence the micro environment of the organisation	G	strike action
1.3.8	The way in which people react to one another	H	media
1.3.9	Bullying persons into doing something against their will	I	electronic communication
1.3.10	The means by which communication takes place	J	technology
		K	aggressive communication style

(10 × 1) (10)

TOTAL SECTION A: 40

SECTION B

QUESTION 2

2.1. Define the following *planning aids*:

2.1.1 Diary

2.1.2 Work schedule

2.1.3 Action plan

(3 × 2) (6)

2.2 Explain the difference between *routine* and *unexpected tasks*. (4)

2.3 Identify whether the following are ROUTINE or NON-ROUTINE tasks.

2.3.1 Answering the telephone

2.3.2 Filing documents

2.3.3 Attending a once-off workshop on calculating the business taxes

2.3.4 Preparing monthly sales reports

(4 × 1) (4)

2.4 Discuss FOUR guidelines to be followed when priorities for work plans have to be changed owing to the occurring of unexpected tasks. (4 × 2) (8)

2.5 Use the following categories to prioritise the tasks listed below. Write only the letter (A–D) next to the question number (2.5.1–2.5.4) in the ANSWER BOOK.

CATEGORIES:

A Urgent and important
B Urgent but not important
C Important but not urgent
D Not important and not urgent

2.5.1 Attending the weekly staff meeting

2.5.2 Filing documents

2.5.3 Making copies of the agenda for a planning meeting taking place in one hour from now

2.5.4 Completing a request form for paper clips

(4 × 1) (4)

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2.6. List FOUR steps to be followed when resolving conflict within the workplace. (4 × 1) (4)

[30]

QUESTION 3

Read the following article and answer the questions.

ETHICS CAN GIVE SMEs A STRATEGIC ADVANTAGE

The value of entrepreneurs and small and medium enterprises (SMEs) is widely recognised in terms of the contribution this sector makes to the economy and job creation.

Given the growing importance of the sector; it warrants asking whether ethics is less relevant for small-scale operations.

An argument that is raised against following an ethical approach is that SMEs cannot afford the cost and time this incurs.

Ethical values are built on various principles like fairness, to mention only one.

An ethical checklist is a useful tool to manage ethics.

Pertinent questions include:

1. Is the proposed action legal?
2. Does the action meet the company's ethical standards?
3. Could the action be shared without shame or guilt with others?
4. How would this action be defined if viewed by outsiders?
5. Who would be affected by the action and what would the impact and implications be?
6. Does the action set a sound precedent for the future?

Cynthia Schoeman

[Adapted from: *The Star Workplace* 25 February 2015]

3.1 Name the document which sets out ethical behaviour within an enterprise. (1)

3.2 'Fairness is one ethical value.'

List any other FOUR principles on which ethical values are built. (4 × 1) (4)

3.3 Describe ONE implication or effect of the document named in 3.1 on:

3.3.1. Employees

3.3.2. Customers

(2 × 2) (4)

3.4 Read the following situations and decide whether the action is ETHICAL or UNETHICAL. Write only 'ethical' or 'unethical' next to the question numbers (3.4.1–3.4.5) in the ANSWER BOOK. Motivate each answer.

You may make use of the 'pertinent questions' in the article above to motivate your answer.

3.4.1 Being taken to lunch by a supplier to thank you for your help in getting his contract renewed with your employer

3.4.2 Advertising your product by highlighting the weaknesses in your competitor's product

3.4.3 Taking time off for overtime worked

3.4.4 Answering personal e-mails during your lunch hour

3.4.5 Remunerating employees at normal tariff for working overtime

(5 × 2) (10)

3.5 Discuss THREE guidelines to follow to avoid *unethical marketing practices*.

(3 × 2) (6)

[25]

QUESTION 4

4.1 List FOUR main population groups in South Africa today. (4)

4.2 Name THREE of South Africa's main international tourist groups. (3)

4.3 Explain ONE way in which you would show consideration for the different cultures of international tourists. (2)

4.4 Discuss FOUR cultural needs international tourists may have when visiting South Africa. (4 × 2) (8)

4.5 Explain the following types of communication:

4.5.1 Verbal

4.5.2 Non-verbal

(2 × 2) (4)

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4.6 Discuss how the following could become a barrier when interacting with international tourists. Make use of an example in your explanation.

4.6.1 Language

4.6.2 Body language

(2 × 2) (4)
[25]

QUESTION 5

Read the following article and answer the questions.

TEN TIME MANAGEMENT TECHNIQUES THAT REALLY WORK

Time is money when you are running your own business. Maximise your day with our top ten time management tips.

1. Set aside half an hour to plan your day each morning.
2. Make sure that you factor in time for interruptions.
3. Accept that you can't answer every call or respond to every email instantly.
4. Try setting yourself deadlines throughout the day to prevent tasks dragging on.
5. Before every meeting or call, take a few minutes to work out what exactly you want to get out of the appointment.
6. Be aware of the impact of the 'Pareto principle'.
7. Entrepreneurs can often struggle to delegate, preferring to be hands on with every aspect of their business.
8. Batch similar tasks together to work more efficiently.
9. Be ruthless with meetings. The average office worker spends around 16 hours in meetings each week, but a quarter of this time is usually wasted.
10. Get rid of distractions when you need to focus.

Rebecca Burn-Callander

[Source: *www.telegraph.co.uk*, 29 September 2016]

5.1 What is the *Pareto* principle? (2)

5.2 Explain, using an example, how the following persons could use this principle to manage their time:

5.2.1 The manager of a business

5.2.2 A college student

(2 × 2) (4)

5.3 The Pareto principle is also known as the … (1)

5.4 Explain the term *timewaster*. (2)

5.5 Explain how the following activities can become *timewasters* within the business:

5.5.1 Telephone

5.5.2 Travelling

5.5.3 Meetings

5.5.4 Paperwork

(4 × 2) (8)

5.6 Explain how each of the following *timewasters* can be minimised or managed effectively within a business:

5.6.1 Telephone

5.6.2 Travelling

5.6.3 Meetings

5.6.4 Paperwork

(4 × 2) (8)

[25]

QUESTION 6

6.1 We all know that 1 + 1 = 2.
Why do you think that this picture shows that in t*eamwork* 1 + 1 = 3?



eaglesflightbenelux.nl (2)

6.2 Explain the difference between *team spirit* and *team coherence*. (4)

6.3 Why is it important to build *team spirit*? (2)

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6.4 Describe FOUR methods or techniques that can be used to build *team spirit*. (4 × 2) (8)

6.5 List THREE aspects of culture which could contribute to differences between team members. (3)

6.6. Discuss THREE reasons why it is important to identify and acknowledge differences between team members. (3 × 2) (6)

[25]

QUESTION 7

7.1 Read the following article and answer the questions.

KAROO FRACKING TO BEGIN IN 12 MONTHS - GOVT

Mar 08 2016 17:48

Johannesburg - The government said on Tuesday that exploration for shale gas will begin in the next 12 months, ending years of speculation over the project. South Africa's semi-desert Karoo region is believed to hold at least 485 trillion cubic feet of shale gas, but drilling has been delayed by environmental and economic concerns. 'One area of real opportunity for South Africa is the exploitation of shale gas', the government said in a statement.

'Exploration activities are scheduled to commence in the next financial year.'
The government has said that shale gas could be the answer to the country's energy challenges, as coal-fired power stations battle to meet the rising demand for electricity. But the process of fracking used to capture the gas has been opposed by environmentalists who argue that it has the potential to poison the Karoo's underground water supply.

Fracking involves digging wells up to four kilometres (2.5 miles) deep before pumping in a cocktail of water and chemicals to crack the shale rock and release the gas. In 2012, the government lifted an 18-month moratorium on hydraulic fracturing to weigh the environmental and economic implications of the process.

Anglo-Dutch energy firm Shell is one of the companies that have shown interest in the gas exploration, and have expressed concern at the lack of progress in the project. The company said it planned to spend $200m for the first exploration phase of six wells if granted a licence to drill.

[Source: *www fin24.com*, 17 October 2016]

7.1.1 Explain the concept *sustainable development*. (2)

7.1.2 What is *fracking*? (2)

7.1.3 Discuss TWO reasons why *fracking* would be good for business. (4)

7.1.4 Give ONE reason why *fracking* would be bad for the environment. (2)

7.1.5 Do you think that a business has a responsibility to look after the environment? Provide a reason for your answer. (3)

7.1.6 Suggest ONE way in which those who support *fracking* and those who oppose it, could come to a compromise. (2)

7.2 Read the following extract and answer the questions.

PETROL STRIKE STARTS TO BITE

Service stations dry up while economists warn that a prolonged shortage of fuel will add to country's economic woes.

Some filling stations, especially in Pretoria, where a major depot has been brought to a standstill by intimidation from strikers, already have empty tanks.

The government has said fuel shortages could cost the economy about R1 billion a day.

About 23 000 members affiliated to the Chemical, Energy, Paper, Printing, Wood and Allied Workers Union (Ceppwawu) launched the strike on Thursday, demanding a 9% wage hike and one year deal, while employers were offering 7%.

Bernard Sathekge

[Adapted from*: The New Age*, 02 August 2016]

7.2.1 What is the name of the union involved in this labour dispute? (1)

7.2.2 Would you say that a demand for a 9 % increase in wages is fair? Motivate your answer. (3)

7.2.3 Identify in which business environment a strike is found. (1)

7.2.4 Discuss any THREE roles played by trade unions. (3 x 2) (6)

7.2.5 Describe ONE effect of this strike action on businesses. (2)

7.2.6 Describe ONE effect of this strike action on the workers involved. (2)
[30]

TOTAL SECTION B: 160
GRAND TOTAL: 200

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