

BUSINESS STUDIES

PAPER II

Time: 2 hours

Marks: 100

QUESTION 1

LO 1 + LO 3

What do all South Africans have in common? An **EXTREMELY HIGH petrol price!**

It seems that the **petrol price** is on a mission to win a race. We've just had another massive increase and there's yet another increase looming shortly. When is this going to stop, because at the rate we're going, we'll be hitting R20/litre in no time at all!

The next petrol price change is due on!

Write a dialogue between the chairman of the Board of Directors of Woolworths and yourself in which you discuss Woolworth's Macro environment and the impact of the elements of the macro environment on the current crisis.

Hint: Use the PESTLE technique to guide your discussion.

The extended PESTLE technique also includes Ethics. Question the chairman of the Board of Directors of Woolworths on ethics in their business dealings.

[50]

QUESTION 2

LO2 + LO 4

Woolworths Holding Limited is a public company and has been listed on the JSE Limited since October 1997. It is listed in the Retail Sector of the main board.

<http://www.woolworthsholdings.co.za>

Write a report to the Woolworths Board of Directors in which you

- help them understand how being a public company may contribute to either the success or failure of Woolworths;
- advise the Board on how the quality of performance within the business functions can influence the success and failure of Woolworths.

[50]