



St Alban's College

## BUSINESS STUDIES

Grade 12

**JULY EXAM 2009 (Paper 2)**

**Examiner: D Botha & S Smit**

**Moderator: CLUSTER & V Downing**

**Time: 2 hours**

**Marks: 100**

**This exam covers the following Learning Outcomes for Business Studies:**

- LO1 – Business Environments (AS 4)
- LO2 – Business Ventures (AS 1)
- LO3 – Business Roles (AS 1)
- LO4 – Business Operations (AS 1)

**Instructions:**

- This paper consists of 2 pages. Please check that your question paper is complete.
- **Read the questions carefully and plan your answer before attempting it. (NO marks will be given for planning).**
- You are required to answer all the questions in this question paper.
- Number your answers exactly as the questions are numbered on the question paper.
- Neatness and a systematic presentation of facts are essential.
- It is to your own interest to write legibly and to present your work neatly.
- Answers must be completed in the Answer Book.

God bless you as you give your best.

Jos 1:9: "I command you to be strong and courageous! Do not be afraid or discouraged. For the LORD your God is with you wherever you go."

### QUESTION 1 (LO 3 & 4)

(50 MARKS)

Read the following job advertisement and answer the question that follows.

**Job Advertisement:**

Cashbuild Ltd. is looking for a Factory foreman to head the new brick-making department.

The selected candidate will have to oversee the entire production process and it is therefore imperative that he / she has excellent people and creative thinking skills as well as at least 5 years experience in an operation function. A relevant degree (or equivalent) is also a prerequisite for this position.

Contact Lenny Kruger on (011) 958 7634 or e-mail a comprehensive CV to [lennyk@gmail.com](mailto:lennyk@gmail.com). The closing date for applications is 30 June 2009.

**Part 1:**

Cashbuild's Human Resource function has been outsourced to you. You were required to place the above advertisement in the newspaper. In a business report, describe to Cashbuild's CEO the planning process you undertook in order to determine the requirements for the above position.

**Part 2:**

After a very successful process the newly appointed factory foreman is still not meeting the production quotas. He thought he knew what the problem was, and therefore organised additional training for the workers, but even this seemed to have no effect.

Using a drive technique help the factory foreman to identify the real problem and to find possible solutions to address the problems.

### QUESTION 2 (LO 1 & 2)

(50 MARKS)

Due to the current recession, Cashbuild's Board of Directors has employed you in an advisory position to assist them in their planning to cope with the economic crises. This recession has filtered through to the **market environment** where suppliers have increased prices and intermediaries are also charging more for their services.

You are required to analyse the market environment, using **PORTER'S FIVE FORCES MODEL** in the form of a mindmap.

Furthermore, in no more than **FOUR** slides present to the board why encouraging **entrepreneurship** is of vital importance in dealing with the current recession.