NATIONAL SENIOR CERTIFICATE EXAMINATION
SUPPLEMENTARY EXAMINATION – MARCH 2018

BUSINESS STUDIES: PAPER I

EXAMINATION NUMBER

ANSWER BOOKLET

SECTION A

QUESTION 1

50

Indicate the **most correct** answer by writing the letter of the alternative you have chosen in the space provided.

1.1	
1.2	
1.3	
1.4	
1.5	

1.6	
1.7	
1.8	
1.9	
1.10	

20

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QUESTION 2

Business Studies Dictionary

2.1			**2.6**	
2.2			**2.7**	
2.3			**2.8**	
2.4			**2.9**	
2.5			**2.10**	

20

QUESTION 3

Write the missing word/term in the space provided.

3.1	
3.2	
3.3	
3.4	
3.5	

10

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SECTION B

QUESTION 4

50

4.1 **Performance management in a fast food franchise.**

4.1.1 Explain ONE advantage of Total Quality Management in a business.

(2)

4.1.2 Define the term benchmarking in the context of performance management in a fast food franchise.

(2)

4.1.3 Describe, with the aid of an example, how the customer perspective of the Balanced Scorecard can be used to improve the performance of a franchise.

(3)

4.1.4 Discuss how a franchisor's return on investment $\left(\frac{\text{net profit}}{\text{own capital}} \times 100\right)$ can be used as a quality of performance tool.

(3)

10

4.2 Refer to the following acronym and answer the question in the space provided:

C	C 4.2.1	M 4.2.2	A 4.2.3

For this part of the acronym you are required to:

(i) Identify what the letter represents; and

(ii) Discuss each of the processes involved.

4.2.1 (i) Identify what the C represents: _____ (1)

(ii) Discuss the process involved:

_____

_____

_____

(2)

4.2.2 (i) Identify what the M represents: _____ (1)

(ii) Discuss the process involved:

_____

_____

_____

(2)

4.2.3 (i) Identify what the A represents: _____ (1)

(ii) Discuss the process involved:

_____

_____

_____

(2)

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4.3 Micro, Market and Macro analysis of a fast food environment.

4.3.1 Describe an internal challenge that a fast food franchisee could face.

_____

_____

_____

(2)

4.3.2 Discuss TWO strategies to overcome the challenge mentioned in Question 4.3.1.

- _____

  _____

  _____

  (2)

- _____

  _____

  _____

  (2)

4.3.3 Discuss the **level of competitive rivalry** as a challenge faced by fast food franchises.

_____

_____

_____

_____

(3)

4.3.4 Describe a strategy to overcome the challenge mentioned in Question 4.3.3.

_____

_____

_____

(2)

4.3.5 Describe the Resource-Based Approach as a technique in dealing with business challenges faced by a fast food franchise.

_____

_____

_____

_____

_____

(4)

15

4.4 **The Marketing Function in a fast food franchise.**

4.4.1 List FOUR factors that can influence the buying decision of customers from a marketing perspective.

- _____
- _____
- _____
- _____

(4)

4.4.2 Discuss why the marketing policy of "people" is important to a fast food franchise.

_____

_____

_____

_____

(3)

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4.4.3 Discuss TWO advantages of franchising from the franchisee's point of view.

- _____

_____

- _____

_____

(4)

11

4.5 When a new McDonald's franchise opens in South Africa, it is common practice to allow an American representative to come in and give advice on certain management issues. This sometimes creates resentment and distrust by the local managers and employees towards the foreign representative.

With the aid of ONE creative problem-solving technique you are required to:

- Mention the problem-solving technique that you have chosen;
- Analyse the problem faced by McDonald's fast food franchises; and
- Propose a solution to the problem.

Problem-solving technique: _____ (1)

Analyse the problem faced by McDonald's fast food franchise:

_____

_____

_____

_____

_____

(3)

Solution proposed to solve the problem:

_____

_____

_____

(1)

5

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