NATIONAL SENIOR CERTIFICATE EXAMINATION
SUPPLEMENTARY EXAMINATION – MARCH 2018

BUSINESS STUDIES: PAPER II

Time: 2 hours | 100 marks

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY

1. This question paper consists of 4 pages. Please check that your question paper is complete.
2. Read the questions carefully and plan the length of your answers in relation to the sections being covered in each question.
3. Answer both Question 1 and Question 2.
4. Number your answers exactly as the questions are numbered.
5. Each question must be answered on a new page.
6. Candidates are advised to pay special attention to the use of language.
7. It is in your own interest to write legibly and to present your work neatly.
8. Answers must be completed in the Answer Book provided.

The following aspects will be considered when marks are allocated in this paper:

- Format:
  - The CORRECT format for each question must be used, i.e. Business report.
  - Where applicable, include an introduction and conclusion.
  - Use headings and sub-headings where appropriate.
- Terminology: Correct business terminology should be used.
- Content: Must be sufficient to cover all aspects of the question.
- Substantiation: Justification for statements made.
- Application to case study/context/theme.
- Creative problem solving rather than just giving theoretical facts.
- Synthesis and sequencing.

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QUESTION 1

Study the following sources and then answer the question that follows:

SOURCE A

[Source: <http://quotesgram.com/funny-conflict-quotes/10/10/2016>]

SOURCE B

[Source: <https://onvipas.wordpress.com/author/onvipas/10/10/2016>]

SOURCE C

[Source: <https://za.pinterest.com/pin/16677461090398695/10/10/2016>]

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Wherever there are people, there will be conflict. Managers have to deal with conflict in the workplace in a sensible, fair, and efficient manner. It is important that the manager understands conflict and knows how to resolve different conflict situations.

Required:

You have been approached by a leading South African fast food franchise to assist in managing conflict situations in the workplace.

Write a report to the franchise in which you identify possible conflict situations in the different business functions. Provide detailed strategies to the different managers that could be used to avoid or overcome these situations. Include a discussion on how human capital policies and procedures could also be used to avoid or manage conflict situations.

[50 marks]

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QUESTION 2

Read the following case study and then answer the question that follows:

SA'S FEROCIOUS FAST FOOD APPETITE

The local fast food industry brings in more than R300-billion every year. The percentage of adults who buy fast food at least once a month increased from 66% in 2009 to more than 80% in 2016. It is estimated that the number of consumers in this sector will increase to 42-million people by 2018.

An obvious sign of this is the number of new local and international brands entering the market. Coffee giants have also shown interest in the South African market.

It is predicted that fast food in South Africa will witness an annual growth rate of 9% for the 2014 to 2019 period. Fast food is experiencing exponential growth with local consumers.

Global players could have an upper hand having years of experience as efficient operators.

Fast food has a great future in South Africa, with its young, growing population.

[Source adapted from: <http://mg.co.za/article/2016-04-11-sa-has-an-appetite-for-fast-food/12/12/2016>]

An increase in demand for fast foods has led to an increased level of competition of both local and international fast food brands. It has become increasingly important for businesses to find new and innovative ways of attracting customers to their outlets.

Required:

You have been approached to give advice to a fast food franchise.

Discuss how **entrepreneurial qualities**, **management tasks** and **management competencies** could be used to ensure that a fast food franchise remains competitive and innovative.

HINT: You have to relate your response to one business you have studied in-depth **OR** a variety of such businesses.

[50 marks]

Total: 100 marks

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