

BUSINESS STUDIES: PAPER I

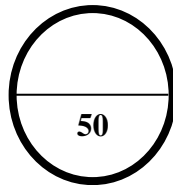
EXAMINATION NUMBER

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ANSWER BOOKLET

SECTION A

QUESTION 1



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

1.1	
1.2	
1.3	
1.4	
1.5	

1.6	
1.7	
1.8	
1.9	
1.10	

1.11	
1.12	
1.13	
1.14	
1.15	

30

QUESTION 2

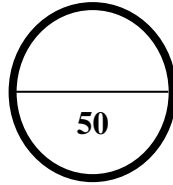
Match the columns: write only the correct letter from Column B next to the appropriate question number of Column A.

Column A	Column B
2.1	
2.2	
2.3	
2.4	
2.5	
2.6	
2.7	
2.8	
2.9	
2.10	

20

SECTION B

QUESTION 3



3.1 Fill in the **missing information** from the schematic diagram.

3.1.1	Three entrepreneurial qualities of a successful manager: * * * <p style="text-align: right;">(3 marks)</p>
3.1.2	Description of a transformational leadership style : <p style="text-align: right;">(2 marks)</p>
3.1.3	Two non-monetary factors that management can use to motivate employees: * * <p style="text-align: right;">(2 marks)</p>
3.1.4	(a) Organisational awareness competency : <p style="text-align: right;">(3 marks)</p> (b) Customer service orientation competency : <p style="text-align: right;">(3 marks)</p>

- 3.2 Suggest, with a **different** strategy for each, how the Mr Price Group Ltd's management team could effectively deal with each of the following **micro challenges**:

3.2.1 **The purchasing manager consistently fails to meet budget deadlines.**

(2 marks)

3.2.2 **There is a lack of commitment by managers to deal with racism in the workplace.**

(2 marks)

3.2.3 **The method used in conducting performance appraisals is quoted as the main reason for staff resignation.**

(2 marks)

3.3 For each of the elements of **Porter's Five Forces Model** you are required to:

- Describe, with the aid of an example, a **challenge** that Mr Price may encounter under this force;
- Discuss a different **strategy** to deal with the challenge;
- Identify a different **stakeholder** that would benefit from the implementation of the strategy.

Element of Porter	Challenge being faced	Strategy to deal with challenge	Stakeholder that would benefit from implementation of strategy
3.3.1 Level of rivalry in the market	(2 marks)	(2 marks)	(1 mark)
3.3.2 The power of suppliers	(2 marks)	(2 marks)	(1 mark)

3.5

3.5.1 (a) **Example of a tangible resource:**

Example of an intangible resource:

(2 marks)

(b) **A strategy that Mr Price could use to ensure tangible resources are used in an optimal manner:**

(2 marks)

3.5.2 **A possible strength of Mr Price:**

(1 mark)

3.5.3 **An advantage in management completing an environmental scan at Mr Price:**

(2 marks)

3.5.4 **The process involved in completing a Value Chain Analysis:**

(3 marks)

