



# higher education & training

Department:  
Higher Education and Training  
**REPUBLIC OF SOUTH AFRICA**

## **NATIONAL CERTIFICATE (VOCATIONAL)**

### **BUSINESS PRACTICE L4 NQF LEVEL 4**

(3061004)

**1 December 2020 (X-paper)  
09:00–12:00**

**This question paper consists of 14 pages.**

139Q1N2001




<p><b>TIME: 3 HOURS</b> <b>MARKS: 200</b></p>
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**INSTRUCTIONS AND INFORMATION**

1. Answer all the questions.
  2. Read all the questions carefully.
  3. Number the answers according to the numbering system used in this question paper.
  4. Start each section on a new page.
  5. Use only a black or blue pen.
  6. Write neatly and legibly.
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**SECTION A****QUESTION 1**

- 1.1 Various options are given as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (1.1.1–1.1.15) in the ANSWER BOOK.
- 1.1.1 Unethical marketing practices such as ... can impact negatively on a business organisation's relationship with its customers.
- A digital marketing 
  - B direct marketing
  - C telemarketing
  - D targeting a specific gender group adversely
- 1.1.2 Visitors from ... are included in South Africa's domestic tourist group.
- A Western Europe
  - B North America
  - C Asia
  - D Limpopo
- 1.1.3 The following stakeholders form part of the market environment of Shoprite Checkers:
- A Suppliers 
  - B Investors
  - C Trade unions
  - D Government
- 1.1.4 The following is an example of good delegation:
- A Delegate tasks to employees who can do them well.
  - B Employees can work unsupervised.
  - C Employees are left to figure out things for themselves.
  - D Delegate tasks to employees who perform poorly.
- 1.1.5 Good management of your diary as a planning tool does not include ...
- A recording all appointments in your diary.
  - B locking your diary away in a safe place.
  - C updating your diary on a regular basis. 
  - D consulting your diary on a daily basis.

1.1.6 The impact that HIV/AIDS can have on any business organisation includes ...

- A higher absenteeism rate.
- B increased production costs.
- C lower staff turnover.
- D increased productivity.



1.1.7 Implementing an efficient code of conduct in the workplace could have the following impact:

- A Higher staff turnover
- B Lower staff turnover
- C Lower productivity
- D Lower staff motivation

1.1.8 Reasons for unemployment in South Africa include ...

- A a lack of essential services.
- B lower worker productivity.
- C a lack of skills and experience.
- D lower inflation rates.

1.1.9 ... is/are (an) example(s) of verbal communication in the workplace.



- A Body language
- B Eye contact
- C A handshake
- D Presentations and lectures

1.1.10 Authority levels within an organisation can be shown in a/an ...

- A organogram.
- B conundrum.
- C pie chart.
- D bar graph.

1.1.11 The appropriate behaviour to gain trust and support from colleagues would be to ...

- A focus on their weaknesses.
- B show respect.
- C be aggressive.
- D be submissive.

1.1.12 Sustainable development involves maintaining the balance between satisfying ...

- A the needs of all while preserving natural resources.
- B the needs of the poor and the needs of the rich.
- C both needs and wants.
- D the needs of all regardless of preserving natural resources.



1.1.13 A work plan is a planning tool setting out tasks in order to accomplish the... of the organisation.



- A objectives
- B code of conduct
- C policies
- D procedures

1.1.14 In a conflict situation in the workplace, one should avoid the following:

- A Constructive criticism
- B Positive feedback
- C Destructive criticism
- D Re-directive feedback

1.1.15 The impact of inflation on a business will fall within its ... environment.

- A political
- B economic
- C socio-cultural
- D international

(15 × 1) (15)

1.2 Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (1.2.1–1.2.10) in the ANSWER BOOK. Correct the statement if the answer is FALSE.



1.2.1 Listening is the most important skill in the communication process.

1.2.2 It is normal practice to negotiate deadlines if an employee is unable to complete a task.

1.2.3 Decreasing unemployment is the sole responsibility of the government.

1.2.4 External customers interact with the business from the market and macro environments.

1.2.5 Cultural differences in the workplace will have an impact on decision-making.

1.2.6 Unemployment refers to everyone who is unable to work.

1.2.7 Delegation means transferring work that you do not enjoy to someone else.



1.2.8 Showing respect towards fellow team members will not add value to the team at all.

1.2.9 Sustainable development focuses only on environmental issues.



1.2.10 The way in which an organisation behaves and operates is determined by its culture.



(15 × 1)

(15)

1.3 Choose a description from COLUMN B that matches a term in COLUMN A. Write only the letter (A–K) next to the question number (1.3.1–1.3.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.3.1	Workplace confidentiality	A	work which may be neither urgent nor important
1.3.2	Collective bargaining	B	to organise work in order of importance and urgency
1.3.3	Routine tasks	C	selling a product in the best possible way
1.3.4	Competition laws	D	the process of sorting out disagreements
1.3.5	Productivity 	E	the natural world in which people, animals and plants live
1.3.6	Team dynamics	F	to keep certain information secret
1.3.7	Prioritisation	G	introduction of new things, ideas or ways of doing something
1.3.8	Marketing	H	ensures that businesses are fair and truthful about their dealings
1.3.9	Innovations	I	discussions between trade unions and employees
1.3.10	Conflict resolution	J	working together to achieve the same goals 
		K	the rate at which a worker produces goods

(10 × 1)

(10)  
[40]**TOTAL SECTION A: 40**

**SECTION B****QUESTION 2**

2.1 Read the article below and then answer the questions.





**SA is small fry alongside BRICS giants, but we have much to gain from the bloc**

Russian President, Vladimir Putin, has urged his counterparts in the BRICS group to surpass the \$102 billion worth of trade among the five-member countries. That would be good news indeed, and as the leaders of Brazil, Russia, India and China jet off to their respective homes, it is important to reflect on what this summit meant for South Africa and Africa. Some have argued that South Africa should not be part of the prestigious grouping, judging by the size of our economy and population.



For South Africa, it is important that we remain in this powerful group, even though it may seem as if we don't belong. It gives us clout on global affairs and we need the New Development Bank to fund some of our infrastructure needs.

[Source: *Sunday Times* editorial 29 July 2018]

- 2.1.1 What does BRICS stand for? (1)
- 2.1.2 Describe South Africa's role within this group. (2)
- 2.1.3  How does South Africa benefit from belonging to this group? (2)
- 2.1.4  Name the business environment within which this international trade relationship operates. (2)
- 2.2 Briefly define the following methods of communication which President Vladimir Putin could use when communicating with member countries.
- 2.2.1 Written communication
- 2.2.2 Verbal communication
- 2.2.3 Electronic communication (3 × 2) (6)
- 2.3 Give ONE example of each of the following:
- 2.3.1 Written communication 
- 2.3.2 Verbal communication 
- 2.3.3 Electronic communication (3 × 1) (3)

2.4 In each situation below identify which ONE of the three forms of communication in QUESTION 2.3 should be used. Give ONE reason for each answer.

2.4.1 Send customers their statements of account.

2.4.2 Notify employees of a staff meeting.



2.4.3 Inform the general public of a new product.

2.4.4 Invite potential investors to a gala dinner.

(4 × 2) (8)

2.5 Explain how the following factors could become barriers when communicating with stakeholders. Use examples in the explanations.

2.5.1 Physiological factors

2.5.2 Differences in language

2.5.3 Differences in culture

(3 × 2) (6)



[30]

**QUESTION 3**

Read the scenario below and then answer the questions.

**A tale of 2 security companies**

There were once three friends who met while working as security guards for Grey Security Services. Eventually all of them were promoted to area managers in the company.

At a time two of these friends decided to leave the company and start their own security business called Red Security Services.

Initially, as is true of all new businesses, they struggled to find new clients to whom they could offer their services.

They then decided to offer their friend still working for Grey Security a share in their new business in exchange for confidential information on Grey Security's clients.

She accepted their offer, which meant she was now a director in Red Security Services while still working as an area manager for Grey Security.

3.1 What is a code of conduct?



(2)


3.2 Explain the purpose for having a code of conduct in place within any organisation.

(2 × 2) (4)


3.3 List THREE underlying values or principles to consider when drawing up a code of conduct.

(3)



- 3.4 Identify and discuss TWO unethical issues raised in the scenario above. (2 × 2) (4)
  - 3.5  Give TWO rules to be included in Grey Security's code of conduct to address the unethical issues identified in QUESTION 3.4. (2 × 2) (4)
  - 3.6 Discuss FOUR remedial actions that can be taken against an individual who may deviate from an organisation's code of conduct. (4 × 2) (8)
- [25]**

**QUESTION 4**

- 4.1 Define the term *culture*. (2)
- 4.2 Name FOUR aspects of culture that need to be taken into account between colleagues and managers in a workplace. (4)
- 4.3 Discuss TWO reasons why it is important to be knowledgeable  about colleagues' and managers' cultures. (2 × 2) (4)
- 4.4 Describe FOUR steps to follow when resolving conflict resulting from cultural differences in the workplace. (4 × 2) (8)
- 4.5 

Clients do not come first.  
 Employees come first.  
 If you take care of your employees,  
 they will take care of your clients.  
 Richard Branson

  - 4.5.1 Do you agree with the above statement? (1)
  - 4.5.2 Give ONE reason to support the answer to QUESTION 4.5.1. (2)
- 4.6 Explain TWO ways of dealing with cultural differences in the workplace. (2 × 2) (4)



**[25]**

**QUESTION 5**

Study the article below and then answer the questions.


**HOW TO USE THE 80/20 RULE TO MAKE DECISIONS**



1. **IDENTIFY THE 80/20 TASKS**  
Take out a sheet of paper and write down what should be done daily.
2. **ASK A SIMPLE QUESTION**  
Does this task help or hurt 80% of the activities?
3. **ELIMINATE OR DELEGATE**  
Either pass it along to someone else (delegate) or eliminate it.
4. **DON'T ADD, SUBSTITUTE**  
If a new project is important enough to work on, then it should replace a low-value activity.
5. **PRACTICE CREATIVE PROCRASTINATION**  
When you know that a project isn't an 80% activity, then it's perfectly fine to move it to the someday list.

Practising 80/20 is a skill that takes some time to develop. At first, it will be difficult to let go of the projects once thought to be important. Eventually, however intuitive understanding is developed of what is valuable and what is a waste of time.

[Source: [www.developgoodhabits.com/23aph/](http://www.developgoodhabits.com/23aph/)]

- 5.1 Explain the 80/20 rule. (2)
- 5.2 Give another name for the 80/20 rule. (1)
- 5.3 Describe how to use the 80/20 rule to manage time effectively. (2)
- 5.4 Give a brief explanation of the term *procrastination*.  (2)
- 5.5 Explain what is meant by *creative procrastination* used in the above article. (2)
- 5.6 Explain how procrastination impacts negatively on time management. (2)
- 5.7 Define the term *timewasters*. (2)

5.8 Discuss how the productivity of an organisation can be impacted negative by the following activities:

5.8.1 Meetings

5.8.2 Telephone

5.8.3 Travel



(3 × 2) (6)

5.9 Give ONE way in which the impact of the following timewasters could be minimised in the workplace:

5.9.1 Meetings

5.9.2 Telephone

5.9.3 Travel

(3 × 2) (6)  
**[25]**

**QUESTION 6**

6.1 Define the following concepts:

6.1.1 Teamwork

6.1.2 Team dynamics

6.1.3 Team spirit



6.1.4 Team coherence

(4 × 2) (8)

6.2 Study the cartoon below and then answer the questions.



[Source: www.glasbergen.com]

- 6.2.1 Is the attitude depicted in the cartoon a good way of building team spirit? (1)
- 6.2.2 Give ONE reason for the answer to QUESTION 6.2.1. (2)
- 6.2.3 As the leader of the team in the cartoon, how should the attitude of the team member be dealt with? (2)
- 6.3 Discuss THREE methods and techniques that can be used to build team spirit. (3 × 2) (6)
- 6.4 Explain THREE forms of behaviours that would be conducive to working together as a cohesive team. (3 × 2) (6)
- [25]**

**QUESTION 7**

7.1 Read the article below and then answer the questions.

**What is 5G and what will it mean for you?**

By Matthew Hall  
Technology of Business editor  
24 July 2018

Superfast fifth generation 5G mobile internet could be launched as early as next year in some countries, promising download speeds 10 to 20 times faster than we have now. But what difference will it make to our lives? Will we need new phones? And will it solve the notspot issue for people in remote areas?



What is 5G exactly?

It's the fifth generation of mobile internet connectivity promising faster data download and upload speeds, wider coverage and more stable connections.


What will it enable us to do?

'Whatever we do now with our smartphones we'll be able to do faster and better,' says Ian Fogg from OpenSignal, a mobile data analytics company.

Why do we need it?

The world is going mobile and we're consuming more data every year, particularly as the popularity of video and music streaming increases. Existing spectrum bands are becoming congested, leading to breakdowns in service, particularly when many people in the same area are trying to access online mobile services at the same time. 5G is much better at handling thousands of devices simultaneously, from mobiles to equipment sensors, video cameras to smart streetlights.

[Source:[www.bbc.com/news/business-44871448](http://www.bbc.com/news/business-44871448)]

- 7.1.1 Briefly explain the concept 5G. (2)
- 7.1.2 How can a student benefit from access to 5G? (1)
- 7.1.3 Give ONE reason for the answer to QUESTION 7.1.2.  (2)
- 7.1.4 Discuss how a business could use 5G to improve the communication with its customers. (2)

7.2 Read the article below and then answer the questions.

**Light at the end of the bus strike tunnel?**

Transport Minister, Blade Nzimande, and Labour Minister, Mildred Oliphant, will meet with bus operators and unions on Thursday in another attempt to end the deadlocked pay and conditions talks.

Agreement appears to have been reached about a two-year pay deal, although there is still argument about the employer offer of 9% for the first year, followed by 8%.

Management has also insisted that any new pay deal should start on 1 May rather than the usual start date of 1 April. The unions regard this as an attempt to punish workers for their fight-back.

Union members and employer negotiators agreed to call for intervention from Oliphant on Monday to help break the deadlock in the pay and benefits talks.

However, the main sticking point relates to when a night shift should start and end, and the payment expected.

Other issues, such as compensation and conditions for dual drivers on long-distance buses and the insourcing of technical and other labour may be set aside to be dealt with by a task team.

Initially the unions demanded a 12% pay rise while the employers offered 7%.

26 Apr 2018 09:07 Terry Bell

[Source: [www.fin24.com/Economy/News/bus-strike-](http://www.fin24.com/Economy/News/bus-strike-)]

- 7.2.1 Name THREE stakeholders involved in this wage negotiation. (3)
- 7.2.2 Identify TWO demands being made in this wage negotiation. (2)
- 7.2.3 Define the term *trade union*. (2)
- 7.2.4 Name the stakeholder represented by the trade union. (2)
- 7.2.5 Discuss THREE functions of trade unions. (3 × 2) (6)
- 7.2.6 Explain TWO actions that employees can take when their demands are not met in a labour dispute. (2 × 2) (4)
- 7.2.7 Discuss TWO effects that such actions (QUESTION 7.2.6) could have on a business. (2 × 2) (4)

**[30]**

**TOTAL SECTION B: 160**  
**GRAND TOTAL: 200**