

6. Use the table below as a guide for marking and time allocation when answering each question.

SECTION A	QUESTION	MARKS	TIME
A: SHORT QUESTIONS COMPULSORY	1	20	15 min
B: THREE direct/indirect type questions CHOICE: Answer any TWO	2	40	2 x 40 min
	3	40	
	4	40	
C: TWO essay type questions CHOICE: Answer any ONE	5	40	30 min
	6	40	
TOTAL		180	90 MIN

7. Start the answer to EACH question on a NEW page, e.g. QUESTION 1 – new page,
QUESTION 2 – new page.
8. You may use a non-programmable calculator.
9. Write neatly and legibly.

SECTION A (COMPULSORY)

QUESTION 1

1.1.1 Various options are provided as possible answers for the following questions. Choose the answer and write only the letter (A-D) next to the question numbers (1.1.1 to 1.1.5) in the ANSWER BOOK, e.g. 1.1.1 D.

- 1.1.1 This act aims to ensure ethical and responsible marketing practices in the consumer market.
- The Basic Conditions of Employment Act (BCEA) (No. 75 of 1997)
 - The Skills Development Act (SDA) (No. 97 of 1998)
 - The Consumer Protection Act (CPA) (No. 68 of 2008)
 - The National Credit Act (NCA) (No. 34 of 2005)
- 1.1.2 Lulu Laughs Lounge Coffee shop implemented the ... diversification strategy when they decided ~~decided~~ to introduce a line of branded merchandise such as mugs and t-shirts.
- vertical
 - Conglomerate
 - horizontal
 - Concentric
- 1.1.3 Golden View Mining conducts business in the ... sector.
- primary
 - micro
 - secondary
 - tertiary
- 1.1.4 The ability of a product to satisfy the needs of consumers refers to ...
- quality ~~control~~
 - quality
 - quality assurance
 - quality management
- 1.1.5 This business function is responsible for compiling long term plans to achieve the vision and mission of the business.
- administration
 - General management
 - production
 - financial

(8 x 2) (16)

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