5.3.3 Describe the tests that candidates could be required to undergo as part of the selection process.

(4)

5.3.4 Explain the possible disadvantages when Sasol Ltd uses external recruitment.

(4)

LIVEWORKSHEETS

5.3.5 Discuss the possible advantages when Sasol Ltd uses a performance appraisal as part of staff development.

(4)

5.4 **The market environment of Sasol Ltd.**
Describe how the following elements of Porter's Six Forces model could impact on the ability of Sasol Ltd to create and maintain a competitive advantage in the fuel industry. In each case, give strategies on how Sasol Ltd can respond to the challenges.

5.4.1 Threat of new entrants

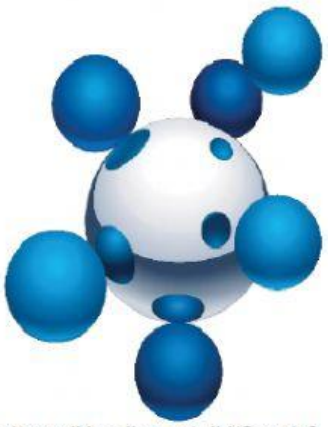
(6)

LIVEWORKSHEETS

5.4.2 Power of the buyer

(6)
[50]

sasol
reaching new frontiers



[Source: <https://en.wikipedia.org/wiki/Sasol>]

LIVEWORKSHEETS

QUESTION 6

6.1 Refer to the following extract where applicable when answering the questions that follow.

SHELL SELECT STORES

Shell Select offers a 24 hours, seven days a week shopping convenience.

We offer a wide variety of confectionary items and cool drinks. There is something for everyone.

There are bakeries on a large number of our sites and Shell Select is constantly striving to offer you innovative bakery delights. All our products are fresh-baked every day. Select staff is well trained to give you an exceptional taste experience that will have you coming back for more.

Select also carries a range of standard grocery items. We have made sure that we keep the leading brands so that you are guaranteed to purchase fresh, quality products.

[Adapted from: <https://www.shell.co.za/motorists/inside-our-stations/shell-select-stores.html> downloaded December 2018]

6.1.1 Evaluate how Shell South Africa uses the product policy to maintain a competitive advantage. Use evidence from the extract to support your argument.

(5)

LIVEWORKSHEETS

6.1.2 What are the possible advantages for Shell South Africa to develop a strong brand?

(6)

6.1.3 Describe how the buyer uses the stimulus-response model to make buying decisions.

(8)

LIVEWORKSHEETS

6.1.4 Discuss the impact of the "right to disclosure of information" from the Consumer Protection Act on the Marketing department of Shell South Africa.

(4)

6.2 Discuss what methods employers could use to communicate organisational goals to their employees.

(4)

LIVEWORKSHEETS

6.3 Refer to the following extract where applicable when answering the questions that follow.

Ceppwawu strike to hurt economy – Sacci

Johannesburg – The strike by the Chemical, Energy, Paper, Printing, Wood and Allied Workers' Union (Ceppwawu), which was affecting deliveries from oil refineries and fuel depots, would have a negative impact on the economy, the SA Chamber of Commerce and Industry (Sacci) warned on Friday.

[Adapted from <https://www.iol.co.za/business-report/economy/ceppwawu-strike-to-hurt-economy-sacci-2054495> Downloaded Dec 2018]

6.3.1 Discuss the possible negative implications of a strike in the petroleum industry. You can refer to the impact on the petrol stations, employees or customers.

(6)

6.3.2 Describe other alternative forms of industrial action that the members of Ceppwawu could have undertaken to air their grievances.

LIVEWORKSHEETS

6.4 Discuss THREE possible benefits for Shell South Africa when a business involves itself in CSR programmes. Use examples to illustrate your answer.

(6)

LIVEWORKSHEETS

6.5 Study the following infographic and then answer the question that follows.

Back-office system failures



[Source: <https://petroconnect.co.za/blog Downloaded February 2019>]

Provide suggestions on how petrol station owners can deal with some or all of these system failures.

(5)
[50]

LIVEWORKSHEETS