



BUSINESS STUDIES  
GRADE 10  
MAY/JUNE EXAMINATION  
2017

<b>MARKS:</b>	200
<b>TIME:</b>	2 HOURS
<b>EXAMINER:</b>	MISS E BURGER
<b>MODERATOR:</b>	MRS C EDY

## INSTRUCTIONS AND INFORMATION

Read the following instructions carefully before answering the questions:

1. This question paper consists of THREE sections.  
SECTION A: COMPULSORY  
SECTION B: Consists of FOUR questions. Answer any THREE.  
SECTION C: Consists of THREE questions. Answer any TWO of the THREE questions from this section.
2. Read the instruction for each question carefully and take particular note of what is required.
3. Number the answers correctly according to the numbering system used in the question paper.
4. Except where other instructions are given, answers must be in full sentences.
5. Use the mark allocation and the nature of each question to determine the length of an answer.
6. Use the table below as a guideline for marks and time allocation when answering each question.

SECTION A	QUESTION	MARKS	SUB-TOTAL	TIME
COMPULSORY	1	30	30	15 minutes
SECTION B	2	30	90	15 minutes per question = 45 minutes
Four questions. Answer any THREE of the FOUR questions.	3	30		
	4	30		
	5	30		
SECTION C	6	40	80	30 minutes per question = 60 minutes
Essay questions. Answer any TWO of the THREE	7	40		
	8	40		
TOTAL			200	120 minutes

SECTION A – (COMPULSORY – ANSWER ALL QUESTIONS IN THIS SECTION)

QUESTION 1.1

Write only the correct letter next to the number in ANNEXURE A on your answer booklet.

- 1.1.1 Organisational culture and management is part of the ... environment.
- A tertiary
  - B micro
  - C market
  - D macro
- (2)
- 1.1.2 Stock is ordered when needed. This system is known as .....
- A Fixed order system
  - B Fixed level system
  - C Just in time
  - D On demand
- (2)
- 1.1.3 Facts that are meaningful for management to make decisions are called:
- A data
  - B information
  - C management information
  - D a survey
- (2)
- 1.1.4 Which of the following is an example of long-term borrowing?
- A Mortgage bond
  - B Overdraft
  - C Trade credit
  - D Open account
- (2)
- 1.1.5 The functions of the purchasing department are to:
- A sell the products of the business through advertising and sales promotions.
  - B develop a trustworthy image of the business with all the stakeholders.
  - C buy all the material, equipment and machinery for the business.
  - D create goods and services as much as possible.
- (2)

(5 X 2 = 10)

QUESTION 2

In each case, choose the **correct concept from Column B**, which **matches the information given in Column A**. Fill in the correct Letter in ANNEXURE A.

COLUMN A		COLUMN B	
1.2.1	Keeps in touch with the outside public and promotes the image of the business.	A	Regulators
1.2.2	To achieve the goals of the business, management plans, organises, directs and controls all the activities to make the business successful.	B	Consumerism
1.2.3	SAA	C	Marketing
1.2.4	Kind of decisions that top management must take.	D	Tactical
1.2.5	Ensures that the goods and services are delivered from the producer to the consumer by using market research.	E	Public relations
1.2.6	Management of the people employed in the business.	F	Private sector
1.2.7	The protection of consumer rights.	G	Strategic
1.2.8	Kind of planning that middle level management must do.	H	Human resources
1.2.9	Mango Airlines	I	General management
1.2.10	Organisations that enforce fair business practices	J	Parastatal

(10 X 2 = 20)

TOTAL MARKS FOR SECTION A: 30

SECTION B – COMPULSORY (ANSWER ANY THREE QUESTIONS)

QUESTION 2

---

- 2.1 Below is a list of some of the items that a trader needs to run a small shop.  
There is also a list of possible sources of finance for these items.

**Items**

- |       |                                  |
|-------|----------------------------------|
| 2.1.1 | Stock for the business           |
| 2.1.2 | The premises                     |
| 2.1.3 | A delivery truck                 |
| 2.1.4 | Monthly expenses including wages |

**Source of finance**

- |    |               |
|----|---------------|
| a) | Accruals      |
| b) | Leasing       |
| c) | Trade credit  |
| d) | Hire purchase |

For each of the items listed, choose the source of finance that you think would be most suitable for a small business and justify your answer. (4 x 3 = 12)

- 2.2 Decide which function each of the following represents:

**e.g. 2.2.10 Interview prospective employees**

**Answer: 2.2.10 Human resources**

- 2.2.1 Assembling car parts in the factory
- 2.2.2 Pricing of the product
- 2.2.3 Deciding on the overall direction of the business
- 2.2.4 Ensure customer complaints are attended to
- 2.2.5 Understand the workers and their problems
- 2.2.6 Recording incomes and expenses
- 2.2.7 Controlling office automation
- 2.2.8 Organising sponsorships for a local soccer team
- 2.2.9 Order new stock items

(9 x 1 = 9)

- 2.3 List the three levels of management and next to each level provide an example and the management function/s each level focusses on. (9)

[30]

### QUESTION 3

---

- 3.1 List and define (where necessary) the following:
- 3.1.1 **FOUR** objectives of the National Credit Act. (4)
  - 3.1.2 **FOUR** elements of the macro environment. (4)
  - 3.1.3 **FOUR** organisational resources. (4)
  - 3.1.4 A **SWOT** analysis. (4)[16]
- 3.2 Explain the requirements of a contract under the following headings:
- 3.2.1 Offer and acceptance
  - 3.2.2 Consideration
  - 3.2.3 Intention
  - 3.2.4 Capacity
  - 3.2.5 Form (5 x 2) [10]
- 3.3 Name the Acts relevant to an employment contract in South Africa. (4) [30]

### QUESTION 4

---

- 4.1 Compare the formal and informal sectors using the following characteristics:
- 4.1.1 Labour
  - 4.1.2 Resources
  - 4.1.3 Tax (12)
- 4.2 Explain how the public sector differs from the private sector. Provide an example of each. (10)
- 4.3 The location of a business is very important to its success. Without adequate infrastructure, most businesses would not survive. Describe what infrastructure refers to when planning a suitable location. Use examples in your answer. (8) [30]

QUESTION 5

Force-field analysis; The chair technique; The empty chair technique; SCAMPER;  
The Delphi technique; The nominal group technique; Forced combinations

- 5.1 From the list above, name the following problem-solving techniques.
- 5.1.1 Individuals brainstorm a problem and write down possible solutions. Then everyone takes a turn to read out one of their solutions and they are all recorded. The solutions are rated anonymously.
- 5.1.2 A group tries to think of positive and negative outcomes for various solutions or ideas and then weighs the pros and cons to try to come up with the best solution.
- 5.1.3 Brainstorm the problem and then brainstorm any key words that even vaguely relate to the problem. Write the key words on bits of paper and combine them in different ways to try to come up with an innovative idea.
- 5.1.4 A team needs to find ways to improve on a product to increase the profitability of the business.
- 5.1.5 A panel of experts fills in a series of questionnaires that they can anonymously adjust when they see what other panelist's ideas are. If the process is successful, a consensus will be reached as to its best solution. (5)
- 5.2 You are a newly recruited manager in the marketing department of a local firm. The department has been struggling to come up with new ideas to improve on the less popular products. Suggest how they can become more creative in their thinking. (5)
- 5.3 Planning a business requires appropriate research.
- 5.3.1 Explain how primary and secondary research differ from each other. (4)
- 5.3.2 Provide **TWO** guidelines to ethical research. (4)
- 5.3.3 Name **FOUR** characteristics of customers a business can research. (4)[12]
- 5.4 What points should the presenter remember when making presentations? (8)

[30]

TOTAL MARKS FOR SECTION B: 90

SECTION C (COMPULSORY – CHOOSE TWO ESSAYS ONLY)

QUESTION 6

The marketing department must constantly strive to deliver goods and services of best quality. Analyse the market environment by explaining the components of consumers, suppliers, intermediaries, competitors, CBO's, NGO's, regulators and Trade Unions. (40)

QUESTION 7

There are three stages in the production process. The activities of each stage are linked to a particular sector.

Analyse the three sectors within the economy. (40)

QUESTION 8

Write an essay in which you discuss a business plan. You must include what a business plan is, the purpose of a business plan and the contents of a business plan. Give a brief description of each of the items that are included in the business plan. (40)

TOTAL MARKS FOR SECTION C: 80

---

**GRAND TOTAL: 200**