

HILLCREST HIGH SCHOOL



BUSINESS STUDIES PAPER 1 GRADE 10 EXAMINATION – JUNE 2019

EXAMINER: MRS J CHABANT

MODERATOR: MRS EDY

MARKS: 100

TIME: 1½ hours

INSTRUCTIONS:

- This question paper consists of **THREE** sections, namely **SECTION A, SECTION B and SECTION C.**
 - SECTION A: **COMPULSORY**
 - SECTION B: Consists of **THREE** questions covering Topics dealing with **Business Environments and Business Operations** in Terms 1 and 2. Answer **ONLY TWO** questions from this section.
 - SECTION C: Consists of **TWO** essays covering Topics dealing with **Business Environments and Business Operations** Terms 1 and 2. Answer **ONLY ONE** of the TWO questions from this section.
- Consider the time allocation for each question when answering.
- Read the instructions for each question carefully and answer only what is required.
- Number the answers correctly according to the numbering system used in this question paper.
- Except where other instructions are given, answers must be in full sentences.
- The mark allocation of each question will determine the length of your answer.
- Start the answer to each question on a **NEW** page, for example QUESTION 1 – NEW PAGE, QUESTION 2 – NEW PAGE, QUESTION 3 – NEW PAGE et cetera.
- Use the table below as a guide for marks and time allocation for each question.
- Sections A, B and C MUST be answered in the booklet provided. Please indicate on the front cover which questions you have answered by putting it in a table format.**

QUESTION	SECTION		MARKS	TIME
1	A:	Multiple choice questions, correct word, Matching columns	20	15 mins
2	B:	<u>THREE</u> direct questions. Answer ONLY <u>TWO</u> questions	20	20 mins
3			20	20 mins
4			20	20 mins
5	C:	<u>TWO</u> essay questions. Answer only <u>ONE</u> essays.	40	35 mins
6			40	35 mins
		TOTAL	100	90 minutes

Section A- COMPULSORY**Answer all questions****QUESTION 1**

1.1 Four options are provided 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 – 1.1.5) in the ANSWER BOOK, for example 1.1.6 B.

1.1.1 Toyota SA is a business that is part of the

- A. Primary sector
- B. Secondary sector
- C. Tertiary sector
- D. Informal sector

1.1.2 The crime is mainly perpetrated by juveniles in response to poverty and unemployment.

- A. White collar crime
- B. Domestic crime
- C. Economic crime
- D. International crime

1.1.3 Is when goods are imitated and packed to resemble the original, high-priced goods as closely as possible.

- A. Piracy
- B. Copyright
- C. Bootlegging
- D. Counterfeiting

1.1.4 The main purpose of this business function is to transfer the factors of production into products and services.

- A. Public Relations
- B. Administration and Information
- C. Production
- D. Marketing

1.1.5 Which ONE of the following is not an activity of quality management?

- A. Quality control
- B. Quality assurance
- C. Quality improvement
- D. Quality performance

(10)

1.2 Complete the following statements by using the word(s)/abbreviations in the list below. Write only the word(s)/abbreviation next to the question number(1.2.1 – 1.2.5) in the ANSWER BOOK.

Information; Budgeting ; distribution channel ; data; Competition board; syndicates; corruption
--

1.2.1 A record of raw, unprocessed facts to be found in the format of statistics, graphs or tables is known as

- 1.2.1 is an example of a regulator.
- 1.2.3 This is a financial plan according to which resources for specific activities are issued.
- 1.2.4 This refers to a group of people joined together to achieve a particular goal.
- 1.2.5 A is a way to ensure that products reach consumers, for example wholesalers and retailers.

(10)
[20]

SUB TOTAL FOR SECTION A: 20 MARKS

Section B: Short questions

Answer only **TWO** of the THREE questions. Number your work clearly and as it appears in the question paper.

QUESTION 2 – Business Environments

Read the following scenario and answer the questions that follow.

- 2.1 Sarel Nkosi wants to open a new business in Langebaan, Cape Town. He has limited knowledge and experience but is willing to learn about how to run an efficient business.

- 2.1.1 Explain the importance of a mission statement to Sarel. (4)
- 2.1.2 Recommend to Sarel which **TWO** organisational resources he should look at first for starting his business. (4)
- 2.1.3 Tabulate the difference between management and leadership. (4)
- 2.1.4 Describe **THREE** key issues when it comes to the culture of the organisation to Sarel. (6)
- 2.1.5 List **TWO** examples of how Sarel can improve inclusivity in his business. (2)

[20]

QUESTION 3

Read the extract from an article which appeared in the newspaper Times Live.

- 3.1 **Woolies apologises after Valentine's ad gets a lot of hate**
Woolworths has issued an apology following a social media outcry over its Valentine's Day advert campaign.

<https://www.timeslive.co.za/.../2019-02-06>

- 3.1.1 Identify the business function that is responsible for issuing the public apology. (1)
- 3.1.2 Explain the **TWO** objectives of the function as identified in QUESTION 3.1.1. (4)
- 3.1.3 Analyse the consequences to Woolies if the business did not respond to the outcry by the public. (4)
- 3.1.4 List **THREE** examples that Woolies can use to communicate to its target audience. (3)

- 3.1.5 Discuss the key areas that businesses need to be aware of when dealing with the National Consumer Protection Act 68 of 2008 that was passed as law in South Africa. List and explain any **TWO**. (4)
- 3.2 Highlight **TWO** consumer rights under the National Credit Act. (4)
- [20]

QUESTION 4

- 4.1 Explain the **FOUR** phases that the marketing department can use for setting a price. (8)
- 4.2 Analyse the impact on the business should the human resources manager employ workers who are unskilled for a job. (4)
- 4.3 Highlight the procedures that need to be followed for a strike action to be legal. (4)
- 4.4 Discuss **TWO** ways for government authorities to be involved in the economy. (4)
- [20]

SUB TOTAL FOR SECTION B: 40 MARKS**Section C: Essays**

Answer only **ONE** of the TWO essay questions. Number your work clearly and as it appears in the question paper.

QUESTION 5**Shocking levels of poverty in South Africa revealed**

South Africa faces the 'triple challenge' of poverty, inequality and unemployment, according to a new report published by global aid and development charity, Oxfam.

<https://businesstech.co.za/news/general/94849/> August 2015

With reference to the above extract, write an essay in which you:

- Discuss **THREE** areas of inequality that you have learnt.
- Explain the socio-economic issue of poverty in South Africa.
- Describe **TWO** policy changes that government can make to improve unemployment and poverty in South Africa.

(40)

QUESTION 6

In keeping with the message of the President, Cyril Ramaphosa, concerning employing more youth and graduates, your business has decided to hire Amy Jones, a graduate, to assist the Purchasing manager.

In an essay discuss:

- Factors to consider before the purchasing manager makes a purchase.
- Steps in the purchasing procedure
- Two stock control systems.

(40)

PAPER TOTAL: 100 MARKS

