



BUSINESS STUDIES

GRADE 10

EXAMINATION JUNE 2013

MARKS: 200

TIME: 2 HOURS

EXAMINER: MRS P WALKER

MODERATOR: MRS C EDY

INSTRUCTIONS:

1. This paper consists of 3 sections and 10 pages.
2. You must answer all of the questions for SECTION A.
3. Use the annexure on your answer book to answer SECTION A.
4. SECTION B consists of 3 questions. You must choose ONLY TWO to answer. Please indicate your choices on the cover sheet.
5. SECTION C has 3 essay topics. You must choose only ONE. Please indicate your choice on the cover sheet.

SECTION A:

This section consists of 3 questions. You must answer all the questions.

Question 1: Multiple choice : (20 MARKS)

Each of the questions below has only 1 correct answer. Record the number of the question and the letter of the correct answer e.g. 25 A. Use the grid provided in your answer book to record your answer.

1. The four organisational resources do not include:
 - A. Human Resources
 - B. Intangible Resources
 - C. Financial Resources
 - D. Technological Resources
2. Which of the following items do NOT form part of working capital:
 - A. Trading stock
 - B. Debtors
 - C. Cash
 - D. Mortgage bond
3. Which of the following business types can NOT be part of the informal sector
 - A. Sole trader
 - B. Partnership
 - C. Close Corporation
 - D. All of the above
4. Which of the following is a public company
 - A. Toy Traders
 - B. Toy Shop CC
 - C. Toy Town (Pty) Ltd
 - D. Tons of Toys Ltd
5. Physical violence in the work place does not include:
 - A. Pushing
 - B. Swearing
 - C. Kicking
 - D. Shoving
6. Which of the following does not form part of long term financing:
 - A. Creditors
 - B. Mortgage Bond
 - C. Debentures
 - D. Shares
7. The percentage of people that live below the poverty line in South Africa is:
 - A. 30%
 - B. 40%
 - C. 50%
 - D. 60%

8. Which one of the following is NOT a form of inequality:
- A. Racial
 - B. Gender
 - C. Spiritual
 - D. Economic
9. The entrepreneur that opened Virgin Active gyms in South Africa was:
- A. Richard Maponya
 - B. Sol Kerzner
 - C. Richard Branson
 - D. Patrice Matsepe
10. Which of the following items is NOT a final good?
- A. Shoes
 - B. Denim fabric
 - C. Remote control
 - D. Toaster
11. The sector that contributes most to GDP is:
- A. Primary Sector
 - B. Secondary Sector
 - C. Tertiary Sector
 - D. Informal Sector
12. The tertiary sector auxiliary services do not include:
- A. Transport
 - B. Finance
 - C. Insurance
 - D. Wholesalers
13. Which of the following businesses is NOT part of the public sector
- A. Eskom
 - B. First National Bank
 - C. Transnet
 - D. Durban Solid Waste
14. Which of the following industrial actions is initiated by the employer?
- A. Go slow
 - B. Strike
 - C. Sympathy strike
 - D. Lock-out
15. Which of the following is an example of an NGO?
- A. Greenpeace
 - B. SAA
 - C. Cosatu
 - D. Department of health
16. The economic order quantity is part of the:
- A. Fixed order stock control system
 - B. Just In time stock control system
 - C. Both of the above
 - D. None of the above

17. Which of the following items is NOT fixed capital
- A. Equipment
 - B. Vehicles
 - C. Trading Stock
 - D. Furniture
18. ISO stands for:
- A. International Organisation for Standardisation
 - B. Internal Sales Order
 - C. Information, Statistics and Orientation
 - D. Informal Sector Organisations
19. The maximum number of shareholders in a public company is
- A. 10
 - B. 20
 - C. 50
 - D. None of the above
20. Which of the following is NOT one of the basic management tasks:
- A. Planning
 - B. Controlling
 - C. Communicating
 - D. Leading

TOTAL

(20)

Question 2: Matching columns: (10 marks)

Column A contains a list of words numbered 1-10. Column B contains a list of explanations labelled A-J. For each number, 1-10, record the letter of the most appropriate matching meaning. E.g. 20-Z. Use the grid provided in your answer book to record your answer.

| COLUMN A | | COLUMN B | |
|-----------|--------------------|----------|--------------------------------------------------------------------------------------------|
| 1 | Organogram | A | Government taking ownership of existing private businesses |
| 2 | Factoring | B | Consumers unite and refuse to purchase a certain product or buy from a particular business |
| 3 | Substitute product | C | Diagram showing organisational structure |
| 4 | Strategic Alliance | D | Turns an idea into a success within an existing business |
| 5 | Intermediate goods | E | A finance company administers and collects debts |
| 6 | Nationalisation | F | Similar product that satisfies a need |
| 7 | Boycott | G | Sale of unauthorised recordings of events |
| 8 | Intrapreneur | H | Working together in a joint venture |
| 9 | Syndicate | I | Product that requires further processing |
| 10 | Boot-legging | J | A group of people who join together to achieve a goal |

TOTAL

(10)

Question 3: Missing Words: (10 MARKS)

The statements below have a missing word (s). You are required to complete the statements by recording the missing word (s). Write only the number and the missing word(s). DO NOT rewrite all the statements. Use the space provided in your answer book to record your answer.

1. The _____ is the group of people the business aims to please with their product or service.
2. One objective of the _____ Act is to prohibit unfair lending practices.
3. _____ involves the inspecting of batches of a product to ensure all standards are complied with.
4. _____ are organisations that ensure that the code of conduct and rules of fairness are adhered to within an industry.
5. _____ or disparity, is an unfair situation in which one group of people have more power, opportunities and money than another group.
6. _____ is a process by which illegal money is entered into the mainstream economy.
7. A _____ offers the false promise of a high return for a small investment, supported by false testimonials. In reality only the people at the top benefit.
8. A document, called a _____, is completed to form a company.
9. GDP stands for _____.
10. BEE stands for _____.

TOTAL (10)

TOTAL SECTION A: (40)

SECTION B:

This section consists of 3 questions. You must choose TWO of the questions.

Question 1: Labour



- 1.1 Define unemployment. (4)
- 1.2 Discuss the impact of large scale unemployment on economic growth and development. (6)
- 1.3 Discuss 2 ways in which the government could try to reduce unemployment. (4)
- 1.4 (a) Despite the high levels of unemployment in South Africa, we have an unproductive labour force. Discuss 5 factors that drive unproductivity in South Africa. (10)
- (b) Discuss how HIV/AIDS has compounded the problem of unproductivity and increased the costs of businesses operating in South Africa. (6)
- (c) Discuss the impact that the unproductive labour force has on business and our economy. (10)
- (d) Describe the procedure that must be followed for a strike to be legal. (4)
- (e) Describe the functions and concerns of a trade union (6)
- 1.5. Due to the fact that the formal sector is unable to provide sufficient employment in South Africa, many people have turned to the informal sector to survive. List 5 characteristics of the informal sector. (5)
- 1.6 Give one example of a business in the informal sector. (1)
- 1.7 Unfortunately some businesses in the informal sector rely on pirated and counterfeit goods.
- (a) Explain what is meant by piracy. (2)
- (b) Explain what is meant by a counterfeit. (2)

TOTAL 60

QUESTION 2: CASE STUDY

The board meeting of JJ Manufacturing had been going on for 2 hours when the managing director banged the table and said "I think we have spoken enough about our results for last year. What I want to talk about now is the coming year. You are all aware that part of our organisational culture is to take responsibility. We have set our goals to increase sales by 15% and our margin by 8%. The lower margin is because we have 2 other goals for this year, GO GREEN and GO GLOBAL!"

"Go Green?" said Fred, the production manager. "Do you mean we are going to plant some trees?"

"Don't be so sarcastic" said Siwe, "He's talking about CSR".

"I know what CPR is, but I have no idea what CSR" said Fred.

"It just means looking after the environment" said Jill.

"Well, it's about the environment AND people" said Siwe.

"This is all too soft for me" said Fred, "send me back to the factory where I can make products that bring in real money."

The managing director said, "Well, we all need to take CSR seriously. It's a global issue. And, that's our second goal for the coming year, GO GLOBAL".

"Argh", grunted Fred, "Does that mean we are going to become a franchise? It's not like we flip burgers you know!"

The managing director shook his head and said, "Fred, there are other ways to go global, but we'll talk about it next meeting."

1. At which management level would the business goals have been set? (1)
2. Identify 2 other levels of management in a business. (2)
3. Describe the types of decisions that would be made at these two levels of management. (6)
4. (a) What does the managing director mean when he refers to "organisational culture"? (2)
(b) What three things is organisational culture based on? (3)
(c) Explain each of these three things. (3)
5. In order for JJ Manufacturing to achieve its goals, the managing director would need to demonstrate good leadership as well as good management skills. Distinguish between leadership and management. (5)
6. What does CSR stand for? (1)
7. List 5 ways in which JJ Manufacturing could "Go Green". (5)

8. When Siwe comments that CSR is also about people, what “people” is she referring to. (2)
9. List any 4 ways in which businesses could contribute to social upliftment. (4)
10. Discuss 3 benefits to the business of having a CSR programme. (6)
11. 0
ne of the reasons that CSR is important is that it helps to protect our natural and physical environment. South Africa is a country rich in natural resources that contribute to our GDP. Discuss some of these natural resources and how they contribute to GDP. (6)
12. The business wants to “Go Global”. Explain the difference between International trade and globalisation. (2)
13. (a) Explain in your words what you understand a franchise to be. (3)
(b) Give two examples of franchises that operate in South Africa. (2)
14. Franchising is not the only way to go global. Explain how else a company can go global. (2)
15. Discuss some of the challenges that businesses may face when they go global. (4)
16. Give one example of a South African company that has gone global. (1)
- TOTAL (60)**

QUESTION 3: THE MARKET AND BUSINESS SECTORS



1. What is a consumer? (2)
2. What is a customer? (2)
3. How would a business go about drawing up a customer profile? (5)
4. The consumer in this picture purchases a tin of tuna.
 - (a) List the 4 sub markets or categories of the consumer market. (4)
 - (b) Identify the category that a tin of tuna would fall into. (1)
5. There are various businesses that sell similar products and compete for customers. List three benefits of competition for consumers. (3)
6. Explain what a price war is and why they occur. (4)
7. Discuss 3 other factors that drive competition, known as the forces of competition. Relate these specifically to this example of a customer purchasing tinned tuna from a supermarket. (9)
8. Intermediaries bridge the gaps between suppliers and consumers. Name 2 types of intermediaries and give an example of each. (4)
9. Based on the function that they perform in the production cycle, businesses are categorised into one of three sectors.
 - a) Into which sector do intermediaries fall? (1)
 - b) The supermarket is an example of a retailer. Explain what a retailer is. (2)
 - c) Other than retailers, name and describe two other distribution channels that bring products to the consumer. Give an example of each. (6)

10. In terms of the National Consumer Protection Act, the consumer is entitled to certain rights in terms of products and services. What are these rights? (3)

11. The components of the tin of tuna purchased are:

- a) The tin
- b) The label
- c) The contents of the tin

For each of the 3 components identify:

- (a) The raw material (3)
- (b) The primary sector activity to obtain the raw material (3)
- (c) The secondary sector activities to produce the component (6)

12. Name 2 things that may threaten South Africa's marine life. (2)

TOTAL (60)

SECTION C: ESSAY : (40 MARKS)

Choose **ONE** of the three topics below.

TOPIC 1: FORMS OF OWNERSHIP

A friend has approached you for some advice as he wants to set up his own business. At the meeting he said to you: "I don't want anything too formal, I just want to keep it simple. I have a friend who wants to join me, but I'm not sure if I want him to participate in the business or not. He mentioned something about a shelf CC and liability. I have no idea what he is talking about."

Write a report in which you outline the three simplest forms of ownership that could suit his business. For each one, you must briefly describe the ownership characteristics, advantages and disadvantages of that type of ownership. You must also clearly explain the concepts of unlimited and limited liability.

TOPIC 2: ENTREPRENEUR IN THE MARKET

A colleague of yours wants to start a business. They know that you have been studying business studies and they ask you for some advice about starting up a business. Write an essay in which you describe the potential opportunities and threats that the market poses to his business. Also include what personal attributes and skills are required of an entrepreneur and what risks and responsibilities he would face in order to make his business successful.

TOPIC 3: BUSINESS FUNCTIONS

"QUALITY MANUFACTURERS" is a young but large business that has been operating successfully for 5 years, despite a limited product range. Management have decided that in the upcoming year, a new and exciting product will be launched that is expected to increase their sales volume by 20%.

Write an essay in which you describe what role each of the 7 business functions will play with regard to the new product. You do NOT need to include the general management function.