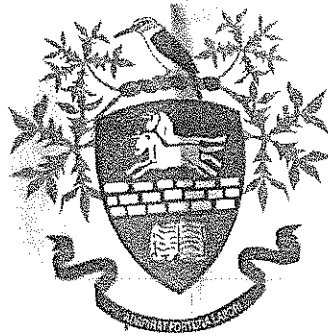


HILLCREST HIGH SCHOOL



BUSINESS STUDIES EXAMINATION

TOTAL MARKS: 300

TIME: 3 HOURS

NOVEMBER 2014

GRADE 10

EXAMINER: MRS D. KENNY

MODERATOR: MRS C. EDY

Read the following instructions carefully before answering the questions:

1. This question paper consists of **THREE** sections: SECTION A, SECTION B and SECTION C.

SECTION A: **COMPULSORY**

SECTION B: Consists of **FIVE** questions covering the entire syllabus. Answer any **THREE** questions.

SECTION C: Consists of **FOUR** questions covering the entire syllabus. Answer any **TWO** questions from this section.

2. Answer QUESTION 1 on the cover page provided in your answer booklet.
3. Consider the time allocation when answering the questions.
4. Read the instructions carefully for each question and answer only what is required.
5. Number the answers correctly according to the numbering system used in this question paper.
6. Except where other instructions are given, answers must be in full sentences.
7. Use the table below as a guide for marks and time allocation for each question.
8. Indicate on the cover page of your answer booklet which questions you answered in Section B and Section C

QUESTION	SECTION	MARKS	TIME
	A: COMPULSORY	40	30 min
1	Multiple choice Choosing words in brackets Matching items		
	B: Answer THREE questions	180	90 min
2	The Marketing Function, Consumer Act and Quality Management	60	30 min
3	Problem solving and self-management	60	30 min
4	Forms of ownership	60	30 min
5	Entrepreneurship and socio-economic issues.	60	30 min
6	Contracts	60	30 min
	C: Answer any TWO questions.	80	60 min
7	Answer any TWO essay questions from this section	40	30 min
8		40	30 min
9		40	30 min
10		40	30 min
	TOTAL	300	180 min

SECTION A (COMPULSORY)

QUESTION 1

MULTIPLE CHOICE

1.1 Four possible options are provided as answers to the following questions. Choose the correct answer and write only the letter (A – D) next to the question, for example 1.6 B

1.1.1 A problem-solving technique that does not require participants to be in the same place:

- A Delphi
- B Creativity
- C Empty chair
- D Force-field

1.1.2 Knowledge presented to management in a meaningful and useful way, is known as

- A an interview.
- B data.
- C information.
- D a survey.

1.1.3 Middle management make decisions.

- A Strategic
- B Operational
- C Tactical
- D Routine

1.1.4 Which of the following items do NOT form part of working capital:

- A. Trading stock
- B. Debtors
- C. Cash
- D. Mortgage bond

1.1.5 The business type whose name ends in Pty Ltd is a....

- A. Public Company
- B. Partnership
- C. Close Corporation
- D. Private Company

(5 x 2 = 10)

1.2: MATCHING COLUMNS (COMPULSORY)

Match the Words in Column A with the most appropriate meaning in column B. You need only record the matching letter in the answer book provided. (ANNEXURE A)

	COLUMN A		COLUMN B
1.21	Quality Control	A	Producing goods that are imitated and packaged to look like the original.
1.22	Diverse	B	Strike action by employees without grievances in support of striking workers in another industry.
1.23	Sympathy strike	C	Illegal copying of original film, music, books and software.
1.24	Counterfeiting	D	Indigenous method of saving.
1.25	Stokvel	E	Inspecting batches of products to ensure standards are met.
		F	Distinct from one another in terms of culture, religion, race, etc
		G	Strike action where employees attend work but do none or very little work during working hours.

(5x2=10)

1.3 COMPLETING SENTENCES

Choose the correct word from those given in brackets to complete the sentences:

- 1.3.1 A warehouse can be identified as the (storage/collection) activity.
- 1.3.2 Providing a service is part of the (secondary/tertiary) sector.
- 1.3.3 (Leadership/management) is the way in which an individual can influence the behaviour of others towards accomplishing the objectives of the organisation.
- 1.3.4 (Illiquidity/insolvency) refers to a lack of cash which negatively affects the ability of a business to meet its short-term obligation.
- 1.3.5 The 'S' in SCAMPER refers to (select/substitute). (5 x 2 = 10)

1.4 TRUE OR FALSE

State whether the following statements are **TRUE OR FALSE**. If the statements are false, change only the underlined word to make it **TRUE**.

- 1.4.1 Labour is a factor of production.
- 1.4.2 Vision and strategy are part of the market environment.
- 1.4.3 The administration function aims to establish an understanding between business and the public.
- 1.4.4 Consumerism is the protection of consumer rights.
- 1.4.5 Intermediaries bridge the gap between the manufacturer and the consumer.

(5 x 2 = 10)

TOTAL MARKS: SECTION A :

40

SECTION B

Direct Answers:

This section has FIVE questions in it. You must choose **THREE** questions only and write down the answers to them.

You must write the answer to all the parts of the **THREE** questions which you select from this section.

QUESTION 2 The Marketing Function, Consumer Act and Quality Management



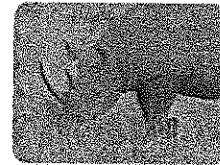
- 2.1.1 What is a consumer? (2)
- 2.1.2 What is a customer? (2)
- 2.1.3 The consumer in this picture purchases a tin of tuna.
Draw up a table showing the three main different stages of production involved in getting the fish from the sea to this lady's trolley and identify which business sectors they fall under . (6)
- 2.2 List FOUR elements in the distribution chain that includes intermediaries. (4)
- 2.3. The National Consumer Protection Act of 2008 was introduced to protect the rights of all participants in the supply chain.
Identify three key areas addressed by this act and one way in which the consumer is protected in these areas. (9)
- 2.4 Marketing is one of the eight business functions.
- 2.4.1 List the other seven business functions and give a brief explanation of each . (21)

- 2.1.1 Explain what is meant by the term 'target market'. (2)
- 2.1.2 You have learnt that there are seven 'P's to consider when drawing up a marketing plan. List the FOUR 'P's which are part of the marketing mix. (4)
- 2.1.3 List TWO different media which could be used to advertise a new model car. (2)
- 2.6 Most businesses have realised the importance of quality. The concept of total quality management was developed to cover all the functional management areas as well as the employees of the business.
- 2.6.1 Define 'quality' in a business context. (2)
- 2.6.2 List and briefly describe THREE aspects of quality management (6)
- [60]

QUESTION 3

3.1 Read the scenario below and answer the questions that follow:

At the turn of the century approximately 400,000 black rhinos ranged over most sub-Saharan Africa. Trophy hunting with increasingly powerful guns, land development and fragmentation of habitat resulted in the elimination of the black rhino from most of its historical range.



of

By 1960 the continental population was estimated to be about 100,000. This population suffered a further decline to about 65,000 by 1970 before the catastrophic wave of poaching hit most of the stronghold reserves in east and southern Africa. As a result of this poaching wave the population plunged to a mere 4,000 by 1987, a decline of over 95% within 20 years.

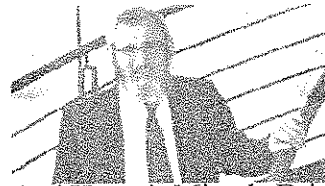
The single most important cause for this decline in black rhinos is the increased demand for their horn from affluent markets in the Middle East and the Far East. /SAPA REUTERS

- 3.1.1 Discuss SEVEN logical steps (Problem-solving cycle) that you will follow to solve the problem and illustrate by means of examples. (21)
- 3.1.2 Name FIVE problem-solving techniques. (5)
- 3.2 Discuss how personal goal setting can help you in many areas of your life. (12)
- 3.3 Discuss effective time management and its purposes as a means of self-management. (12)
- 3.4 Define the following self-management skills:
- 3.4.1 self-reflection
 - 3.4.2 self-confidence
 - 3.4.3 stress management
 - 3.4.4 adaptability
 - 3.4.5 self-assessment (10)

QUESTION 4

4.1 Read the following scenario and answer the questions that follow:

The primary goal for starting an enterprise is usually the pursuit of personal profit. But every so often one encounters people who challenge that notion.



One of these is Rabbi David Masinter, founder and director of Chabad House's Miracle Drive, a social entrepreneurial project aimed at uplifting the poor. After being struck by how large the number of unemployed people in SA was, Masinter created the One Time Shoe Shine project. The idea was to supply shoe-shine kits to the unemployed with the hope that it would encourage them to see the importance of earning an income, and more importantly, perhaps unleash their potential as entrepreneurs.

The idea came from a story of a young man with a computer science degree who couldn't find a job. Eventually he turned to shining shoes and, as luck would have it, one of his clients ended up offering him work in his chosen field. The initiative has led to more than 100 shoe-shining chairs and portable kits being set up across the country, especially in malls such as Rosebank and Sandton City.

"Once the guys find the right spot they can make up to R8000/month," says Masinter. He is expanding his product line to include an orange juice-making machine as well as one that also roasts nuts.

Various companies have sponsored the project, principally Draftcc, Nissan and Standard Bank.

"The idea is not to make money but to instil a very important idea among the unemployed that through entrepreneurship one can lift oneself out of poverty," Masinter says.

- 4.1.1 What form of ownership did Rabbi David Masinter establish? (2)
- 4.1.2 Tabulate four advantages and four disadvantages of this form of ownership. (16)
- 4.2.1 Rabbi Manister's business falls into the private sector. What sector do state-owned businesses fall under? (2)
- 4.2.2 Give TWO examples of state- owned businesses (parastatals). (2)
- 4.2.3.1 List two advantages of state-owned companies (4)
- 4.2.3.2 List two disadvantages of state-owned companies. (4)

- 4.3 Copy the following table and complete it by filling in relevant information under each heading: (30)

	Sole Trader	Partnership	Close Corporation	Private Company	Public Company
No. of members					
Liability					
Documentation					
Taxation					

[60]

QUESTION 5 Entrepreneurship and socio-economic issues.

Silulo Ulutho Technologies: Luvuyo Rani

By Nadine Todd on January 20, 2012



In 2004 Luvuyo Rani opened Silulo Ulutho Technologies, a business that provided local teachers with refurbished computers. It didn't take long to realise that his target market did not understand the technology, and so he opened an Internet café to create a space where he could place the refurbished PCs, and provide the residents of Khayelitsha with a place to access the Internet and learn about computers. And no one came. The café was losing money hand over foot, and Luvuyo and his partners were simply hoping people would come.

"We realised we had recognised a market — but that the market hadn't recognised itself," he says. "People need technology, but we were pitching to a market that simply didn't know how to use what we were offering."

And so Silulo added training courses to its business model. At first the courses were ad hoc — an hour or two each day at the Internet café. It soon became clear that in trying to create a market for their products, Silulo had actually struck on a business offering the marketplace was desperate for. Today Silulo operates 18 training centres across the Western Cape. Courses run for six months at a time, 8am to 5pm. MWeb has taken notice of the business and refurbished five centres as part of its ED programme. This second revenue stream has lower costs than the Internet café, and is more profitable.

"You can't be too precious about your business model," Luvuyo says. "Sometimes you need to adjust your offering to suit the market. You can't expect the market to adjust to you, simply because you are offering something. Find what they want or need, and then give them a solution."

Read the case study and then answer the following questions:

- 5.1 Luvuyo Rani is an example of an entrepreneur who demonstrated flexibility. Discuss other personal attributes or characteristics (not skills) that an entrepreneur needs in order to be successful. (12)
- 5.2 Entrepreneurs need money to start their businesses. Name TWO organisations in South Africa, other than commercial banks, where entrepreneurs could seek financial assistance. (2)
- 5.3 Luvuyo's business addresses one of the major needs in South Africa, namely skills training. One of the factors that contributes to South Africa's high unemployment rate is lack of skills. The government needs to address this in its goal to reduce unemployment. Discuss two other possible solutions to unemployment. (6)
- 5.4 Four criteria need to be met before someone can be said to be "unemployed". List these four criteria. (4)
- 5.5 Two of the socio-economic problems which arise from unemployment are poverty and crime.
- 5.5.1 Some see crime as a threat and some as an opportunity to businesses in South Africa. Explain how this can be true. (6)
- 5.5.2 How does poverty impact on business in South Africa? (4)
- 5.6 South Africa is said to have the highest number of HIV/AIDS sufferers in the world.
- 5.6.1 Describe the impact of HIV/AIDS on business in South Africa. (8)
- 5.6.2 Suggest THREE workplace programmes that can be implemented to combat this disease. (6)
- 5.7 Luvuyo's business is part of the formal business sector. Many people have started businesses in the informal sector due to unemployment.
- 5.7.1 List FOUR characteristics of the informal business sector. (8)
- 5.7.2 Name ONE disadvantage of the informal sector. (2)
- 5.7.3 List ONE advantage of the informal sector. (2)

[60]

QUESTION 6

- 6) Legislation affects contracts drawn up between two or more parties. Name the legislation that affects the following contracts:
- 6.1.1 Employment contracts (4)
 - 6.1.2 Lease and rental agreements (1)
 - 6.1.3 Franchising and instalment sale agreements (1)
 - 6.1.4 Insurance contracts (2)
- 6) Describe the steps in drawing up a business report. (20)
- 6.1 Use the following data to draw up a bar graph. Use ANNEXURE B. (14)

	Jan-March	April-June	July-September	October-December
DVD's	1 200	2 220	1 890	4 500
CD's	2 000	3900	2 500	8 000
Accessories	5 000	4 550	2 000	10 450

- 6.12 Which product shows the greatest increase in sales over the time period? (2)
- 6.13 Name two other types of graphs that can be used to display information. (4)
- 6.4 What points should be remembered when making presentations? (12)
- [60]

TOTAL MARKS SECTION B: 180

SECTION C

Essays: Choose any **TWO** questions from this section

You must write an essay on each of the **TWO** questions which you select from this section.

QUESTION 7

You have been appointed the General Manager of a big retail store. You know that planning is one of the most important tasks of management. Name the other three tasks of management, with a short description of each and then explain in detail what planning is. You also need to identify the level of management that you are appointed in and explain the activities this level in detail. (40)

QUESTION 8:

Teamwork is essential in modern organisations. Explain the concept of collaboration and discuss the criteria for successful teamwork. Give some examples of when poor teamwork is likely to occur. (40)

QUESTION 9:

You have applied for a business loan from Standard Bank to open a business in your area. Standard Bank has asked you for a complete business plan and a SWOT analysis. They also said it is important for you to consider social responsibility towards the community.

Provide the main relevant components of a business plan and explain what a SWOT analysis is. (There is no need to do a SWOT analysis for this business.) Describe how you, as an entrepreneur, can include social responsibility in your business plan. (40)

QUESTION 10:

Corporate social responsibility (CSR) is becoming more important in the business world and few organisations can choose to ignore it. Discuss what CSR is, how a business can act in a socially responsible way and some of the benefits of socially responsible actions. (40)

TOTAL MARKS SECTION C: 80

