

HILLCREST HIGH SCHOOL



BUSINESS STUDIES PAPER 1 GRADE 10 EXAMINATION – NOVEMBER 2019

EXAMINER: MRS J CHABANT

MODERATOR: MRS EDY AND MR MOFFATT

MARKS: 150

TIME: 2 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 ticking next to the number you have done.**

QUESTION	SECTION		MARKS	TIME
1	A:	Multiple choice questions, Choose the correct word, Matching columns	30	20 mins
2	B:	THREE direct questions. Answer ONLY TWO questions	40	35 mins
3			40	35 mins
4			40	35 mins
5	C:	TWO essay questions. Answer only ONE essay.	40	30 mins
6			40	30 mins
		TOTAL	150	120 minutes

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

- 1.1 Four options are provided as possible answers to the following questions. Choose the correct 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 A/an/the ... outlines the core purpose of a business and explains why the business exists.
- A vision
 - B mission statement
 - C goals
 - D objectives
- 1.1.2 A wide range of different people are considered and no-one is made to feel left out:
- A Inclusivity
 - B Discrimination
 - C Exclusivity
 - D Diversity
- 1.1.3 Examining batches of goods to determine whether the products meet requirements is known as:
- A Quality Assurance
 - B Quality Improvement
 - C Quality Control
 - D Quality Processing
- 1.1.4 Compromise large, legally registered businesses, within the mainstream economy:
- A Informal sector
 - B Formal sector
 - C Tertiary sector
 - D Secondary sector
- 1.1.5 TV sets and washing machines are classified as consumer goods that are:
- A Non-durable products
 - B Services
 - C Semi-durable products
 - D Durable products

(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.

Intermediaries; leading; memorandum of incorporation; quality assurance; public relations; controlling; prospectus; production; Globalisation; quality control; innovative

1.2.1 Management must put _____ systems in place to ensure that standards are met.

1.2.2 The responsibility of _____ include(s) ensuring that the business develops a good image of the company to people outside the business.

1.2.3 A _____ system is used to ensure that the desired quality is met.

1.2.4 _____ are wholesalers, retailers, spazas, agents and brokers.

1.2.5 _____ is a clear indication that management is no longer restricted by national borders.

(10)

1.3 Choose a description from COLUMN B that matches a term in COLUMN A. Write only the letter (A–J) next to the question number (1.3.1–1.3.5) in the ANSWER BOOK, e.g. 1.3.6 K.

COLUMN A	COLUMN B
1.3.1 Social Environment	A Important factors to be considered are inflation, tax paid by individuals and interest rates.
1.3.2 Economic Environment	B This environment has shown the fastest changes of all the macro-environment factors.
1.3.3 Macro Environment	C The demographic environment includes the characteristics of the society in which the business operates.
1.3.4 Micro Environment	D This environment describes the characteristics of the society in which the business operates.
1.3.5 Technological Environment	E The organisational culture is part of this environment.
	F This environment includes local and regional authorities and central government.
	G This environment is outside of the business and consists of broad environmental factors.

(10)
[30]

SUB TOTAL FOR SECTION A: 30 MARKS

Section B: Short questions

Answer only **TWO** of the THREE questions in this section. 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

SKY RULE JUICE

Efraim and Sipho have started the Sky Rule Juice business, specialising in manufacturing fruit juice. This factory is situated in the heart of East London. They want to set their business apart. They spent a whole week planning their business culture. They have one main supplier in the Elvin group. They also want to ensure that the business complies with all legal aspects, as required by the Department of Trade and Industry.

2.1.1 Name the business sector in which Sky Rule Juice operates.
Motive your answer.

(3)

2.1.2 Identify THREE components of business environments mentioned in the scenario above and classify each component according to the business environment and their amount of control.

NOTE: Draw the table below in the ANSWER BOOK to present your answer.

COMPONENTS	ENVIRONMENTS	CONTROL

(9)

2.2 List the 4 organisational resources.

(4)

2.3 What is inclusivity?

(2)

2.4 How do we encourage inclusivity in the workplace?

(10)

2.5 Explain the meaning of the market environment.

(4)

2.6 What four forces affect our competitors?

(8)

[40]

QUESTION 3 – BUSINESS OPERATIONS

- 3.1 Identify the business functions represented by EACH of the scenarios below.
- 3.1.1 Transfer labour, capital, raw materials and entrepreneurship into products and services.
 - 3.1.2 The appointment of employees with abilities and experience to obtain quality results.
 - 3.1.3 It is the responsibility of Ndimphiwe to collect all documentation, data collection and data retrieval.
 - 3.1.4 Covers all functional areas and employees in the business.
 - 3.1.5 Makes decisions about the processes that lead to the sale of the goods or services that the business produces. (10)

3.2 “Management is the process by which an individual guides and directs an organisation to reach its objectives.”

3.2.1 Identify the management levels and the decisions made with regard to the management function.

NOTE: Draw the table below in the ANSWER BOOK to present your answer.

MANAGEMENT LEVEL	TYPE OF DECISION MADE

(6)

3.2.2 What are the 4 basic management tasks in the management process? (4)

3.3 Read the case study below and answer the questions that follow.

MR PABLO FACES FINE

Pablo Stores are finding themselves in hot water. They charge a club fee on credit agreements without the permission of the consumer. They also offer or demand purchase insurance and financial packages to customers, who do not qualify or do not need them.

- 3.3.1 Identify the Act that Pablo Stores does not comply with. (1)
- 3.3.2 Quote the three reasons from the scenario why Plabo was fined for granting of credit. (3)
- 3.3.3 Outline THREE consumer rights in terms of the Act identified in Question 3.3.1 (6)

3.4 Describe what a risk management process will include. (10)

[40]

QUESTION 4 - MISCELLANEOUS**BUSINESS ENVIRONMENT**

- 4.1 List 5 components of the micro-environment, except organisational culture. (5)
- 4.2 Recommend opportunities used to improve your business? (6)
- 4.3 Explain the auxiliary services that you get in the tertiary sector. (6)
- 4.4 We get different industries in business. Which 3 industries do you find in the primary sector? (3)

BUSINESS OPERATIONS

- 4.3 What is the marketing mix? (4)
- 4.4 How can businesses promote their products? (8)
- 4.5 Name and give examples of how products can be classified. (6)
- 4.6 We have the National Credit Act. Give 2 objectives of this Act. (2)

[40]**SUB TOTAL FOR SECTION B: 80 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 – BUSINESS ENVIRONMENTS

South African business are affected by the socio-economic issues of poverty, skills shortages, unemployment, crime, gambling, prejudice and HIV/Aids, among others.

- Define the term 'socio-economic' issues
- Discuss how each of these issues affect business in our country
- Conclude with your opinion on how well the country is dealing with socio-economic issues in general. (40)

QUESTION 6 – BUSINESS OPERATIONS

In business we need to have buyers who will make sure that we get the stock we should.

- State which function you will find your buyer in as part of your introduction
- State the factors the buyer needs to consider when buying stock.
- What is the process they will use.
- State how will they make payment and explain how each works.
- How do they keep control of their stock and the different stock systems that they have. (40)

SUB TOTAL FOR SECTION C: 40 MARKS**PAPER TOTAL: 150 MARKS**