

HILLCREST HIGH SCHOOL



**BUSINESS STUDIES PAPER 2
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 Roles and Business Ventures**. Answer **ONLY TWO** questions from this section.
 - SECTION C:** Consists of **TWO** essays covering Topics dealing with Business Roles and Business Ventures.
Answer **ONLY ONE** of the **TWO** questions from this section.
- 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 <u>TWO</u> questions	40	35 mins
3			40	35 mins
4			40	35 mins
5	C:	TWO essay questions. Answer only <u>ONE</u> 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 Information is used for:

- A Research and development
- B Planning and projecting
- C Decision Making
- D All of the above

1.1.2 A _____ is an agreement between 2 or more people, which can be written or verbal:

- A Relationship
- B Contract
- C Receipt
- D Business Plan

1.1.3 An action by the business which is not morally right is:

- A Ethical
- B Radical
- C Unethical
- D Superficial

1.1.4 The ownership varies from 2 to 20 owners:

- A Sole Trader
- B Close Corporation
- C Partnership
- D Company

1.1.5 The following business is not a legal entity:

- A Jacque's coffee shop
- B Wooltru Ltd
- C Ford Foundation
- D Supersport CC

(10)

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

Marketing; Collaboration; Self-Reflection; Creativity; Entrepreneurs; Unlimited; Selfishness; Innovative;

1.2.1 _____ means understanding your feelings about your own performance.

1.2.2 Successful entrepreneurs need _____ ideas that use new and original methods.

1.2.3 The _____ plan in a business plan outlines the seven P’s.

1.2.4 Opportunities for applying _____ present themselves when circumstances change.

1.2.5 _____ is working together with other people.

(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 Exploitation	A Group activity to generate ideas.
1.3.2 Proprietor	B A state of worry that stops your from relaxing.
1.3.3 Brainstorm	C To think of ideas creatively.
1.3.4 Compliance	D To take advantage of someone else for your own gain.
1.3.5 Stress	E When you don’t follow all instructions given.
	F Owner or trader.
	G Helping people for your own gain.
	H Acting according to a rule or request.

(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 ROLES

- 2.1 Identify the problem-solving techniques from the scenarios given below.
- 2.1.1 Aims to obtain the opinions of experts without bringing the experts together face to face.
 - 2.1.2 Talking as though someone is there and playing the role of that person as well to see other point of view.
 - 2.1.3 Weighs up pros and cons of an idea or decision.
 - 2.1.4 Anonymous group contributions to prevent embarrassment.
 - 2.1.5 Randomly generating ideas. (5)
- 2.2 Read the case study below and answer the questions that follow.
- When Sisa Ngubelanga listed Reboasis Property Fund in 2011, he said, “It’s safe to say I achieved my business goals and then some, but success doesn’t come without a price.” Sisa believes that hard work is the answer to success.

[Nadine Todd: www.entrepreneurmag.co.za, Accessed November 10, 2016]
- 2.2.1 Define the meaning of *success*. (2)
 - 2.2.2 Personal goal setting can help you in many areas of your life. What are those areas? (7)
 - 2.2.3 Recommend ways in which employees can project a professional image. (6)
- 2.3 List the steps in the problem-solving cycle. (7)
- 2.4 It is important to have a balanced lifestyle in order to be successful. What elements do you need to make sure that you have in order to have a balanced lifestyle? (5)
- 2.5 Discuss any FOUR criteria for a successful team. (8)
- [40]**

QUESTION 3 – BUSINESS VENTURE

- 3.1 List any FOUR entrepreneurial qualities. (4)
- 3.2 Give any FIVE components of a business plan. (5)
- 3.3 Indicate the type of visual aids described in each of the following statements:
- 3.3.1 A pad of paper sheets attached to an easel.
- 3.3.2 A large interactive display that connects to a computer and shows what is on the computer screen to a large audience.
- 3.3.3 A device that takes a video signal and projects images on a screen, and can show video footage or still images.
- 3.3.4 A display device used to project images to the audience.
- 3.3.5 A number of pieces of equipment that allow participants to talk to each other and send visuals over long distances. (5)
- 3.4 Tabulate the differences between a partnership and a private company. (12)
- 3.5 Read the scenario below and answer the questions that follow.

NO WATER FOR SEVEN MONTHS

That is the nightmare of residents from Ezinketheni near Northdale who have not had a drop of water since December. The residents have to pay high tariffs for water supplies, and high levels of crime have been reported in the vicinity. Zuko is thinking about starting a car wash in and around the area.

- 3.5.1 Identify the factors that will impact the location of Zuko's business from the given scenario. (2)
- 3.5.2 Discuss the impact of the TWO factors on the location of Zuko's business as indicated in the scenario above. (2x4=8)
- 3.5.3 Recommend ways on how the business can improve ONE of the business location factors mentioned in Question 3.5.1. (4)

[40]

QUESTION 4 - MISCELLANEOUS

BUSINESS ROLES

4.1 Read the scenario below and answer the questions that follow.

Business’ biggest problem in 2019 won’t be weak sales and soft pricing. Their biggest problem will be lack of qualified labour. In order to be competitive, they need to be proactive and creative, before it impacts negatively on their business profitability.

4.1.1 Quote from the scenario ONE problem that will be faced by businesses in 2019. (1)

4.1.2 Discuss how businesses can use creative thinking to solve business problems. (8)

4.2 Suggest ways in which businesses can show their employees that they are important. (8)

4.3 With the development of technology and changes in the structure of management levels, all future employees will need good self-management skills. Give TWO self-management skills that employees would need. (2)

BUSINESS VENTURES

4.4 Read the scenario below and answer the questions that follow.

Mark has started his own garden service, Sebastian Garden Services. He has R2 000 available to start his business. Mark has little skill in accounting and hopes his brother will be able to help with this. Next to his father’s business is an open stand that belongs to his father. His father is willing to rent this stand to Mark for his business enterprise at a minimal amount. There are similar businesses in the area.

4.4.1 Give one method / research instrument that Mark can use to collect data from customers. (1)

4.4.2 Compile a SWOT analysis of Mark’s business. Draw the table below in your answer book to present your answer.

Strengths	Weaknesses
Opportunities	Threats

(8)

4.5 Suggest **FOUR** techniques a presenter can make use of to make a verbal presentation interesting. (4)

4.6 Name any SIX factors that may impact the business location decision. (6)

4.7 Which 2 parties are involved when signing a franchising contract?

(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 ROLES

Nobel Prize winner and famous economist, Milton Friedman, said that a business’s primary social responsibility is economic performance. In other words, if the business fails because it has not kept its main focus on its economic performance, it will be worse for the society around it.

Refer to the scenario above and write an essay in which you include the following aspects:

- Define the term Corporate Social Responsibility and give ONE practical example.
- Outline the challenges of CSR for both businesses and communities.
- Discuss the benefits of CSR for both businesses and communities.
- Suggest initiatives businesses can take to address socio-economic issues.

(40)

QUESTION 6 – BUSINESS VENTURES

One of the components of a business plan is the Marketing plan.

In an essay:

- Discuss pricing in the marketing plan.
- Include the methods used to determine the selling price.
- Describe the information provided through market research.

(40)

SUB TOTAL FOR SECTION C: 40 MARKS

PAPER TOTAL: 150 MARKS