



**BUSINESS STUDIES PAPER 1
GRADE 10
NOVEMBER EXAMINATION
2020**

MARKS:	150
TIME:	2 HOURS
EXAMINER:	MR B MOFFATT
MODERATOR:	MS E BURGER MRS J RAMBURAN

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**.
Answer **ONLY TWO** questions from this section.
 - SECTION C:** Consists of **TWO** essays.
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.**

QUESTION	SECTION		MARKS	TIME
1	A:	Multiple choice questions, 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 IN THIS SECTION)

QUESTION 1.1.

Write only the correct letter next to the number in ANNEXURE A on your answer booklet.

1.1.1. Which of the following refers to what the business wants to be? (2)

- a. Mission
- b. Desire
- c. Vision
- d. Idea

1.1.2. ‘We must achieve R4 million in sales by December 2021’ is an example of a? (2)

- a. Business Objective
- b. Dream of the future
- c. Business Requirement
- d. Organisational Demand

1.1.3. Which of the following is associated with the Market Environment? (2)

- a. The President
- b. A tornado
- c. Unions
- d. Mission

1.1.4. What does SWOT stand for? (2)

- a. Strengths, Witnesses, Opportunities and Threats
- b. Sinks, Weaknesses, Opportunities and Threats
- c. Strengths, Weaknesses, Opportunities and Threads
- d. Strengths, Weaknesses, Opportunities and Threats

1.1.5. ‘The Covid-19 pandemic has caused havoc all over the world and businesses are struggling to stay afloat’; this statement is most closely linked to... (2)

- a. The Market Environment
- b. The Macro Environment
- c. The Micro Environment
- d. The Secondary Sector

(5x2=10)

QUESTION 1.2.

In each case, choose the **correct concept from Column B** that **matches the information** given in **Column A**. Fill in the correct Letter in ANNEXURE A.

COLUMN A		COLUMN B	
1.2.1	A process of guiding and directing an organisation to reach its goals.	A	Micro Environment Component
1.2.2	Community Based Organisations	B	Leadership
1.2.3	The eight business functions	C	Primary Sector
1.2.4	Extraction of raw materials	D	Management
1.2.5	Focus on influencing the behaviour of staff and motivating them to do their best.	E	Market Environment Component

(5x2=10)

QUESTION 1.3.

For each of the following sentences, fill in the missing word(s) from the box provided. Write only the word(s) in your answer booklet.

Financial Plan / Ethical; Moral / Marketing Plan / Understand / Manufacturer;
 Consumer / Attitudes / Business Plan / Utensils / Borrowed; Rented / Employees /
 Rented / Bought / Influence / Wholesaler; Consumer

- 1.3.1. Budgeting is a _____ for the businesses expenses where needed.
- 1.3.2. Businesses develop customer profiles to _____ consumer behaviour.
- 1.3.3. Intermediaries bridge the gap between _____ & _____.
- 1.3.4. Organisational culture is based on shared _____.
- 1.3.5. Leasing – Expensive equipment is _____ instead of being _____.
- 1.3.6. NGOs operate with high _____ and _____ standards.

(10x1=10)

[Total marks for Section A: 30]

SECTION B – COMPULSORY (ANSWER ANY THREE QUESTIONS)

QUESTION 2 – BUSINESS ENVIRONMENTS

2.1. All businesses require certain resources in order to achieve their objectives. List four organisational resources and provide one example for each. (8)

2.2. Read the scenario that follows and then answer the question:

David owns a large warehousing company, D-light Warehousing, in KZN. Due to the large size of David's company he decided to employ a manager to run the operation in KZN. The manager, Jabu, organised the employment of an accountant, Cindy, to formalise the book-keeping system in the business. Cindy hired a clerk to assist her in her duties, his name is Eric. Jabu also employed a general handyman, Phillip, who has three assistants. After realising that the business was going to grow more quickly, David employed an assistant, Cynthia, who quickly employed two interns to train in warehousing.

2.2.1. Create an organogram showing the hierarchy in the business described above. (10)

2.3. Decide which of the following is the MISSION and which is the VISION of Häagen Dazs ice cream:

2.3.1. Dedicated to creating a silky, smooth and creamy texture and flavours that are deserving of an adult's palate. (1)

2.3.2. To make the most extraordinary ice cream the world has ever tasted, a spoonful of luxury to escape the everyday. (1)

2.4. For each of the following, state which Macro Environmental factor they fall under:

2.4.1. Interest rate increase.

2.4.2. Trade agreement between two countries.

2.4.3. An earthquake.

2.4.4. A National Election.

2.4.5. Heavy crime in a particular area. (5x2=10)

2.5. Differentiate between convenience and shopping goods with the use of examples. (8)

2.6. Provide the term used to describe two or more businesses that work together in a joint venture. (2)

[40]

QUESTION 3 – BUSINESS OPERATIONS

- 3.1. Financing is very important in business.
- 3.1.1. Briefly explain what short-term finance is. (2)
- 3.1.2. Provide two examples of short term finance with a brief description of each. (4)
- 3.2. Describe what a debenture is. (3)
- 3.3. Differentiate between leasing and bonds. (4)
- 3.4. Describe the role of Human Resources management. (2)
- 3.5. List any three key areas that businesses need to be aware of when it comes to the National Consumer Protection Act (NCP). (3)
- 3.6. Outline two objectives of the NCP. (4)
- 3.7. List the four categories that physical products can be broken down into with an example for each. (8)
- 3.8. In business, quality is key to ensure that you retain customers by keeping a good reputation.
- 3.8.1. Define quality. (2)
- 3.8.2. Discuss quality under the following headings:
- Quality Business Image
 - Quality Human Resources
 - Quality Finance
 - Quality Product
- (8)
[40]

QUESTION 4 - MISCELLANEOUS

- 4.1. Businesses use SMART objectives when planning.
- 4.1.1. Provide each component of the SMART objectives. (5)
- 4.1.2. For each component of SMART, provide an example. (5)
- 4.2. Define international trade with the use of an example. (3)
- 4.3. List three international economic trends within the macro environment. (6)

- 4.4. Intermediaries are important in the business context.
- 4.4.1. Define the term intermediary. (2)
- 4.4.2. List the two main types of intermediary. (2)
- 4.5. South Africa is rich in natural resources; which aspect of the Macro Environment does this fall under? Briefly explain why it is important to protect this aspect. (4)
- 4.6. In 1994 South Africa became a democracy; black people have been aided in business by a specific policy.
- 4.6.1. Name this policy. (2)
- 4.6.2. Name the aspect of the Macro Environment that this policy falls under. (1)
- 4.7. Using your knowledge of business sectors, choose an industry and use a diagram to depict the process of taking a product from extraction to the final customer purchasing it. Make sure your diagram clearly outlines each step of the process including each sector. Use arrows to clearly outline each step. (10)
[40]

[Total marks for Section B: 90]

SECTION C – ESSAYS - COMPULSORY (ANSWER ONE QUESTION)

QUESTION 5 - Business Functions:

All businesses perform eight specialised functions. Discuss the following functions that would be performed in a business:

- General and strategic management.
 - The Purchasing Function.
 - Information and administration
- (40)

QUESTION 6 - Macro-Environment:

Businesses operate within a broader context that contains many factors that are near impossible to control. Discuss this concept under the following headings.

- Social, cultural and demographic environment.
 - Legal Environment.
 - Economic Environment.
- (40)

[Total marks for Section C: 40]

[Exam Total: 150]