



**BUSINESS STUDIES PAPER 2
GRADE 10
NOVEMBER EXAMINATION
2020**

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

INSTRUCTIONS

1. 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 Ventures and Business Roles**.
Answer **ONLY TWO** questions from this section.
 - **SECTION C:** Consists of **TWO** essays.
Answer **ONLY ONE** of the **TWO** questions from this section.
2. Consider the time allocation for each question when answering.
3. Read the instructions for each question carefully and answer only what is required.
4. Number the answers correctly according to the numbering system used in this question paper.
5. Except where other instructions are given, answers must be in full sentences.
6. The mark allocation of each question will determine the length of your answer.
7. 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.
8. Use the table below as a guide for marks and time allocation for each question.
9. **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. The cover page of a Business Plan must... (2)
- a. look professional
 - b. only be in colour
 - c. be in bold
 - d. None of the above
- 1.2. Which of the following is true of Close Corporations? (2)
- a. Limited Liability
 - b. 2-10 owners
 - c. Lacks continuity
 - d. No legal requirement at the end of the business name
- 1.3. An effect of violence is... (2)
- a. Poor concentration on work
 - b. High productivity
 - c. Good concentration on work
 - d. Increased creativity
- 1.4. Companies have... (2)
- a. 12 Shareholders
 - b. 3 Shareholders
 - c. 1 – Unlimited Shareholders
 - d. 1-10 Shareholders
- 1.5. Which of the following is true of Mind-Mapping? (2)
- a. Used to solve complex problems
 - b. Used to solve simple problems
 - c. Used for small businesses only
 - d. None of the above

(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	Insults, swearing and shouting	A	Harassment
1.2.2	Ensuring disabled people are employed	B	Operational Plan
1.2.3	Gestures/inappropriate actions	C	Diversity
1.2.4	Used to respond to the threat of competition	D	Verbal Abuse
1.2.5	Describes the manufacturing process	E	Creativity

(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.

Non-profit Company / Owner's Funds / Internal / Exterior / Traditional / Historic / People / Benefit / Help / Parties / External / Belongings / Owner's Equity / Profit Company / Possessions

- 1.3.1. Business whose main aim is not to make a profit, but rather to serve a public purpose or cause is called a _____.
- 1.3.2. A Co-operative is a _____ way for a group of interested _____ to get together and share resources, infrastructures and costs.
- 1.3.3. A non-profit company aims to _____ the community.
- 1.3.4. Strengths and weaknesses are _____ whereas opportunities and threats are _____.
- 1.3.5. Assets are the _____ of the business.
- 1.3.6. _____ refers to the money provided by the owner(s) to start the business.

(10x1=10)

[Total marks for Section A: 30]

SECTION B – COMPULSORY (ANSWER ANY THREE QUESTIONS)

QUESTION 2 – BUSINESS VENTURES

2.1. Complete the following table in your answer booklet:

	Sole Trader	Partnership	Close Corporation
Number of owners	I	B	C
Continuity (yes/no)	D	NO	F
Legal name ending	G	H	I
Liability	J	K	LIMITED
Establishment Document	M	N	O

(12)

Read the following scenario and answer the questions that follow:

Simon is considering opening his own business. Being unsure of how to go about putting a business together, Simon has decided to ask you, a knowledgeable Business Studies student, to help him decide. He has narrowed his options down to either a Sole Trader or Close Corporation.

2.2. Using your knowledge of Sole Traders and Close Corporations, provide Simon with two advantages and two disadvantages of opening a Sole Trader and a Partnership. (8)

2.3. The owner's assets in a profit company are protected, explain why this is so. (2)

Read the following article and answer the questions that follow:

The ‘Do’s and Don’ts’ of Market Research amid COVID-19
Author: Sudip Saha September 28, 2020

The pandemic may have stopped many operations in their tracks, but the need for strategic business decisions has never wavered. That said, new product launches, company expansion, or adaptations to the business amid a global crisis seem like risky endeavors – and not without good reason.

While you're still the one having to do the thinking, it's market research that gives you the tools to arrive at accurate conclusions. It's simple: Your decision-making process requires quality inputs; otherwise it's doomed to erode.

Adapted from: <https://www.business2community.com/marketing/the-dos-and-donts-of-market-research-amid-covid-19-02349570>

2.4. Market Research is a key to business success, especially during the current situation we find ourselves in. Answer the following questions on research:

2.4.1. Briefly explain the importance of research. (2)

2.4.2. Provide three guidelines for ethical research. (6)

Read the following scenario and answer the question that follows:

Amos started a small informal business, Delivery Dude, during lockdown offering older people a delivery service for any essentials they may need. Things were going well; he had a well-established network of customers by the time lockdown levels began to be lifted. Amos also managed to put some money away so that he could buy a scooter to potentially reach a wider area. Unfortunately though, other people noticed Amos' success and started up similar businesses. Amos is also not very good at book-keeping and may struggle to expand his business.

- 2.5. Create a SWOT analysis for Amos' business. (10)
[40]

QUESTION 3 – BUSINESS ROLES

- 3.1. Brainstorming is a useful problem-solving technique.
- 3.1.1. Describe brainstorming as a problem solving technique. (2)
- 3.1.2. List the rules for using the brainstorming technique. (8)
- 3.2. List the seven steps of the Delphi technique. (7)
- 3.3. If an employee has a particular problem with another person in the business and it is determined that having both parties in the initial mediation session is not a good idea, which problem-solving technique would be best? Briefly explain why you think so. (3)
- 3.4. List two lateral thinking techniques. (4)
- 3.5. The Nominal Group Technique allows for anonymous contributions from everyone concerned.
- 3.5.1. Describe how The Nominal Group Technique is carried out. (6)
- 3.6. Which problem-solving technique do you find most useful? Why? (2)
- 3.7. Businesses have various factors to consider when starting up and during their operation.
- 3.7.1. Explain two reasons for a business to conduct a SWOT analysis. (4)
- 3.7.2. Provide one characteristic that the choice of form of ownership will depend on. (2)
- 3.7.3. List one legal obligation businesses have in relation to SARS. (2)
[40]

QUESTION 4 - MISCELLANEOUS

- 4.1. Describe what a business plan is? (3)
- 4.2. Outline the main purpose of putting a business plan together. (2)
- 4.3. Marketing is a key success factor when it comes to promoting a business.
- 4.3.1. List three components that would normally be included in a marketing plan. (3)
- 4.3.2. Name the 7 Ps of Marketing. (7)
- 4.4. In which part of a business plan would you normally find details about the manufacturing process? List two other components of this section. (3)
- 4.5. Briefly describe what a contingency plan is. (2)
- 4.6. Outline the purpose of the executive summary. (6)
- 4.7. Socio-economic issues should always be kept in mind when conducting business.
- 4.7.1. Define how businesses should respond to HIV/Aids. (5)
- 4.8. Racial inequality was legalised in 1948.
- 4.8.1. Name two basic services that were denied to black South Africans. (4)
- 4.9. Define gender inequality in terms of business. (2)
- 4.10. Outline the policy designed to counter the effects of gender inequality. (3)
- [40]

[Total marks for Section B: 90]

SECTION C – ESSAYS - COMPULSORY (ANSWER ONE QUESTION)

QUESTION 5 – Socio-economic issues:

Discuss socio-economic issues in South Africa with particular reference to the following:

- Unemployment
- Inclusivity
- Poverty

(40)

QUESTION 6 - Creativity and Problem-Solving:

In today's modern economy businesses have to constantly adapt to change in order to stay up to date with the needs and wants of customers. Discuss how creative thinking and problem solving can assist businesses to remain competitive under the following headings:

- Force field analysis.
- The SCAMPER technique using examples.
- Ways to be more creative.

(40)

[Total marks for Section C: 40]

[Exam Total: 150]