

MARCH CONTROLLED TEST 2018
BUSINESS STUDIES
GRADE 10

TIME: 1 HOUR

MARK: 100

INSTRUCTIONS:

1. THIS EXAMINATION QUESTION PAPER CONSISTS OF THREE SECTIONS A, B AND C.
 2. ALL SECTIONS ARE COMPULSORY.
 3. WRITE NEATLY AND LEGIBLY.
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SECTION A

QUESTION 1

1.1 MULTIPLE CHOICE QUESTIONS. WRITE ONLY THE NUMBER AND CORRECT LETTER NEXT TO THE NUMBER: EXAMPLE 1.1.6 E

1.1.1 Physical environment refers to:

- a) Human resources
- b) Technological resources
- c) Capital
- d) Equipment and raw material

1.1.2 The exporting section of Yum Yum Ltd would fall in the Business environment.

- a) Micro
- b) Market
- c) Macro
- d) Business

1.1.3 When a business owner applies to the bank for permission to pay more funds from his or her bank account than is available, he or she is applying for an/a.... which he will pay back over a set period of time.

- a) Overdraft
- b) Grant
- c) Loan
- d) Equity

1.1.4 The availability of roads, railways, water and electricity refers to

- a) Infrastructure
- b) Transport
- c) Good political governance
- d) Natural resources

1.1.5 The business sector responsible for converting raw materials into final goods.

- a) Primary sector
- b) Secondary sector

- c) Tertiary sector
- d) Production sector

(2×5=10)

1.2 STATE WHETHER THE FOLLOWING STATEMENTS ARE TRUE OR FALSE. IF FALSE, CORRECT THE UNDERLINED WORD.

1.2.1 The macro-environment is also known as the decision-making environment.

1.2.2 Publicity is one of the variables of the marketing mix.

1.2.3 The chief Executive officer is a member of the board of directors.

1.2.4 Middle-level managers need technical skills.

1.2.5 Physical environment refers to natural resources. (2×5=10)

SECTION B

QUESTION 2

CASE STUDY

Read the following paragraph below and answer the question that follows.

A small suburban petrol station has been running in a quiet neighbourhood for years. They have kept the same customers for the last fifteen years and their services are excellent. Because of all of the schools in the neighbourhood, they get a lot of passing trade when parents fetch their children from school. They don't do any advertising as there is very little needed. The owner is there every day and has a dedicated staff of three petrol attendants.

2.1 Determine the features of the micro- environment that the petrol station have? (3)

2.2 Who are the competitors? (2)

2.3 Who are their suppliers? (2)

2.4 If the oil price were to increase, what influence would it have on the business? (3)

2.5 Which environment would an increase in the oil price represent? (3)

2.6 Would the business be able to do anything about this? Explain your answer. (2)

2.7 What impact could union have on the business? Give an example to support your answer. (3)

2.8 Give a practical example of an influence of the market environment on this business. (2)

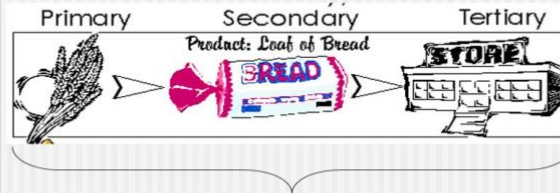
(20)

QUESTION 3

Study the diagram and answer the questions that follow.

Primary, Secondary and Tertiary industries are linked together in a

Chain of Production



Chain of Production is the various production stages through which a product passes before being sold to a consumer.

- 3.1 Briefly explain what the informal sector is. Include examples in your answer. (3)
- 3.2 Define the formal sector, include example in your answer. (2)
- 3.3 There are three 3 ways to classify a business. Discuss the primary, secondary and tertiary sector classification and provide examples. (9)
- 3.4 Discuss the public and private sector classifications and provide examples with your discussion. (6)
- (20)

SECTION C (ESSAYS)

NOTE: Clearly indicate the **QUESTION NUMBER** of each question that you choose. The answer to **THIS** question must start on a **NEW** page

QUESTION 4

You are appointed as Chief Executive Officer in a new branch of a national company and must do the staff establishment in the different departments.

- Identify the different levels of management and explain the responsibilities of each level.
- Elaborate on the role and importance of planning as a management task. (40)

OR

QUESTION 5

The economic environment is one of the most important components of the macro business environment.

Explain the importance of the economic environment for the business and describe FIVE factors of the economic environment that affect business. (40)

TOTAL MARKS: 100