

NOVEMBER EXAMINATION: 2018

BUSINESS STUDIES- PAPER ONE

GRADE: 10

MARKS: 150

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES

- ❖ This question paper consists of 7 pages.
- ❖ Number your answer exactly as the question is numbered.
- ❖ SECTION A- COMPULSORY
- ❖ SECTION B- CHOOSE TWO SHORT QUESTIONS ONLY
- ❖ SECTION C- CHOOSE One Essay QUESTION ONLY.
- ❖ Pay attention to the number of marks awarded to each question.

SECTION A: [30]
COMPULSORY

1.1 Choose the correct letter. Write only the LETTER next to the question number. E.g. 1.1. E

1.1.1 Employees of Jack Trading Enterprise are attending training sessions.
This is an example of...environment.

- A market
- B macro
- C micro
- D natural

1.1.2 Which ONE of the following businesses may be classified under the informal sector?

- A Thabo's backyard mechanic
- B Toekoms Vineyards
- C West Furniture Manufacturers
- D Bluerock Coal Mine

1.1.3 The... Act requires businesses to provide information about their products.

- A National Credit
- B Consumer Protection
- C Basic Conditions of Employment
- D Labour Relations

1.1.4 ...are examples of the civil society organisations.

- A community-based organisations and credit bureaus
- B non-government organisations and trade unions
- C trade unions and employer organisations
- D community based and non-governmental organisations

1.1.5 This sector provides essential goods and services for the public.

- A Private
- B Formal
- C Informal
- D Public

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.

political; quality; objectives; capital; ;purchasing; legal; production; money ; mission; quality control
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1.2.1 The...statement of Dube Trading is to provide excellent customer services.

1.2.2 The...function is responsible for processing raw materials into finished goods.

1.2.3 Garry Installation can obtain the working capital from...market.

1.2.4 Andrea Trading has been instructed to register with the Registrar of Companies. This is an example of...element of a macro environment.

1.2.5 ...is the ability of a product to satisfy customer needs.

(10)

P.T.O...

1.3 State whether the following statements are true or false.

- 1.3.1 What is the business trying to do and become in the long run, is known as the objective?
- 1.3.2 Market environment involves consumers, suppliers, intermediaries as well as competitors.
- 1.3.3 Physical environment refers to natural resources.
- 1.3.4 Durable commodities are a subdivision of the consumer market.
- 1.3.5 The tertiary sector is responsible for transforming raw materials into finished goods.

[10]

SECTION B: [80]

CHOOSE ANY TWO SHORT QUESTIONS

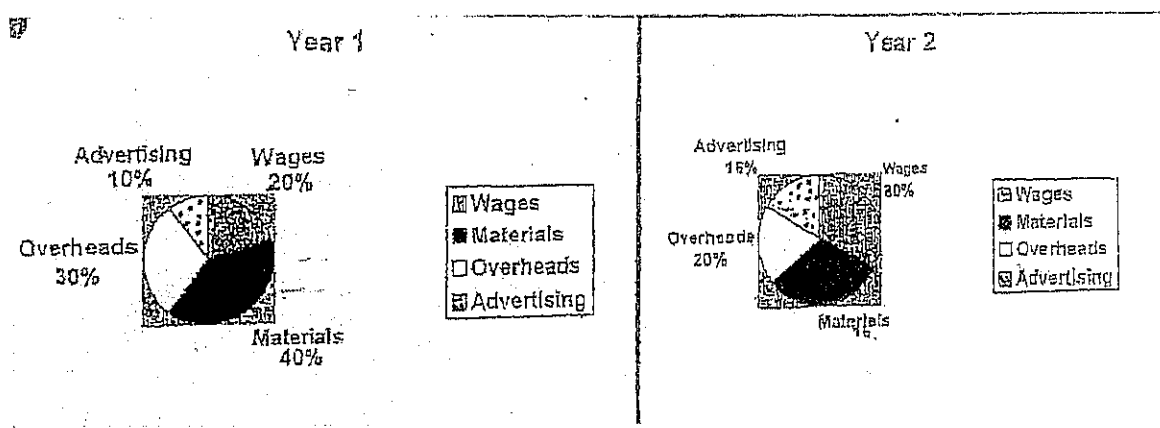
Question 2 [40]

Read the paragraph and answer the questions that follow.

A Mushroom Story

Molly Mbatha is the owner of a small mushroom enterprise, situated in Rustenburg. She started her business in a small way, growing mushrooms in her back yard, and selling them to people in her own community. The demand for mushrooms has increased gradually and she must now look for new premises so that her business can expand.

- 2.1 Molly decides to move her business operation. List FIVE general factors of establishment that she should take into account. (5)
- 2.2 Identify the three levels of management and explain the role of each using the case study.(9)
- 2.4 Define the following terminology:
 - 2.4.1 Micro- environment (2)
 - 2.4.2 Values (2)
- 2.5 Running a small business, Molly is responsible for all the business functions in her business herself. Briefly describe any SIX business functions. (12)
- 2.6 The following graph represents the different cost of producing DVD's in a company.



P.T.O....

- 2.6.1 Identify the graph illustrated. (1)
- 2.6.2 In which year is advertising the highest. (1)
- 2.6.3 Why do you think wages have increased in year 2? (1)
- 2.6.4 In year 1, which cost is the lowest? (1)
- 2.6.5 In year 2, which cost is the highest? (1)
- 2.6.6 Name FOUR methods of carrying out Public Relations. (2)
- 2.6.7 List THREE measures that businesses must follow to ensure quality. (3)

Question 3 [40]

Read the following article and answer the questions that follow.

FROM WHEAT TO FLOUR

Nceba the farmer produces wheat. He ploughs his land, sows and waters the crops, and then harvests the wheat when it has grown tall and strong. Every summer, he delivers the harvest to the Milling Company for processing. People cannot eat and cook with wheat when it is in its natural state. They must first transform it into flour and cereals.

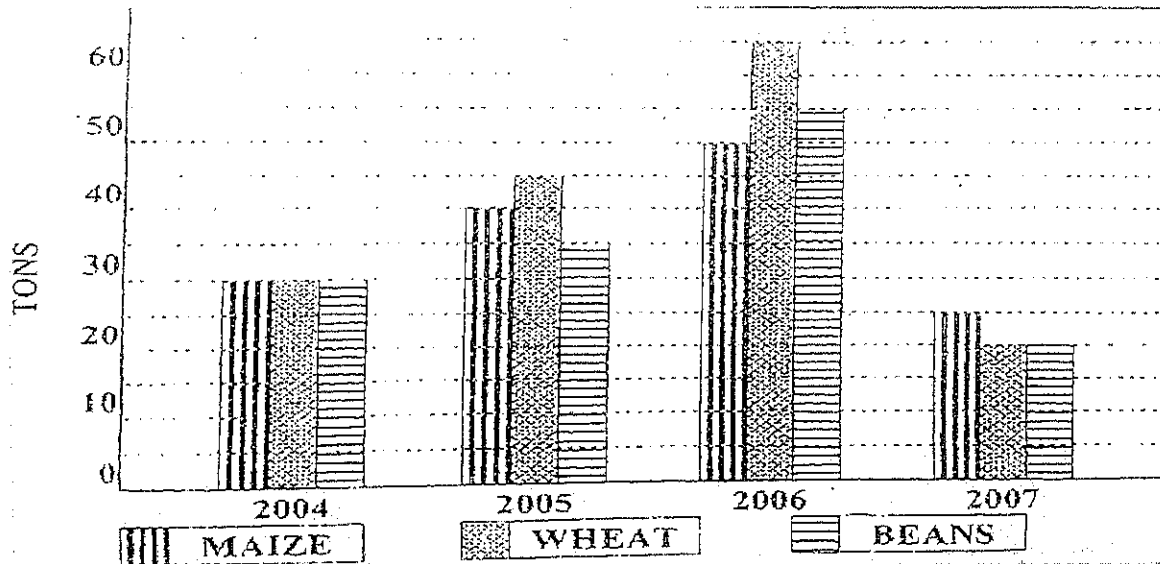
The Milling Company grinds some flour and processes the rest into cereals. The flour and cereals are then packaged and sold to the distributors, supermarkets and grocery shops.

Flour is a semi- finished product that we can bake into bread. It also a capital goods product that can be used to produce and sell other goods. Barry’s wife, for example, can use flour to bake cakes, which she can sell to people in the community. Cereals are finished products that are ready for our use.

- 3.1 The production of flour involves the primary, secondary and tertiary sector activities. Give an example of each sector. (6)
- 3.2 Name one example of the finished product of flour. (1)
- 3.3 Which sector (formal/ informal) does the Milling Company belongs to. (2)
- 3.4 Explain one difference between the formal and informal sector. (4)
- 3.5 Briefly discuss the nature of the market environment of a farm in this sector. (4)
- 3.6 Differentiate between a Public Sector and a Private Sector. (8)
- 3.7 Discuss FOUR ways in which the technological environment has affected South Africa. (8)

3.8 Answer the questions based on the information given below.

The graph below shows the tons of maize, wheat and beans that were harvested over a period of four years. Study the graph and answer the questions which follow:



- 3.8.1 In which year was the largest tonnage of wheat produced? (1)
- 3.8.2 How many tons of beans were produced in 2004? (1)
- 3.8.3 In which year did we produce the lowest tonnage of wheat? (1)
- 3.8.4 Give the reason why the lowest tonnage was produced in that year? (2)
- 3.8.5 Make a comparison of the harvests done in 2006 and 2007. (2)

Question 4 [40]

Read the article below and answer the questions that follow.

“FRAUD DEVICES” ORDERED ONLINE

Consumers are losing millions of rand every year as credit card fraud skyrocketed in South Africa over the past three years, the SA Banking Risk information Centre (Sabric) said.

Head of Sabric’s Commercial Crime branch, Susan Potgieter, said the criminals had been “tricking weak consumers”.

In the 2005/2006 financial year, she said, the crime had gone up by 46%.

Adapted from Fin24.co.za, 19 June 2008

- 4.1 Describe what a credit card is. (2)
- 4.2 From the article, identify three reasons why a person should be careful when purchasing online. (6)
- 4.3 A credit card involves three parties. Name and describe these. (6)

- 4.4 Explain the advantages of the credit card for:
- a) The cardholder. (4)
 - b) The shop where the customer pays with a credit card. (4)
- 4.5 Read the following case study and answer the questions that follow.

Candy Louw has worked at a Spur restaurant as a senior waitress for the last three years. Before the manager left, he promoted Candy to Manager of the restaurant. There are seven people who work in the kitchen, five waiters, one senior waiter and two cleaners.

- 4.5.1 Name the four basic elements of Candy's management task and briefly explain each of them. (8)
- 4.5.2 Candy does not have a financial manager. She has to handle the finances of the Spur restaurant on her own. What will be her financial tasks? (6)
- 4.5.3 Name four sources of finance that Spur could use in the future. (8)
- 4.4.4 Explain, what is organisational culture? (2)

SECTION C: [40]

CHOOSE ANY ONE ESSAY

QUESTION 5: BUSINESS ENVIRONMENTS

Many external factors affect the running of the business. These factors also affect the micro and market environment. Businesses who fail to develop strategies to deal with the challenges of the macro environment are more likely to close down.

Write an essay on the following aspects:

- Elaborate on the meaning of a macro environment.
- Discuss FIVE elements/features of the macro environment.
- Recommend ONE strategy businesses can use to deal with EACH discussed element/feature of the macro environment.
- Advise businesses on the inter-relationship between the micro and market environments.

QUESTION 6: BUSINESS ROLES

Businesses operate in communities that are affected by socio-economic issues, which have a negative impact on their profitability. They realise that they need to address some of these issues through Corporate Social Responsibility programmes.

Support the above argument by writing an essay on the following aspects:

- Elaborate on the meaning of socio-economic issues.
- Discuss the impact of the following socio-economic issues on businesses:
 - Inequality and poverty
 - Unemployment and unproductive labour force
 - Gambling
 - Counterfeiting
- Advise businesses on the initiatives they can take to address EACH of the above socio-economic issues.
- Recommend ways in which businesses can create an inclusive workforce.

GOOD LUCK!!!



TOTAL: 150 MARKS

