Time: 1¹/₂ Hours

Instructions

- 1. This answer book consists of 7 pages. Please check that your answer book is complete.
- 2. Read the questions carefully.
- 4. Please answer in **pencil**.
- 5. It is in your own interest to write legible.
- 6. The allocation of marks and the appropriate time to be taken for each question are as follows:

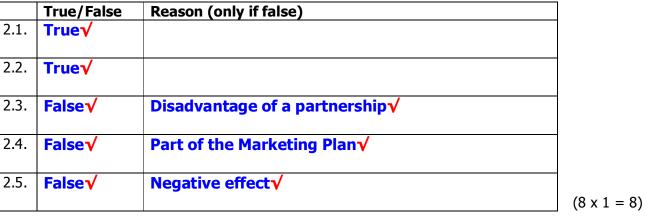
Q	Торіс	LO: AS	Possible Marks	Actual Marks	
Sectio	Section A				
1.	Multiple choice	LO 1, LO 2, LO 3	10		
2.	True and False	LO 1, LO 2, LO 3	8		
3.	Match the columns	LO 1, LO 2, LO 3	10		
4.	Fill in the missing words	LO 1, LO 2, LO 3	7		
5.	Business Environments	LO 1	36		
6.	Business Ventures	LO 2	16		
7.	Business Roles	LO 3	28		
Sectio	Section C – Long questions (Answer either Q8 OR Q9) -				
8.	Franchising	LO 2	20		
9.	Forms of Ownership		20		
10.	SWOT	LO 2	15		
			150		

SECTION A

Question 1: Multiple choice

1.1.	A√√
1.2.	C√√
1.3.	B√√
1.4.	A√√
1.5.	C√√

Ouestion 2: True and false



Question 3: Match the columns

3.1.	I√√
3.2.	D√√
3.3.	B√√
3.4.	E√√
3.5.	J√√

Question 4: Fill in the missing words

4.1.	4.1.1.	data√
	4.1.2.	information v
4.2.	4.2.1.	goods√
	4.2.2.	services v
4.3.	4.3.	Individuals / groups 🗸
4.4.	4.4.1.	Success √
	4.4.2.	Experience 🗸

 $(7 \times 1 = 7)$

 $(5 \times 2 = 10)$

[SECTION TOTAL: 35 marks]

(10 marks, 6 minutes)

(7 marks, 4 minutes)

 $(5 \times 2 = 10)$

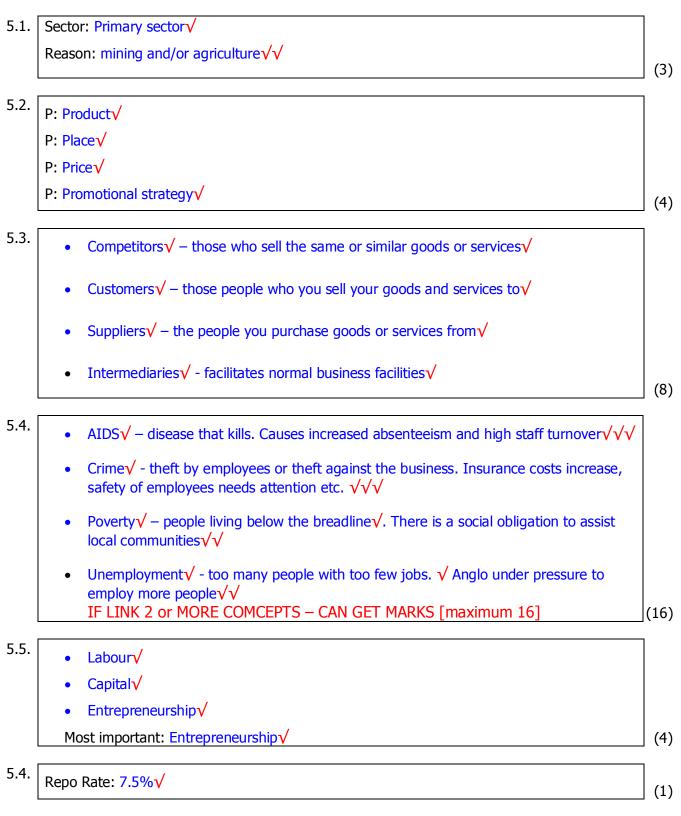
(8 marks, 5 minutes)

(10 marks, 6 minutes)

SECTION B

Question 5: Business environments

(36 marks, 22 minutes)



[36]

Question 6: Business ventures

LRA: Labour Relations Act

- 6.1.1. Competitive advantage: That aspect that makes your product unique or will sell your product ahead of someone else's. √√
 (2)
- 6.2.1. Target market: The section of the population that your marketing campaign aims to attract. $\sqrt[4]{\sqrt{1}}$

(2)

6.2.

Purpose: Govern the relationship between employee and employer $\sqrt{\sqrt{}}$

BCEA: Basic conditions of Employment Act

Purpose: Sets out minimum conditions that employees can expect from their employers. E.g. minimum safety requirements and minimum wage. $\sqrt{\sqrt{}}$

(6)

6.3. Lease agreement: Ownership remains \checkmark with the supplier of the goods or services \checkmark . Once agreement has been fulfilled. Goods are returned to the supplier. \checkmark

Hire Purchase: Ownership is transferred \checkmark from the seller to the buyer \checkmark upon final payment of the HP contract. \checkmark

[16]

(6)

Question 7: Business roles

(28 marks, 17 minutes)

7.1.	Set GOALS ✓	
	Create a PLAN ✓	
	 Take ACTION ✓ (sequence is important) 	(3)
		(0)
7.2.	• Too much to do, too little time \checkmark	
	 I will do that later (tomorrow) √ 	
	 I don't feel like doing it now√ 	
	• I'll just do this first, and then \checkmark	
	Trivet de s/h here en such time he Ginishe (

I just don't have enough time to finish

(5)

7.3.	 Smile√ 		
	 Greet first√ 		
	 Remember names 		
	 Positive body language√ 		
7.4.1.	 Keeping up-to-date with work√ Handling customer requests√ 	Conflict between employers and employees	
	 Meeting deadlines 	 Conflict among employees√ 	
	Lack of leadership and management skills	• Travelling to and from work \checkmark	
	Lack of a clearly defined organisational	• Restructuring and retrenchments	
	structure	Promotions (maxim	ium 5)
Ľ			
7.4.2.	Recognise & acknowledge ✓		
	• Learn to be assertive to be able to say "NO"	\checkmark	
	 See problems as opportunities 		
	• Choose to be positive \checkmark		
	• Identify the causes of $-\checkmark$		
	ANY OTHER ACCEPTABLE ANSWER	(maxin	num 5)
7.5.	 Communication√ 		
	• Size√		
7.6.	 Forming√ 		
	 Storming√ 		
	 Norming 		
	• Performing√		

[28]

[SECTION TOTAL: 80 marks]

SECTION C

Question 8 OR 9: (please indicate your choice)	(20 marks, 12 minutes)
Introduction (1 mark)	
Body: 9 valid points	
IF ANSWERED Q 8 – Must have at least 4 advantages and 4 disad	5
IF ANSWERED Q 9 – Must have at least 4 advantages and 4 disad Of a public company over a CC	vantages – NB must be
	9 facts x 2 = 18 marks)
Conclusion (1 marks)	

Question 10: SWOT (Compulsory)

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(15 marks, 9 minutes)

(20)

STRENGTHS	WEAKNESSES	
(min 3 valid strengths)	(min 3 valid weaknesses)	
OPPORTUNITIES	THREATS	
(min 3 valid opportunities)	(min 3 valid threats)	
Final 3 points can be shared or focused in one area (15 x 1 = 15 marks)		

(15)

[SECTION TOTAL: 35 marks]

GRAND TOTAL: 150 Marks