

TEACHERS WITHOUT BORDERS PROGRAMME

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basic education
Department:
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In Bill Gates words, at the Mandela Day 'Living Together' address: "Maintaining the quality of this country's higher education system while expanding access to more students will not be easy. But it's critical to South Africa's future" – working together, we can help achieve this."

Contributing schools to date:

Clifton School	Milnerton High	Rustenburg Girls' High	St Peter's
Durban Girls'	Northwood High	St Anne's DC	St Stithians
Fairmont High	Roedean	St John's DSG	Wynberg Boys' High
Herzlia High	Rondebosch Boys'	St Mary's DSG Kloof	Wynberg Secondary

**BUSINESS STUDIES
PAPER 1**

TIME: 2HRS

MARKS: 150

Name: _____

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY:

1. This question paper consists of **19 pages**. Please check that your question paper is complete.
2. Read the questions carefully and refer to the case studies when required.
3. All questions are compulsory and to be answered on this paper. **Some questions go over onto the next page so please check how much space you have to write before starting to answer the question.**
4. You must ensure that you write on the lines provided and that you do not write outside of the designated areas. If you need more space for a question, refer to the back of the paper and number your questions accurately.
5. Pay attention to the use of language (discuss, explain, list, evaluate, analyse etc.) and the allocation of marks. Time yourself accordingly.
6. Please note that the case study and scenarios used in this exam paper have been adapted for educational purposes and is not a reflection on the businesses used.
7. **PLEASE WRITE YOUR NAME ON THIS QUESTION PAPER IN THE SPACE PROVIDED ABOVE.**

SECTION A

24 Marks

QUESTION 1

12 Marks

1.1 The 3 P creativity model consists of three key elements:

- A Person, Process, Product
- B Product, Pictures, Planning
- C Pleasure, Process, Product
- D Person, Planning, Product

1.2 Which of the following are push factors to entrepreneurship:

- A Recognition
- B Independence
- C Unemployment
- D Self-actualisation

1.3 5W and H and Association are techniques used in:

- A Overcoming a creative block
- B Creative problem-solving
- C The entrepreneurial process
- D Growing an entrepreneurial venture

1.4 The most important component of the creativity process in a business environment is the:

- A Product
- B Planning
- C Person
- D Pictures

1.5 An entrepreneur who often has no fixed premises/formal location:

- A Social entrepreneur
- B Informal entrepreneur
- C Emerging entrepreneur
- D Tourism entrepreneur

1.6 The factors of production:

- i Labour
- ii Entrepreneurship
- iii Location
- iv Suppliers
- v Customers
- vi Financial capital
- vii Raw materials

- A i,iii,iv,v
- B iv,v,vi,vii
- C i,ii,iv,v
- D i,ii,vi,vii

1.1	1.2	1.3	1.4	1.5	1.6
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QUESTION 2**12 Marks**

Match the term in Column A with the correct definition in Column B. Write the answers in the space provided. Write only the letter of your choice.

	Column A		Column B
2.1	Right brain thinking	A	A catalyst that encourages an action
2.2	Executive summary	B	A logo or name that is associated with a particular business
2.3	Motivation	C	Logical, mathematical
2.4	Indigenous thinking	D	Gives the reader of the business plan an overview of the business
2.5	Trademark	E	refers to the ways of knowing, seeing and producing things which have been passed down from generation to generation in a particular area or country
2.6	Quaternary sector	F	Artistic, imaginative
		G	Provides particulars of the necessary positions and skills needed in the business
		H	Intellectual activities and knowledge-based activities aimed at future growth and development


2.1	2.2	2.3	2.4	2.5	2.6
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SECTION B**76 Marks****QUESTION 3**

Answer the following questions in the space provided:

3.1



Pick n Pay is the quintessential family store focused on the customer. Since 1967 when consumer champion Raymond Ackerman purchased the first few stores, the Ackerman family’s vision has grown and expanded to now encompass stores in South Africa, Namibia, Botswana, Zambia, Mozambique, Mauritius, Swaziland and Lesotho... Our offer to customers focuses on groceries, clothing and general merchandise... Pick n Pay is a much-loved brand, valued within society, built on a genuine desire to make life better for our customers and to make a positive contribution to the communities in which we live and work. Our strong and unique family values have guided the business for more than 50 years, providing a solid foundation for growth, innovation, service excellence and generosity.

(source:<https://www.pnp.co.za/pnpstorefront/pnp/en/about-us>)



Analyse the market environment of Pick ‘n Pay using the PESTLE tool.
Complete the table below

3.1.1

Name the factor (1 mark)	Discuss a challenge, threat or opportunity for each factor (2 marks)	Suggest a strategy to overcome the challenge or threat or capitalise on the opportunity (2 marks)
P _____		
E _____		
S _____		
T _____		

(20)

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3.1.2 Is Pick ‘n Pay in the public or private sector? Give reasons. (3)

3.1.3 Which economic sector does Pick ‘n Pay belong to? Give reasons. (2)

3.1.4 Is the general management of Pick ‘n Pay part of the micro, market or macro environment ? Explain why. (2)

SECTION C

50 marks

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY:

The following aspects will be considered when marks are allocated in this paper:

- Format:
 - The **CORRECT** format for each question must be used, i.e. business report.
 - Where applicable, include an introduction and conclusion.
 - Use headings and sub-headings where appropriate.
- Terminology: Correct business terminology should be used.
- Substantiation: Justification for statements made.
- Application to case study / context.
- Creative problem solving rather than just giving theoretical facts.
- Synthesis and sequencing.



Our Story

We've been creating special memories and serving mouth-watering meals for nearly 50 years.

Since 1967, when founder and executive chairman, Allen Ambor, opened the Golden Spur in Newlands, Cape Town, Spur Steak Ranches have been part of the South African family.

In the years since then, Spur has helped to create countless special memories and earned a reputation for tasty, nutritious, value-for-money meals.

We've also grown into an internationally recognised brand with many local and international restaurants.

So, what's our recipe for success? Simple: a warm, relaxed, family-friendly environment; generous portions of great-tasting food; and a hearty helping of quality!



Interested in a career at Spur?
Find out more →

Are you passionate about family, food and service with a smile? Then you might be made of just the right stuff to become a Spur waitron! We've put together some guidelines to help you reach your dream of joining the Spur Family. Best of luck!

Eryn Brown has recently opened up a Spur franchise in the Invesco Centre (near Jayz Grill). She is in the process of recruiting new staff and feels that as part of the new recruit's training she would like to speak to them about the different team roles and how to go about having a winning team. Her aim is to create a platform so that the team will work cohesively together. You are an Industrial Psychologist and Eryn has come to you for advice.

You are required to write a report to Eryn where you include the following:

- Discuss how Eryn can ensure a winning team. Explore some obstacles that she could face which can result in conflict and how she needs to go about resolving that conflict.
- Managers need to ensure that they are aware of what affects the dynamics of a team. Explain the various team roles and how they will apply to Eryn's new Spur franchise. Suggest a combination of personalities and roles that will complement each other so that Eryn can have a cohesive team when opening her doors to the public for the first time.
- Explain the need for synergy amongst her waitering staff.