



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 10

NOVEMBER 2017

BUSINESS STUDIES

MARKS: 300

TIME: 3 hours



This question paper consists of 14 pages.

INSTRUCTIONS AND INFORMATION

Read the following instructions carefully before answering the questions.

1. This question paper consists of THREE sections and covers all main topics.

SECTION A: COMPULSORY

SECTION B: Consists of FIVE questions.

Answer any THREE of the five questions in this section.

SECTION C: Consists of FOUR questions.

Answer any TWO of the four questions in this section.

2. Read the instructions for each question carefully and take particular note of what is required.
3. Number the answers carefully according to the numbering system used in this question paper. No marks will be awarded for answers that are numbered incorrectly.
4. Except where other instructions are given, answers must be written in full sentences.
5. Use the mark allocation and nature of each question to determine the length and depth of an answer.
6. Use the table below as guide for mark and time allocation when answering each question.

SECTION	QUESTION	MARKS	TIME
A: Objective-type questions COMPULSORY	1	40	30 minutes
B: FIVE direct/indirect-type questions CHOICE (Answer any THREE.)	2	60	30 minutes
	3	60	30 minutes
	4	60	30 minutes
	5	60	30 minutes
	6	60	30 minutes
C: FOUR essay-type questions CHOICE (Answer any TWO.)	7	40	30 minutes
	8	40	30 minutes
	9	40	30 minutes
	10	40	30 minutes
TOTAL		300	180 minutes

7. Begin the answer to EACH question on a NEW page, for example QUESTION 1 – new page, QUESTION 2 – new page, et cetera.
8. You may use a non-programmable calculator.
9. Write neatly and legibly.

SECTION A (COMPULSORY)**QUESTION 1**

1.1 Various options are provided as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (1.1.1–1.1.10) in the ANSWER BOOK, for example 1.1.11 E.

1.1.1 A/an/the ... outlines the core purpose of a business and explains why the business exists.

- A vision
- B mission statement
- C goals
- D objectives

1.1.2 The purpose of this Act is to provide the minimum conditions of employment:

- A Labour Relations Act 65 of 1995
- B Basic Conditions of Employment Act 75 of 1997
- C Employment Equity Act 66 of 1995
- D Skills Development Act 55 of 1998

1.1.3 Twitter, Instagram and Facebook form part of the ...

- A global environment.
- B technological environment.
- C economic environment.
- D social environment.

1.1.4 The following business is not a legal entity:

- A Jacque's coffee shop
- B Wooltru Ltd
- C Ford Foundation
- D Supersport CC

1.1.5 A business can 'give something back' to society through ...

- A responsible business practice.
- B corporate social responsibility.
- C corporate social investment.
- D corporate governance.

- 1.1.6 The process of allocating a business function to a third party is referred to as ...
- A problem-solving.
 - B directing.
 - C outsourcing.
 - D delegating.
- 1.1.7 The ability to trust your own worth, strength and talents is called ...
- A self-control.
 - B self-confidence.
 - C self-assessment.
 - D self-reflection.
- 1.1.8 Business competitors influence each other through ...
- A business culture.
 - B surveys.
 - C suppliers.
 - D new products.
- 1.1.9 The business sector in which a car dealership operates is classified under the ...
- A tertiary sector.
 - B secondary sector.
 - C primary sector.
 - D community sector.
- 1.1.10 The contract is invalid if ...
- A the conditions of the contract are reasonable.
 - B one or both of the parties have full legal capacity.
 - C both parties agree to have a contract.
 - D the contents of the contract are vague.

(10 x 2) (20)

- 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.

leading; memorandum of incorporation; creative thinking; quality assurance; public relations; controlling; prospectus; production; quality control; innovative
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- 1.2.1 A ... is a written invitation to the public to buy the securities offered by a public company and must contain certain prescribed information.
- 1.2.2 Successful entrepreneurs need ... ideas that use new and original methods.
- 1.2.3 Management has to put ... systems in place to ensure that standards are met.
- 1.2.4 The responsibility of ... include(s) ensuring that the business develops a good image of the company to people outside the business.
- 1.2.5 A ... system is used to ensure that the desired quality is met.

(5 x 2) (10)

- 1.3 Choose a description from COLUMN B that matches a term in COLUMN A. Write only the letter (A–J) next to the question number (1.3.1–1.3.5) in the ANSWER BOOK, e.g. 1.3.6 K.

COLUMN A	COLUMN B
1.3.1 Capital	A People who buy goods and services offered by business
1.3.2 Research	B Money generated to start a business
1.3.3 Synergy	C Concerned with buying stock
1.3.4 Finance function	D People who bridge the gap between the business and consumer
1.3.5 Intermediaries	E Loss of value of a product because it is outdated
	F Unprocessed information in the form of facts
	G To determine how much capital is needed
	H Combined effort of team members are much more than the sum of each member's individual effort
	I A process of collecting facts to determine what customers need
J Teamwork increases employee involvement	

(5 x 2) (10)

TOTAL SECTION A: 40

SECTION B

Answer any THREE questions from the five questions in SECTION B. Start EACH question on a NEW page, for example QUESTION 2 on a NEW page, QUESTION 3 on a NEW page, et cetera.

QUESTION 2: BUSINESS ENVIRONMENTS

2.1 Read the scenario below and answer the questions that follow.

SKY RULE JUICE

Efraim and Sipho have started the Sky Rule Juice business, specialising in manufacturing fruit juice. This factory is situated in the heart of East London. They want to set their business apart. They spent a whole week planning their business culture. They have one main supplier, in the region of Elvin group. They also want to ensure that the business complies with all legal aspects, as required by the Department of Trade and Industry.

2.1.1 Name the business sector in which Sky Rule Juice operates. Motivate your answer. (3)

2.1.2 Identify THREE components of business environments mentioned in the scenario and classify each component according to the business environment and their extent of control.

NOTE: Draw the table below in the ANSWER BOOK to present your answer.

COMPONENTS	ENVIRONMENTS	CONTROL

(9)

2.1.3 Explain the purpose of organisational culture. (6)

2.2 Discuss how the components of the market environment may influence each other. (12)

2.3 Classify each statement according to the relevant socio-economic issue:

2.3.1 Making imitations of something to pass it off as the genuine article

2.3.2 Illegally producing an original, creative product without getting proper permission

- 2.3.3 A shape, symbol, colour or words used to make a product or service recognisable
- 2.3.4 Gives the owner exclusive rights to make, use or sell the product or process
- 2.3.5 Protects the original expression of a particular idea (5 x 2) (10)
- 2.4 Explain the purpose of inclusivity in the workplace. (8)
- 2.5 Evaluate the negative impact of HIV/Aids on businesses. (12)
- [60]**

QUESTION 3: BUSINESS VENTURES

- 3.1 List FOUR entrepreneurial qualities. (4)
- 3.2 Outline any FOUR components of a business plan. (8)
- 3.3 Indicate the type of visual aids described in each of the following statements below:
- 3.3.1 A pad of paper sheets attached to an easel
- 3.3.2 A large display that connects to a computer or projector and shows what is on the computer screen to a large audience
- 3.3.3 A device that takes a video signal and projects images on a screen, and can show video footage or still images
- 3.3.4 A display device used to project images to the audience above the speaker's head
- 3.3.5 A number of pieces of equipment that allow participants to talk to each other and send visuals over long distances (5 x 2) (10)
- 3.4 Tabulate the differences between a *partnership* and a *private company*. (12)
- 3.5 Read the scenario below and answer the questions that follow.

NO WATER FOR SEVEN MONTHS

That is the nightmare of residents from Ezinketheni near Northdale who have not had a drop of water since December. The residents have to pay high tariffs for water supplies, and high levels of crime have been reported in the vicinity. Zuko is thinking about starting a car wash in and around the area.

- 3.5.1 Identify the factors that will impact the location of Zuko's business from the given scenario. (2)

3.5.2 Discuss the impact of the TWO factors on the location of Zuko's business as indicated in the scenario above. (2 x 4) (8)

3.5.3 Recommend ways on how the business can improve ONE of the business location factors mentioned in QUESTION 3.5.1. (4)

3.6 Read the scenario below and answer the questions that follow.

It is essential to look at the factors that could possibly influence your business before you start writing a business plan. The factors that most businesses have little or no control over are in the macro-environment. The best way to carry out an environmental analysis is to do a PESTLE analysis.

Analyse the environmental factors using the PESTLE analysis. Illustrate by means of an example. (12)
[60]

QUESTION 4: BUSINESS ROLES

4.1 Identify the problem-solving techniques from the scenarios given below.

4.1.1 Aims to obtain the opinions of experts without bringing the experts together face to face.

4.1.2 Used for planning and implementing changes in a business.

4.1.3 Weighs up pros and cons of an idea or decision.

4.1.4 To make a decision on your own; when the person wants to clarify and improve understanding of the problem.

4.1.5 Randomly generating ideas. (5 x 2) (10)

4.2 Read the case study below and answer the questions that follow.

When Sisa Ngubelanga listed Rebohis Property Fund in 2011, he said, "It's safe to say I achieved my business goals and then some, but success doesn't come without a price." Sisa believes that hard work is the answer to success.

[Nadine Todd: www.entrepreneurmag.co.za, Accessed November 10, 2016]

4.2.1 Define the meaning of *success*. (2)

4.2.2 Discuss the importance of setting goals. (12)

4.2.3.3 Recommend ways in which employees can project a professional image. (4)

4.3 Differentiate between *problem-solving* and *decision-making*. (8)

- 4.4 Discuss the problem-solving cycle. (12)
- 4.5 Discuss any FOUR criteria for a successful team. (12)
- [60]**

QUESTION 5: BUSINESS OPERATIONS

- 5.1 Identify the business functions represented by EACH of the scenarios below.
- 5.1.1 Transfer labour, capital, raw materials and entrepreneurship into products and services.
- 5.1.2 The appointment of employees with abilities and experience to obtain quality results.
- 5.1.3 It is the responsibility of Ndimphiwe to collect all documentation, data collection and data retrieval.
- 5.1.4 Covers all functional areas and employees in the business.
- 5.1.5 Makes decisions about the processes that lead to the sale of the goods or services that the business produces. (10)
- 5.2 Discuss the advantages of quality control. (10)
- 5.3 **“Management is the process by which an individual guides and directs an organisation to reach its objectives.”**
- 5.3.1 Identify the management levels and the decisions made with regard to the management function.

NOTE: Draw the table below in the ANSWER BOOK to present your answer.

MANAGEMENT LEVEL	TYPE OF DECISION MADE

(6)

- 5.3.2 Discuss the FOUR basic management tasks. (12)

5.4 Read the case study below and answer the questions that follow.

MR PABLO FACES FINE

Pablo Stores are finding themselves in hot water. They charge a club fee on credit agreements without the permission of the consumer. They also offer or demand purchase of insurance and financial packages to customers, who do not qualify or do not need them.

- 5.4.1 Identify the Act that Pablo Stores does not comply with. (1)
- 5.4.2 Quote the THREE reasons from the scenario why Plabo was fined for granting of credit. (3)
- 5.4.3 Outline FOUR consumer rights in terms of the Act identified in QUESTION 5.4.1. (8)
- 5.5 Discuss the impact (positives and negatives) of the National Consumer Protection Act on the Purchasing function. (10)

[60]

QUESTION 6: MISCELLANEOUS TOPICS

BUSINESS ENVIRONMENT

- 6.1 List any FIVE components of the micro-environment except organisational culture. (5)
- 6.2 Briefly explain the interrelationship between the micro- (internal), market and macro-environments. (10)

BUSINESS VENTURES

6.3 Read the scenario below and answer the questions that follow.

Mona has started his own garden service, Sebastian Garden Services. He has R2 000 available to start his business. Mona has little skill in accounting and hopes his brother will be able to help with this. Adjoining his father business is an open stand that belongs to his father. His father is willing to rent this stand to Mona for his business enterprise at a minimal amount. There are similar businesses in the area.

- 6.3.1 Give ONE method/research instrument that Mona can use to collect data from customers. (1)

- 6.3.2 Compile a SWOT analysis of Mona's business. Draw the table below in the ANSWER BOOK to present your answer.

Strengths	Weaknesses
Opportunities	Threats

(8)

- 6.4 Explain factors that must be considered when preparing a verbal presentation. (6)

BUSINESS ROLES

- 6.5 Read the scenario below and answer the questions that follow.

Business' biggest problem in 2017 won't be weak sales and soft pricing. Their biggest problem will be lack of qualified labour. In order to be competitive, they need to be proactive and creative, before it impacts negatively on their business profitability.

- 6.5.1 Quote from the scenario ONE problem that will be faced by businesses in 2017. (1)

- 6.5.2 Discuss how businesses can use creative thinking to solve business problems. (8)

- 6.6 Suggest ways in which businesses can create an environment where teams can operate effectively. (6)

BUSINESS OPERATIONS

- 6.7 6.7.1 List any THREE sources of finance. (3)

- 6.7.2 Outline the roles and responsibilities of the various levels of management. (12)

[60]**TOTAL SECTION B: 180**

SECTION C

Answer ANY TWO questions in this section.

NOTE: Clearly indicate the QUESTION NUMBER of each question that you choose. The answer to EACH question must start on a NEW page, for example QUESTION 7 on a new page, QUESTION 8 on a NEW page, et cetera.

QUESTION 7: BUSINESS ENVIRONMENTS (BUSINESS SECTORS)

Woolworths donates surplus clothing to the Clothing Bank which is an informal sector enterprise and aims to create jobs for the unemployed.

Refer to the scenario above and write an essay in which you include the following aspects:

- Discuss the advantages of the informal sector.
- Compare the formal sector and informal sector.
- Explain the purpose of the public sector.
- Distinguish between the private sector and the public sector.

[40]

QUESTION 8: BUSINESS VENTURES (CONTRACTS)

Insurance and employment contracts are some of the important contracts that should be entered into whenever a person establishes a business. These contracts result into rights and obligations.

Support the above statement and write an essay in which you include the following aspects:

- Explain the meaning of a contract.
- Discuss the contents that should appear in the employment contract.
- Outline the legalities of an employment contract.
- Explain the principles of the insurance contract.
- Recommend the rights and responsibilities of the insurance contract for both the insurer and the insured.

[40]

QUESTION 9: BUSINESS ROLES (SOCIAL RESPONSIBILITY)

Nobel Prize winner and famous economist, Milton Friedman, said that a business's primary social responsibility is economic performance. In other words, if the business fails because it has not kept its main focus on its economic performance, it will be worse for the society around it.

Refer to the scenario above and write an essay in which you include the following aspects:

- Define the term Corporate Social Responsibility and give ONE practical example.
- Outline the challenges of CSR for both businesses and communities.
- Discuss the benefits of CSR for both businesses and communities.
- Suggest initiatives businesses can take to address socio-economic issues.

[40]**QUESTION 10: BUSINESS OPERATIONS (THE CONCEPT OF QUALITY)**

Quality is necessary for organisations to ensure mistakes and defects are eliminated.

Explain quality in relation to the following business functions:

- Human resource function
- Administration function
- Financial function
- General management function
- Production function

Discuss the importance of quality in promoting the image of a business.

[40]

TOTAL SECTION C: 80
GRAND TOTAL: 300

