



Education and Sport Development

Department of Education and Sport Development
Departement van Onderwys en Sport Ontwikkeling
Lefapha la Thuto le Tihabololo ya Metshameko
NORTH WEST PROVINCE

**NATIONAL
SENIOR CERTIFICATE**

GRADE 10

**BUSINESS STUDIES
PAPER 1
JUNE 2018**

MARKS: 100

DURATION: 1 HOUR

This question paper consists of 07 pages



NW/JUNE/BUSDS/ EMIS/6*****

INSTRUCTIONS AND INFORMATION

1. Read the following instructions carefully before answering the questions.

SECTION A: COMPULSORY

SECTION B: Consists of THREE questions

Answer TWO questions of the three questions in this section

SECTION C: Consists of TWO questions

Answer any ONE of the two questions in this section

2. Read the instructions for each question carefully and take particular note of what is required.
3. Number the answers correctly 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 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 a guide for mark and time allocation when answering each question.

SECTION	QUESTION	MARKS	TIME (minutes)
A: Objective- type questions COMPULSORY	1	20	10min.
B: THREE direct/indirect-type Questions CHOICE (Answer any TWO)	2	20	40min
	3	20	
	4	20	
C: TWO essay-type questions CHOICE (Answer any ONE)	5	40	40min
	6	40	
	Total	100	90min.

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- 1.1.5) in the ANSWER BOOK, for example 1.1.6 A

1.1.1 The business' strengths and weaknesses are part of this environment.

- A. Macro
- B. Market
- C. Market and macro
- D. Micro

1.1.2 Funds needed to run the business day to day activities.

- A. Own capital
- B. Fixed capital
- C. Working capital
- D. Borrowed capital

1.1.3 IT equipment and software needed by businesses to stay competitive.

- A. Business resources
- B. Technological resources
- C. Strategic resources
- D. SWOT resources

1.1.4 Refuse removable done by municipalities across the provinces is a..... sector.

- A. Primary
- B. Secondary
- C. Natural
- D. Tertiary

1.1.5 This function researches customer responses to a new product.

- A. Production
- B. Marketing
- C. Administration
- D. Public relations

(2x5) (10)



- 1.2 Choose a description from COLUMN A that matches a term in COLUMN B. Write only the letter (A-H) next to the question number (1.2.1-1.2.5) in the ANSWER BOOK, for example 1.2.6 J.

COLUMN A	COLUMN B
1.2.1 People or businesses that link the micro environment to the market environment. 1.2.2 The government's control over policies and laws that control the operations in the country. 1.2.3 The availability of water, electricity, transport and labour. 1.2.4 The Act encourages consumers to borrow money responsibly. 1.2.5 Describes characteristics of the society the business operates in.	A .Global environment B. National Credit Act C. Intermediaries D. Social environment E. Regulators F. Institutional environment G. Consumers Protection Act H. Infrastructure

(5x2)(10)

Total Section A: [20]



SECTION B

Answer ANY TWO questions from this section.

QUESTION 2 Business Environments

2.1 Identify the business resources represented by EACH statement below:

2.1.1 People employed by the business and receive salaries.

2.1.2 Trucks, equipment and buildings needed by the entrepreneur.

(4)

2.2 Read the scenario below and answer questions that follow:

The South African Advertising Commission and Advertising Standards Authority allows buyers and other business to complain about unethical business practices. Therefore business which criticize the other business in order to gain more customers must be reported.

2.2.1 Give TWO components of the market environment from the scenario above.

(4)

2.2.2 Discuss the market environment components identified in Question (2.2.1)

(4)

2.3 Explain the following elements of the macro environment:

2.3.1 Physical environment.

(4)

2.3.2 Political environment.

(4)

[20]

QUESTION 3 Business Operations

3.1 Identify the business function that is responsible for the activities in the following scenarios:

3.1.1 Ensures that confidential and important documents are kept in a safe place.

3.1.2 Acquires capital resources from different sources.

3.1.3 Recruits and appoints suitable drivers for the business.

(6)

3.2 Provide TWO Acts which needs to be considered by the purchasing department.



(2)

3.3 Classify the following under strengths and weaknesses which impacts on the success of the business:

3.3.1 Compromising on skills and knowledge of workers by the HR department.

3.3.2 The procurement department can sometimes buy inferior raw material to cut costs.

(4)

3.4 Discuss the impact of quality on the small businesses and large businesses on the following business functions:

3.4.1 Production function.

(4)

3.4.2 Marketing function.

(4)

[20]

QUESTION 4 Miscellaneous

4.1 Classify following businesses according to the appropriate sectors:
REDRAW the table in your ANSWER BOOK and make a tick on the appropriate block.

Business	Primary	Secondary	Tertiary	Informal	Public	Private
4.1.1 Eskom						
4.1.2 Street vendor						
4.1.3 Marikana mines						
4.1.4 Advertising agency						

(4)

4.2 Explain any TWO of the four tasks of the general management function of the business.

(8)

4.3 Distinguish between the private and public sector and provide examples.

(8)

[20]

TOTAL SECTION B [40]



SECTION C

Choose ONE question from this section

QUESTION 5

The business operates under three environments classified under the private and public sectors.

Based on the statement above discuss the following:

- Describe the three business environments and the extent of control of each environment.
- Explain the purchasing procedure as part of the micro environment.
- Mention the rights of consumers with regard to purchasing of goods and services.
- Differentiate between the formal and the informal sector.

(40)

QUESTION 6

Quality ensures standardized products and services. If any of the eight functions is not performing at a required standard, the business might lose profitability.

Discuss quality in a business by referring to the following:

- Describe the concept of quality management.
- Discuss the role of management in the success of the business.
- Elaborate on the impact of quality in the following business functions:
Financial function
Administration function
Human Resource function
Production function
- Recommend ways on how the Public relations function can impact positively in a large business.

(40)

**TOTAL SECTION C: 40
GRAND TOTAL: 100**

