



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 10

NOVEMBER 2019

BUSINESS STUDIES P2

MARKS: 150

TIME: 2 hours



This question paper consists of 8 pages.

INSTRUCTIONS AND INFORMATION

Read the following instructions carefully before answering the questions.

1. This question paper consists of THREE sections.

SECTION A: COMPULSORY

SECTION B: Consists of THREE questions. Answer any TWO of the three questions in this section.

SECTION C: Consists of TWO questions. Answer any ONE of two questions in this section.

2. Read the instructions for each question carefully and take 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 (minutes) |
|--|----------|------------|-------------------|
| A: Objective-type questions COMPULSORY | 1 | 30 | 20 |
| B: THREE direct/indirect-type questions CHOICE: Answer any TWO. | 2 | 40 | 35 |
| | 3 | 40 | 35 |
| | 4 | 40 | 35 |
| C: TWO essay-type questions CHOICE: Answer any ONE. | 5 | 40 | 30 |
| | 6 | 40 | 30 |
| TOTAL | | 150 | 120 |

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 answers 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 D.

1.1.1 An example of an entrepreneurial quality which requires an entrepreneur to take calculated risks is ...

- A perseverance.
- B risk taker.
- C passion.
- D organisational skill.

1.1.2 Customer base is an example of a business ...

- A strength.
- B weakness.
- C opportunity.
- D threat.

1.1.3 When Mr Khan started a small business, he showed a strong belief in himself and his capabilities:

- A Self-reflection
- B Self-assessment
- C Self-awareness
- D Self confidence

1.1.4 Which ONE of the following is an element of the financial plan?

- A Vision
- B Mission
- C Price
- D Cash flow statement

1.1.5 A(n) ...relationship is between employees on the same level.

- A peer
- B authority
- C group
- D external

(5 x 2) (10)

- 1.2 Complete the following statements by using the words provided in the list below. Write only the word(s) next to the question numbers (1.2.1–1.2.5) in the ANSWER BOOK.

table; profit; shares; value of each member; state owned company; productivity; bar graph; team spirit; prospectus; co-operatives

- 1.2.1 A(n) ... is the difference between the business income and expenditure.
- 1.2.2 Al Bashar uses ... to display sales figures in a series of rectangles.
- 1.2.3 A(n) ... is the invitation by a company to the public to buy shares.
- 1.2.4 Team members who show ... participate in team tasks.
- 1.2.5 The ... specialises in particular fields e.g. agriculture, consumers.
- (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, for example 1.3.6 K.

| COLUMN A | | COLUMN B | |
|----------|---------------------------------|----------|---|
| 1.3.1 | Corporate social responsibility | A | Is the body reacting to situations that a person finds difficult to control |
| 1.3.2 | Creative thinking | B | The modern-day version of a transparency |
| 1.3.3 | Stress | C | More catchy advertisement |
| 1.3.4 | Handouts | D | Business takes responsibility for the impact of its activities on communities and the environment |
| 1.3.5 | Business objectives | E | Involves generating new and useful ideas |
| | | F | Written or printed information handed out to the audience |
| | | G | Is a time of intense difficulty, trouble or danger |
| | | H | The contributions that a business makes to the community |
| | | I | Increasing sales by 20% |
| | | J | Is the ability to survive through the conservation of natural resources |

(5 x 2) (10)

TOTAL SECTION A: 30

SECTION B

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 2 on a NEW page, QUESTION 3 on a NEW page, et cetera.

QUESTION 2: BUSINESS VENTURES

- 2.1 List FOUR factors impacting on business location. (4)
- 2.2 Explain the importance of business location. (8)
- 2.3 Read the scenario below and answer the questions that follow.

THANDOZUKO HAIR PRODUCT MANUFACTURERS LTD (THPM LTD)

Vuyo, the financial manager of Thandozuko Hair Product Manufacturers, was invited by the shareholders to present the financial status of the business. When preparing, he considered the following factors: time frame, feedback session and the objectives of the presentation.

- 2.3.1 Quote THREE factors from the scenario that Vuyo had to consider when preparing for the presentation. (3)
- 2.3.2 Discuss other factors, not quoted in QUESTION 2.3.1, that you will have to consider when preparing a verbal presentation. (8)
- 2.3.3 Advise businesses on how to prepare support materials for a presentation. (8)
- 2.4 Name FIVE components of a business plan. (5)
- 2.5 Discuss the elements of internal market research. (4)

[40]

QUESTION 3: BUSINESS ROLES

- 3.1 Define the meaning of *adaptability*. (2)
- 3.2 Identify the criteria for successful team performance from the scenarios given below.
- 3.2.1 Team members can perform only if they know exactly what is expected of them. (2)
- 3.2.2 Team members must have the confidence to air their opinion. (2)
- 3.2.3 Teams will achieve if members are committed to the team's goals and excellent performance. (2)
- 3.2.4 Teams should have good relations with other teams in an organisation. (2)
- 3.3 Discuss the benefits/advantages of team work in the workplace. (6)
- 3.4 Read the scenario below and answer the questions that follow.

People need to work together well in order to accomplish business objectives. However, our values and beliefs impact on our working relationship. We therefore should accept our diversity, and try not to discriminate against each other.

- 3.4.1 Quote from the scenario above TWO factors that can influence team relationships. (2)
- 3.4.2 Discuss TWO factors quoted in QUESTION 3.4.1. (8)
- 3.5 Recommend ways to manage stress. (8)
- 3.6 Outline THREE ways in which employees can project a professional image. (6)

[40]

QUESTION 4: MISCELLANEOUS TOPICS**BUSINESS VENTURES**

- 4.1 Identify the form of ownership represented by EACH of the following statements:
- 4.1.1 Food delicacy store is owned by James and Sons and they are liable for the debts of the business. (2)
- 4.1.2 Zheng Leadership and Coaching Ltd can trade its shares on the Johannesburg Security Stock Exchange. (2)
- 4.1.3 Zama (Pty) Ltd is a long-established business with a good reputation. (2)
- 4.2 Discuss the characteristics of a personal liability company. (6)
- 4.3 Explain the importance of a business plan. (8)

BUSINESS ROLES

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

Business enterprises are part of society. They therefore also have a social responsibility towards society and the environment, and their activities need to be sustainable.

- 4.4.1 Define the term *social responsibility*. (2)
- 4.4.2 Recommend initiatives businesses can take to address socio-economic issues. (8)
- 4.5 State FOUR reasons why it is important to set goals. (4)
- 4.6 Outline the importance of recognising one's strengths and weaknesses. (6)

[40]**TOTAL SECTION B: 80**

SECTION C

Answer ANY ONE question in this section.

NOTE: Clearly indicate the QUESTION NUMBER of the question chosen. The answer to this question must start on a new page, e.g. QUESTION 5 on a NEW page or QUESTION 6 on a NEW page.

QUESTION 5: BUSINESS VENTURES (BUSINESS OPPORTUNITIES AND CONTRACTS)**SHANE DUTTON (SD)**

After finishing matric, Shane Dutton did not have funds to further his studies. He then saw a business opportunity and started his own business called 'Wash-Now'. It is an innovative service that collects, washes and delivers your laundry at your door step.

Keep the scenario above in mind and write detailed notes on the following aspects:

- Elaborate on the meaning of *business opportunity*.
- Describe protocol/procedure for conducting research.
- Discuss any THREE types of contracts.
- Advise businesses on the legal requirements of a contract.

[40]

QUESTION 6: BUSINESS ROLES (CREATIVE THINKING AND PROBLEM-SOLVING)

J.J. Textile industry is experiencing low productivity. In order to be competitive, they must address this problem proactively and creatively, before it impacts negatively on their profitability.

Write an essay on creative thinking in which you address the following aspects:

- Differentiate between *problem solving* and *decision making*.
- Explain the problem-solving cycle.
- Discuss the following problem-solving techniques:
 - Delphi technique
 - Nominal group technique
- Suggest the benefits of creative thinking.

[40]

TOTAL SECTION C: 40
GRAND TOTAL: 150