



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 10

NOVEMBER 2018

BUSINESS STUDIES P2

MARKS: 150

TIME: 2 hours

This question paper consists of 9 pages.

INSTRUCTIONS AND INFORMATION

Read the following instructions carefully before answering the questions.

- 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.
- Read the instructions for each question carefully and take note of what is required.
- 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.
- Except where other instructions are given, answers must be written in full sentences.
- Use the mark allocation and nature of each question to determine the length and depth of an answer.
- 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	30	20 minutes
B: THREE direct/indirect-type questions CHOICE: Answer any TWO.	2	40	35 minutes
	3	40	35 minutes
	4	40	35 minutes
C: TWO essay-type questions CHOICE: Answer any ONE.	5	40	30 minutes
	6	40	30 minutes
TOTAL		150	120 minutes

- Begin the answer to EACH question on a NEW page, for example QUESTION 1 – new page, QUESTION 2 – new page, et cetera.
- You may use a non-programmable calculator.
- 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 E.

1.1.1 One of the parties to an employment contract is a/an ...

- A insurer.
- B lessor.
- C employee.
- D lessee.

1.1.2 The name of a private company ends with the abbreviation ...

- A (Pty) Ltd.
- B Ltd.
- C NPC.
- D Pty.

1.1.3. The best visual aid businesses used to report their progress performance over three-month period is a ...

- A pie graph.
- B bar graph.
- C diagram.
- D line graph.

1.1.4 Which ONE of the following is an example of a social responsibility programme of a business?

- A Increase in the manager's salary
- B Increase in profits
- C Sponsoring an Aids orphanage
- D Discounting prices of its products

1.1.5 This problem-solving technique allows a manager to find solutions on his/her own:

- A Brainstorming technique
- B Delphi technique
- C Empty chair technique
- D Forced combination technique

(5 x 2) (10)

- 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. Each word should only be used ONCE.

problem-solving; credit agreement; prospectus; triple bottom line; JSE SRI index; self-confidence; insurance; decision-making; professionalism; memorandum of incorporation

- 1.2.1 A ... is a written invitation to the public to buy the securities offered by the public company and must contain certain prescribed information.
- 1.2.2 ... measures business' profits, social and environmental success.
- 1.2.3 A/An ... is a contract taken out by a person or a business to manage risk.
- 1.2.4 The ... skill requires creative thinking skills to generate and evaluate alternative solutions.
- 1.2.5 ... means to trust in your abilities, qualities and judgements.

(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	Partnership	A	Board of directors are appointed by the government
1.3.2	Brainstorming	B	Owner is personally liable for all debts and claims against the business and personal belongings can be sold to pay off debts
1.3.3	State owned company	C	Activities which you like to do.
1.3.4	Ethics	D	Forces for and forces against
1.3.5	Research	E	Different from others in terms of culture or religion
		F	They are jointly and several liable for debts and their obligations
		G	Details of summary of 7 P's
		H	A process of collecting facts to determine what customers need
		I	Set of moral values of an individual or a group
		J	Generate large number of ideas for solution of a problem

(5 x 2) (10)

TOTAL SECTION A: 30

SECTION B

Answer any TWO questions from 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 Read the scenario below and answer the questions that follow.

Gauteng is one of the richer provinces in the country because of the availability of raw materials and infrastructure. Statistics SA released increased figures of people who are looking for different jobs in this attractive city of gold and other minerals. These people are coming from all over SA and other foreign countries.

- 2.1.1 Quote any TWO factors impacting on the location of a business from the given scenario. (2)
- 2.1.2 Explain any TWO factors with regard to the importance of business location. (2 x 2) (4)
- 2.1.3 Evaluate the impact of ONE factor quoted in QUESTION 2.1.1. (2 x 2) (4)
- 2.2 Indicate the type of visual aids described below from QUESTIONS 2.2.1–2.2.5.
- 2.2.1 A pad of paper sheets attached to an easel
- 2.2.2 A large display that connects to a computer or projector and shows what is on the computer screen to a large audience
- 2.2.3 A device that takes a video signal and projects images on a screen, and can show video footage or still images
- 2.2.4 A display device used to project images to the audience above the speaker's head
- 2.2.5 A number of pieces of equipment that allow participants to talk to each other and share visuals over long distances (10)
- 2.3 Outline any TWO components of a business plan. (2 x 2) (4)
- 2.4 Discuss the environmental factors using PESTLE analysis in reference to a business plan. (8)
- 2.5 2.5.1 Discuss any TWO steps for preparing a verbal presentation. (4)
- 2.5.2 Advise a business on how to prepare the support material for a presentation. (4)

[40]

QUESTION 3: BUSINESS ROLES

3.1. Name FOUR elements of professional behaviour. (4)

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

ZANDI'S ELEGANCE RESTAURANT

Zandi has a staff of 40 workers, who are men and women from different ethnic groups, religion and cultures. He built his success by supporting new ideas that keep the staff interested and motivated.

He aims to share the enterprise's prosperity with staff and involve them in decision-making. The employees in Zandi's business function very well as a team when it comes to the functioning of the restaurant.

3.2.1 Quote any TWO examples of diversity from the given scenario. (2)

3.2.2 Describe FOUR criteria for successful and collaborative team work. (8)

3.2.3 Explain how Zandi can handle diversity in his business. (8)

3.3. Identify the problem-solving technique from the descriptions given below:

3.3.1 A panel of experts fill in series of questionnaires and anonymously ideas are adjusted

3.3.2 A group tries to think about both positive and negative outcomes and weighs up the advantages (pros) and disadvantages (cons)

3.3.3 Write key words and combine them in different ways to try to come up with innovative ways (3 x 2) (6)

3.4 Outline the problem-solving cycle. (12)

[40]

QUESTION 4: MISCELLANEOUS TOPICS**BUSINESS VENTURE**

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

BUFFALO TIMBER LTD

Matthew and Peter manufacture the school furniture, such as desks, tables, chairs and cupboards. They are considering to hire more space from their reasonable landlord who has sensible prices for their production operations as well as the costly specialised machinery.

They also need to purchase a big truck that will be payable over a longer period of time. They intend to draw up legal contracts for all of the above activities, but they are not clear on how to do this.

4.1.1 Identify the types of contracts wanted by Buffalo Timber Ltd from the above scenario. (6)

4.1.2 Outline aspects that should be included in the employment contract of Buffalo Timber Ltd. (8)

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

PETER'S MEAT & DAIRY (PMD)

PMD specialises in selling meat, milk, cheese and yogurt. He has three trained employees. The business has no sufficient capital to buy new modern machinery to improve their production. PMD's competitor in the same area is on the verge of closing due to ineffective marketing and research plans. PMD is located in a high crime area.

4.2.1 Name TWO research instruments that can be used by PMD to collect data from customers. (2)

4.2.2 Compile a SWOT analysis for PMD. (8)

BUSINESS ROLES

4.3 List FOUR benefits of time management. (4)

4.4 Describe the importance of setting goals. (4)

4.5 Suggest ways to build one's strengths and weaknesses. (8)

[40]

TOTAL SECTION B: 80

SECTION C

Answer ONE question in this section.

NOTE: Clearly indicate the QUESTION NUMBER of the chosen question. The answer to EACH question must start on a NEW page.

QUESTION 5: BUSINESS VENTURES

Vusi and Sibule completed their BSc Engineering degrees in one and the same year of their studies, and decided to open a construction firm at East London. They are considering a personal liability company.

As a business analyst, address the following aspects:

- Elaborate the meaning of a personal liability company
- Describe the characteristics of this form of ownership
- Discuss the advantages and disadvantages of personal liability company
- Differentiate between *profit* and *non-profit companies*

[40]

QUESTION 6: BUSINESS ROLES

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

- Differentiate between *corporate social responsibility* and *corporate social investment*.
- Outline the benefits of CSI for both business and the community.
- Advise the company on a workplace programme dealing with HIV/Aids.
- Illustrate how a company can help the local community to address unemployment.

[40]

TOTAL SECTION C: 40
GRAND TOTAL: 150