



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 10

NOVEMBER 2020

**BUSINESS STUDIES P2
(EXEMPLAR)**

MARKS: 150

TIME: 2 hours

This question paper consists of 9 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 numbers (1.1.1–1.1.5) in the ANSWER BOOK for example 1.1.6 A

1.1.1 Which ONE of the following is the importance of goal setting?

- A Collect and analyse information
- B Enrich yourself never stop learning
- C Do not procrastinate
- D Improve service delivery

1.1.2 This form of ownership is capable of raising capital by issuing shares to the public:

- A Kia Motors Ltd
- B Zuki Fashion “Inc.”
- C Ink and Shanon Videos
- D Spitch (Pty) Ltd

1.1.3 A way in which an employee can project a professional image is to ...

- A be in control of your actions.
- B speak politely.
- C be aware of your needs and wants.
- D get enough sleep.

1.1.4 Which ONE of the following is NOT a requirement for a valid contract?

- A All parties must have contractual capacity.
- B There must be an agreement between the parties.
- C A person must be at least 16 years of age.
- D The agreement must be possible to perform.

1.1.5 The best analysis tool used for the challenges of the macro environment is ...

- A the SWOT analysis.
- B the PESTLE analysis.
- C the market researches.
- D Porter’s Five Forces.

(5 x 2) (10)

- 1.2 Complete the following statements by using the word(s) 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.

tenant; written report; corporate social responsibility; sole trader; problem-solving; social responsibility; video conference; company with personal liability; decision-making; landlord

1.2.1 Information in the form of a ... is an example of a non-verbal presentation.

1.2.2 Theron used a ... process to identify strategies that will bring about change.

1.2.3 A/An ... is a person or business renting a property.

1.2.4 The ... has the benefit of corporate existence and perpetual succession.

1.2.5 The process of an obligation to contribute for the individuals and organisations is known as ... (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 numbers (1.3.1–1.3.5) in the ANSWER BOOK, for example 1.3.6 K.

COLUMN A	COLUMN B
1.3.1 Prejudice	A Inadequacies or inabilities of a person
1.3.2 Stress	B Is the tool used for decision-making, analysing the strengths, weaknesses, opportunities and threats
1.3.3 Marketing plan	C The unjust behaviour directed at another team member
1.3.4 Weaknesses	D Is a description of the market analysis including target market
1.3.5 Research protocol	E Is the body reacting to situations that a person finds difficult to control
	F Good or beneficial qualities or attributes of a person
	G Forming an opinion of a team member before considering all the facts
	H Is the ability to survive through the conservation of natural resources
	I Discusses the hierarchy and roles of the employees
	J Are the rules that you must follow when doing research in order to be ethical and professional

(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 FIVE entrepreneurial qualities. (5)
- 2.2 Read the scenario below and answer the questions that follow.

ZIZO SWIMWEAR DESIGN (ZSD)

Zizo is a keen, young swimwear designer, situated in Grahamstown. She sells affordable swimwear suits. She also has a degree in business management. The demand for her products has increased so much that she has opened new branches in Jefferys Bay and East London.

Go-Simply Boutique that sold designer swimwear in Port Elizabeth has closed both their branches.

The municipality has introduced stage 2 load shedding throughout the province and regular increase in the fuel price have soared transportation cost between branches.

Zizo has employed Sam, a new cashier with no experience, Sam treats customers unprofessionally.

- 2.2.1 State TWO research instruments that can be used by ZSD to collect data. (2)
- 2.2.2 Describe any THREE protocols for conducting research. (6)
- 2.2.3 Compile a SWOT analysis to determine the viability of ZSD business. (8)
- 2.3 Name FIVE types of contracts. (5)
- 2.4 Outline the importance of a business location. (6)
- 2.5 Discuss the importance of business reports. (8)

[40]

QUESTION 3: BUSINESS ROLES

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

GREEN CAR MANUFACTURER

Green Car manufacturer is in a hurry to make the transition from combustion to electric motors. Employees are requested to first generate ideas and then share them with other group members. The manager also contacted design experts to complete a questionnaire on how to change the design.

3.1.1 Identify TWO problem-solving techniques used by Green Car manufacturer. Motivate your answer by quoting from the scenario above.

Use the table below as a guide to answer QUESTION 3.1.1.

PROBLEM-SOLVING TECHNIQUES	MOTIVATION
1.	
2.	

(6)

3.1.2 Discuss the advantages of creative thinking in the workplace.

(8)

3.1.3 Recommend ways how creative business opportunities can be realistically implemented.

(8)

3.2 Outline initiatives that businesses can take to address socio-economic issues.

(6)

3.3 Identify the self-management concept represented by EACH of the following statements:

3.3.1 When you start seeing your worth, you will find it harder to stay around people who do not

(2)

3.3.2 Sizwe has always believed that, in order to develop one's self, you need to know your strengths and your weaknesses

(2)

3.3.3 When Nedlim Ltd employees were told about the change in management, they remained calm and positive

(2)

3.4 Explain the importance of recognising one's strengths and weaknesses.

(6)

[40]

QUESTION 4: MISCELLANEOUS TOPICS**BUSINESS VENTURES**

- 4.1 Identify the 7 P's of the marketing mix from the given statements.
- 4.1.1 The amount of money that must be paid by the consumers to acquire goods or services (2)
- 4.1.2 The location where goods or services are sold (2)
- 4.1.3 The way in which the marketing and sales processes are carried out (2)
- 4.2 Outline THREE types of legal requirements for a business. (6)
- 4.3 Differentiate between *profit* and *non-profit organisation*. (8)

BUSINESS ROLES

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

Employees are under a lot of pressure to perform. Getting time management right is very important, so as to be able to lead a balanced lifestyle.

- 4.4.1 Define the meaning of *time management*. (2)
- 4.4.2 Outline ways in which people can live a successful and balanced lifestyle. (6)
- 4.5 List the steps of the problem-solving cycle. (4)
- 4.6 Discuss how business can use the following problem-solving techniques to identify innovative and entrepreneurial business opportunities:
- Mind mapping
 - Brainstorming
- (8)

[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 EACH question must start on a NEW page, for example, QUESTION 5 on a NEW page, QUESTION 6 on a NEW page.

QUESTION 5: BUSINESS VENTURES (FORMS OF OWNERSHIP AND PRESENTATION OF BUSINESS INFORMATION)

JORDEN CLOTHING MANUFACTURER

John the sales manager of Jorden Clothing Manufacturers, needs to prepare a presentation on the advantages of a public company. He wants to use visual aids to support his presentation.

With reference to the above statement, answer the following:

- Explain the factors that must be considered when choosing the form of ownership.
- Differentiate between *a private company* and *a public company*.
- Discuss guidelines on writing an effective business report.
- Advise the business on the advantages of using graphs/diagrams and symbols/pictures.

[40]

QUESTION 6: BUSINESS ROLES (RELATIONSHIPS AND TEAM PERFORMANCE)**BUILDING A HIGH-PERFORMANCE TEAM**

Building a high-performance team is a challenge to many businesses. Businesses with a strong sense of purpose and understanding of how their work impacts the customer, outperform. Communicating the purpose, vision and business objectives clearly and consistently is the first step to build trust on the team.

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

- Elaborate on the meaning of *business objectives*.
- Discuss the benefits of teamwork.
- Outline the following criteria for successful team performance.
 - Clear objectives and agreed goals
 - Mutual respect, support and trust
 - Openness
 - Interpersonal attitude and behaviour
- Recommend ways in which businesses can address factors that influence team relationships.

[40]

TOTAL SECTION C: 40
GRAND TOTAL: 150