



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 10

NOVEMBER 2020

**BUSINESS STUDIES P1
(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 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 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 a 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.
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 numbers (1.1.1–1.1.5) in the ANSWER BOOK, for example 1.1.6 D.

1.1.1 A statement that explains the reason for the existence of the business.

- A Vision
- B Mission
- C Goal
- D Objective

1.1.2 Cool Cat Ltd manufactures school clothes. The business operates in the ... sector.

- A primary
- B secondary
- C tertiary
- D public

1.1.3. Tshepo must maintain the machinery to avoid breakages. He is therefore part of the ... function.

- A human resources
- B public relations
- C purchasing
- D production

1.1.4 Bonny sells false matric certificates and drivers' licences to desperate people. This is an example of (a) ...

- A bootlegging.
- B money laundering.
- C counterfeiting.
- D pyramid scheme.

1.1.5 A method to indicate quality in agriculture products is ...

- A a SABS mark.
- B a trademark.
- C a sample.
- D grading.

(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 numbers (1.2.1–1.2.5) in the ANSWER BOOK.

cash; macro; financial; market; lock-out; marketing; internal; strike; external, credit

- 1.2.1 ASA regulates advertising in South Africa and is part of the ... environment.
- 1.2.2 To identify customers' needs is the responsibility of the ... function.
- 1.2.3 A/An ... is action by an employer in order to prevent damages during industrial action.
- 1.2.4 An advantage of ... purchases is that the buyer can qualify for a discount.
- 1.2.5 Creating a good public image and awareness to employees in the company, is an example of ... public relations. (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	Organisational culture	A	used to make decisions
1.3.2	Term loan	B	organisations that set rules for the operation of businesses in that industry
1.3.3	Data	C	diversity in the business
1.3.4	Intermediaries	D	unprocessed facts found in tables
1.3.5	Budgets	E	money borrowed from a bank
		F	the personality of the business
		G	estimated expenses and income for a specific period
		H	suppliers who allow a business to buy goods and services and pay later
		I	bridges the gap between the manufacturer and the consumer
		J	used to draw up financial statements and reports

(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.

QUESTION 2: BUSINESS ENVIRONMENTS

- 2.1 Define the meaning of *micro-environment*. (4)
- 2.2 Describe the importance of a business's organisational structure. (4)
- 2.3 Read the scenario below and answer the question that follows.

TASKER'S FRESH FISH MARKET

Tasker's Fresh Fish Market sells fresh fish. They employ five full time workers. They use custom-made freezers to keep products fresh. They borrowed money from Moneywise to expand the business.

- Identify TWO organisational resources from the scenario and motivate your answer by quoting from the scenario. (6)
- 2.4 Discuss suppliers as a component of the market environment. (6)
- 2.5 Explain TWO reasons why NGOs and CBOs form part of the market. (4)
- 2.6 Suggest TWO efforts to create an inclusive workforce. (4)
- 2.7 Discuss the impact of crime on the business. (6)
- 2.8 Read the following scenario and answer the questions that follow.

GOLDIE DOG PARLOUR

Goldie Dog Parlour is a salon for dogs. The management decided to expand services to also include other domestic pets in their services. The increase in interest rates caused cash flow problems in the business. A new competitor opened a salon in the area.

- 2.8.1 Quote TWO threats from the scenario. (2)
- 2.8.2 Recommend ONE strategy for each threat to overcome the challenge. (4)

[40]

QUESTION 3: BUSINESS OPERATIONS

- 3.1. Name TWO types of organisational structures. (2)
- 3.2 Outline consumers' rights according to the National Credit Act. (6)
- 3.3. Read the scenario below and answer the questions that follow.

HAPPY PENCIL

Happy Pencil is a stationery store in East London. The business employs various employees in different departments. Anton updates the business's Facebook page regularly.

- 3.3.1 Identify the business function that Anton is responsible for. (2)
- 3.3.2 Describe TWO other methods Anton can use to carry out his responsibilities in the business function identified in QUESTION 3.3.1. (6)
- 3.4 Discuss the interrelatedness of the business functions. (6)
- 3.5 Describe TWO reasons why a business may need finance. (6)
- 3.6 Explain the difference between *fixed* and *working capital*. (4)
- 3.7 Evaluate the impact of the Consumer Protection Act on businesses. (8)
- [40]**

QUESTION 4: MISCELLANEOUS**BUSINESS ENVIRONMENTS**

- 4.1 Identify the component of the macro environment in EACH statement below.
- 4.1.1 Paper and Co experienced a decrease in sales because of the low income levels of customers. (2)
- 4.1.2 The annual inflation rate in South Africa increased to 4,3% in August. (2)
- 4.1.3 Fizzy Car Wash is struggling to survive in the drought. (2)
- 4.2 Briefly explain why the macro environment can be a challenge to a business. (4)
- 4.3 Evaluate the negative impact of HIV/Aids on a business. (4)
- 4.4 Explain the relationship between the *micro*, *market* and *macro environments*. (6)

BUSINESS OPERATIONS

- 4.5 List TWO remedies of the National Credit Act. (2)
- 4.6 Distinguish between *quality control* and *quality assurance*. (4)
- 4.7 Suggest quality indicators for the financial function. (4)
- 4.8 Explain the implications of the Consumer Protection Act on the marketing function. (4)
- 4.9 Discuss the importance of stock control. (6)

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

SECTION C

Answer ONE question in this section.

NOTE: Clearly indicate the QUESTION NUMBER of the question chosen. The answer to the 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 ENVIRONMENTS

The informal sector is a versatile and dynamic sector which includes a variety of economic activities. Criminal activities, e.g. piracy, illegal gambling also fall into this sector.

[Source: <https://www.polity.org.za>]

Write a detailed report on the following aspects:

- Outline the importance of the informal sector
- Tabulate the differences between the formal and informal sector
- Discuss the impact of piracy on the business
- Recommend TWO solutions to piracy

[40]

QUESTION 6: BUSINESS OPERATIONS

The importance of management can never be underestimated or ignored as it is a proven fact that the success of a company entirely depends on how well it is managed.

[Source: <https://www.feedough.com>]

Keeping the above scenario in mind, write a report on the following aspects:

- Outline FOUR management tasks
- Describe the responsibilities of the THREE levels of management
- Explain the importance of quality for the business
- Advise businesses on the correlation between the success of the business and management

[40]

TOTAL SECTION C: 40
GRAND TOTAL: 150