



kzn education

Department:
Education
KWAZULU-NATAL

GRADE 11

BUSINESS STUDIES PAPER 2

NOVEMBER 2023

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MARKS: 150

TIME : 2 Hours

This paper consist of 9 pages only.

INSTRUCTIONS TO CANDIDATES

Read the following instructions carefully before answering the questions.



1. This question paper consists of **THREE** sections and covers all main topics.

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 four 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 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

7. Begin the answer to **EACH** question on a **NEW** page, for example QUESTION 1 – new page, QUESTION 2 – new page, et cetera.
8. 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 to 1.1.5) in the ANSWER BOOK, e.g. 1.1.6 D.

1.1.1 The audited financial statements of ... needs to be made available to all shareholders and the public.

- A Tlali's Athletic Gym CC
- B JJ Enterprise (Pty) Ltd
- C Vuma and Zonke Trading
- D King Fisheries Ltd

1.1.2 Effective feedback occurs when the presenter

- A answers questions after a presentation.
- B hands out flyers.
- C is incapable to deal with difficult audience members.
- D includes visual aids in the verbal presentation.

1.1.3 Weza Health SOC provides health services such as primary health care. This company is an example of a ...

- A sole proprietorship.
- B private company.
- C state owned company.
- D public company.

1.1.4 Gideon believes in doing things differently to remain competitive. He applies ... thinking to generate new ideas.

- A routine
- B creative
- C conventional
- D inductive

1.1.5 John P Kotter's eight step system for managing change is used to ...

- A create problem-solving.
- B establish a sense of urgency.
- C establish a profitable business.
- D implement a chosen strategy.

(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 to 1.2.5) in the ANSWER BOOK.

decision-making; retrenchment; unlimited; action plan; good; limited; problem-solving; affirmative action; bad, business plan

1.2.1 The step in the planning process which involves putting the plan into action is known as a/an

1.2.2 The liability clause explains how owners can only lose what they invested in the business.

1.2.3 Global Airways is providing opportunities for previously disadvantaged people. This change management is known as

1.2.4 A ... decision is consistent with sufficient information which is in line with the company's values and ethical principle.

1.2.5 The process of analysing a situation to identify strategies that can be used to change the situation 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 to 1.3.5) in the ANSWER BOOK, for example 1.3.6 K.

COLUMN A	COLUMN B
1.3.1 Gantt Chart	A sudden and potential disastrous events
1.3.2 Lease	B technique where it requests each employee to silently generate many ideas on their own
1.3.3 Memorandum of Incorporation	C disagreement between two or more people
1.3.4 Force-field analysis	D document that is completed and signed when requesting to incorporate a company
1.3.5 Crisis	E payment made to franchisor by franchisee based on turnover
	F large pad of paper bound and each page can be turned over at the top
	G payment for the use of an asset rather than buying it
	H planning tool that indicates dates, duration and sequence
	I technique for listing and assessing forces for and against a proposed change
	J document that includes rights, duties and responsibilities of shareholders, directors etc.

(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, e.g.

QUESTION 2 on a new page, QUESTION 3 on a NEW page.

QUESTION 2: BUSINESS VENTURES

2.1 Mention THREE sources of funding. (3)

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

KAMELISA INCORPORATION (KI)

Kamelisa Inc. needs large amounts of capital for expansion of their business. KI decided to convert the current business into another type of company, so that they would be able to sell shares to the public on the JSE.

2.3.1 Identify the form of ownership of Kamelisa Incorporation before they were converted to another type of company. Motivate your answer by quoting from the scenario above. (3)

2.4 Explain the advantages of a state-owned company. (6)

2.5 Recommend the factors that the presenter must consider when preparing a presentation. (6)

2.6 Outline the aspects that must be included in the prospectus. (6)

2.7 Discuss the reasons why entrepreneurs may decide to purchase an existing business. (6)

2.8 Differentiate between *limited liability* and *unlimited liability*. (4)

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

SINDY PIE AND BURGERS (SPB)

Sindy is selling home-made pies and burgers. She did research on customer service as a driving force and learned that by cutting costs she can maximise profit.

2.9.1 Mention TWO factors from the scenario above that Sindy had considered before the start-up of SPB. (2)



2.9.2 Suggest ONE possible improvement of EACH factor mentioned in QUESTION 2.9.1. (2)

Use the table below as a GUIDE to answer QUESTION 2.9

FACTORS 2.9.1	IMPROVEMENTS 2.9.2
1.	1.

(2)
 [40]

QUESTION 3: BUSINESS ROLES

3.1 Name any TWO problem-solving steps. (4)

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

UMS TRADING (UT)

The management of UT requested senior employees to work as a team on a project. Themba confronted other team members' ideas as he wanted to be a team leader. All team members came to an agreement and reached consensus. Some employees want to lodge a grievance as they were not included in the project.

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3.2.1 Identify the TWO stages of team development that were experienced by UT. Motivate your answer by quoting from the scenario above. Use the table below as a GUIDE to answer QUESTIONS 3.2.1.

STAGES OF TEAM DEVELOPMENT	MOTIVATIONS
1.	
2.	

(6)

3.4 Explain how businesses can apply the following problem solving-technique to solve complex business problems:

3.4.1 Brainstorming (4)

3.4.2 Nominal group technique (4)

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

MESH CONSTRUCTIONS (MC)

Mesh Constructions specialise in property development. The directors and employees know the employment policies of the company. MC appointed Gobolo Auditors to audit their financial statements. Management conducts their business in a professional, responsible, ethical and effective manner.

3.5.1 Identify TWO King Code principles for good corporate governance applied by MC. Motivate your answer by quoting from the scenario above.

Use the table below as a GUIDE to answer QUESTION 3.5.1.

KING CODE PRINCIPLES	MOTIVATIONS
1.	
2.	

(6)

3.5.2 Explain ways in which professional, responsible, ethical and effective business practice should be conducted.

(6)

[40]

QUESTION 4: MISCELLANEOUS TOPICS

BUSINESS VENTURES

4.1 State any FOUR examples of non-verbal presentations. (4)

4.2 Outline the difference between *public company* and *private company*. (4)

4.3 Advise businesses on any THREE aspects that should be considered when designing a multimedia presentation. (6)

4.4 Explain the advantages of PowerPoint as a type of visual aid. (6)

BUSINESS ROLES

4.5 Give any FOUR examples of unfair advertising. (4)

4.6 Discuss the advantages of creative thinking in the workplace. (4)

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



TEAM EXCEL (TE)

Team Excel is a high-performing team that works on business projects. Team members have sound intra-team relations. They also pay attention to the needs of individual team members.

4.7.1 Quote TWO characteristics of successful team performance from the scenario above. (2)

4.7.2 Explain Other characteristics of successful team performance. (6)

4.8 Differentiate between professionalism and ethical behaviour. (4)

[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, e.g. QUESTION 5 on a NEW page OR QUESTION 6 on a NEW page.

QUESTION 5: BUSINESS VENTURES (PRESENTATION)

An effective business presentation requires presenters to be well prepared. Many presenters prefer to use hand-outs and interactive whiteboards to cater for different audiences. It is important that presenters handle feedback in a non-aggressive and professional manner. They should strive to improve on their next presentation.

Write an essay on an effective business presentation in which you include the following aspects:

- Outline factors that should be considered when preparing for a presentation.
- Discuss the impact of hand-outs and interactive whiteboards as types of visual aids.
- Explain how the presenter should handle feedback after a presentation in a nonaggressive and professional manner.
- Suggest areas of improvement to the presenter for his/her next presentation. [40]

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

The business environment is dynamic and requires businesses to be innovative in their approaches. Some businesses apply the Delphi technique and brainstorming technique to solve complex business problems. Others argue that a force-field analysis is the most suitable problem-solving technique. Businesses strive to create an environment that promotes creative thinking in the workplace.

Write an essay on problem-solving and creative thinking in which you discuss the following aspects:

- Elaborate on the differences between *problem-solving* and *decision-making*.
- Explain how businesses should apply the Delphi technique and the force-field technique in the workplace.
- Discuss the impact of force-field analysis as a problem-solving technique.
- Suggest ways in which businesses can create an environment that promotes creative thinking in the workplace. [40]

