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BUSINESS STUDIES

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MICRO ENVIRONMENT

ACTIVITY 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 1.1.3) in the ANSWER BOOK, e.g. 1.1.4 D

1.1.1. The ... environment refers to the internal affairs of the business

- A macro
- B market
- C micro
- D economic



1.1.2 This function ensures that there is good communication between the business and stakeholders

- A financial
- B public relations
- C marketing
- D general management

(2x2) (4)

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 to 1.2.3) in the ANSWER BOOK.

administration; leadership; human resources; management; financial; physical resources
--

1.2.1 The process whereby an individual/s guide and direct the organisational to achieve its goals and objectives. This is known as...

1.2.2 Dudu construction purchased raw materials, machinery and vehicles. This is an example of...

1.2.3 The... is responsible for collecting, processing all the data and information required by the business

(3x2) (6)

- 1.3 Choose a description from COLUMN B that matches a term in COLUMN A. Write only the letter (A–D) next to the question numbers (1.3.1 to 1.3.2) in the ANSWER BOOK, e.g. 1.3.3 E

	COLUMN A		COLUMN B
1.3.1	Organisational culture	A.	refers to the different departments in the organisation and how they are organised.
1.3.2	Organisational structure	B.	includes an individual to inspire, influence or motivate their subordinates.
		C.	refers to planning, organising, leading and controlling all resources in the business.
		D.	includes the values, beliefs, norms and standards that are shared among the employees and management.

(2x2) 4

ACTIVITY 2

- 2.1 List THREE examples of the organisational resources. (3)
- 2.2 Explain the following components of micro environment
- 2.2.1 Management
- 2.2.2 Organisational culture (4)
- 2.3 Read the scenario below and answer the questions that follow.

SAMMY CLOTHING (SC)

Sammy Clothing designs fashionable ladies' clothes. SC has expanded by adding a range of men's clothing. SC wants to be known globally in the clothing industry. The management of SC determines the needs of customers before they start production.

- 2.3.1 Identify THREE components of the micro-environment that applicable to SC. Motivate your answer by quoting from the scenario. Use the table as a GUIDE to answer QUESTION 2.3.1

COMPONENTS OF MICRO ENVIRONMENT	MOTIVATION
1.	
2.	
3.	

(9)

2.4. Discuss the purpose of organisational culture. (4)

2.5. Elaborate on the meaning of leadership. (4)

ACTIVITY 3

A clear understanding of the meaning of micro environment is vital for businesses. Organisational resources include assets that support business operations. Businesses must analyse in detail the importance of business functions. They must also take into consideration the purpose of the organisational structure.

Write an essay on the micro environment in which you address the following aspects:

- Elaborate on the meaning micro environment .
- Explain FOUR types of organisational resources.
- Discuss the importance of the eight business functions.
- Advise businesses on the purpose of the organisational structure.

[40]







BUSINESS FUNCTIONS

SECTION A

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 to 1.1.4) e.g. 1.1.5 D

1.1.1 The ... function is responsible for collecting, processing and distributing information which is used for decision making by management.

- A. marketing
- B. public relations
- C. purchasing
- D. administration

1.1.2 A source of funding offered by wealthy entrepreneurs to other businesses to secure a share in those businesses

- A. angel funding
- B. fixed capital
- C. venture capital
- D. working capital

1.1.3 Tumiso is the director of Zakhele Enterprise. Tumiso forms part of the... level management

- A. top
- B. lower
- C. middle
- D. central

1.1.4 The ... was introduced to protect consumers against reckless lending

- A. Consumer Protection Act
- B. National Credit Act
- C. Labour Relations Act
- D. Skills Development Act

(4x2) (8)

- 1.2 Complete the following statements by using the word provided (s) in the list below. Write only the word(s) next to the question number (1.2.1 to 1.2.4) in the ANSWER BOOK.

purchasing; top; controlling; lower; general management; working capital; organising; fixed capital; finance; risk management; marketing

- 1.2.1 The management task that involves comparing the outcome with the desired output is referred to as...
- 1.2.2 The process of identifying potential losses in the business is ...
- 1.2.3 Money that is used to pay for day-to-day activities is known as...
- 1.2.4 One of the activities of the ... function is to send damaged goods back to the supplier. **(4X2) (8)**

ACTIVITY 2

- 2.1 Name any THREE management tasks. **(3)**
- 2.2 Outline the differences between leadership and management. **(8)**
- 2.3 Explain the purpose of the business functions. **(6)**
- 2.4 Read the scenario below and answer the questions that follow.

HLEHLEZI LIMITED[HL]

Hlehlezi is the owner of Hlehlezi Limited. She appointed Zaks as the financial manager. Zane was appointed as a CEO, while Thembi was appointed as the supervisor of company.

- 2.4.1 Identify the THREE levels of management from the scenario above. Motivate your answer by quoting from the scenario. **(9)**

Use the table below as a GUIDE to answer QUESTION 2.4.1

LEVELS OF MANAGEMENT	MOTIVATION
1.	
2.	
3.	

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

SALIM ENTERPRISES (SE)

Jerry is the administration manager of Salim Enterprises. He ensures that correct information is available to management for meaningful decision making. He informs the administration staff to handle information correctly.

2.5.1 Identify the activities of the administration function from the scenario above. Motivate your answer by quoting from the scenario. (6)

Use the table below as a GUIDE to answer QUESTION 2.5.1

ACTIVITIES OF THE ADMINISTRATION FUNCTION	MOTIVATION
1.	
2.	

2.5.2 Explain any other TWO activities of the administration function (6)

2.6 Name FOUR sources of financing (4)

2.7 Outline the meaning of purchasing function. (4)

2.8 Distinguish between cash payment and credit payment. (8)

2.9 Discuss the relationship between the business function. (8)

2.10 Explain any FOUR activities of the purchasing function. (8)

ACTIVITY 3

The National Credit Act was introduced to provide both the credit provider and credit receiver with clear guidelines regarding the credit transactions. Businesses must familiarise themselves with the rights of consumers as outlined in the National Credit Act. Businesses should take their full responsibilities as prescribed by the Act. Virtuous understanding of remedies of NCA enables businesses to take necessary precautions.

Write an essay on the National Credit Act in which you include the following aspects:

- Outline the purpose of National Credit Act.
- Explain the rights of the consumer as outlined in the National Credit Act.

- Discuss the responsibilities of credit providers.
- Advise businesses on the remedies of the NCA.

(40)







THE CONCEPT OF QUALITY

ACTIVITY 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 1.1.2) in the ANSWER BOOK, e.g. 1.1.3 D
- 1.1.1 The ... function is responsible for drawing up accurate financial statements regularly.
- A. human resources
 - B. purchasing
 - C. administration
 - D. financial
- 1.1.2 McKenzie Fisheries applied ... when they carried out inspections during and after their production process to ensure required quality standards have been met.
- A. quality management systems
 - B. quality assurance
 - C. quality circles
 - D. quality control
- (2x2) (4)**
- 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 1.2.2) in the ANSWER BOOK.
- quality control; general management; quality assurance; administration
- 1.2.1 Singh Manufacturers regularly checks raw materials/employees to ensure that high quality standards are maintained. This is applicable to ...
- 1.2.2 The ... function ensures that all departments meet their deadlines.
- (2x2) (4)**



- 1.3 Choose a description from COLUMN B that matches a term in COLUMN A. Write only the letter (A – D) next to the question number (1.3.1 – 1.3.2) in the ANSWER BOOK, for example, 1.3.3 E.

COLUMN A		COLUMN B	
1.3.1	Quality	A	refers to the act of overseeing all activities and tasks needed to maintain the desired level of excellence
1.3.2	Quality control	B	ensures that the required standards that were set out for the product/service have been adhered to at every stage of the process
		C	refers to how goods/services satisfy the specific needs of customers
		D	it includes setting targets/measuring performance and taking corrective measures

(2x2) (4)

ACTIVITY 2

- 2.1 Identify the business functions applicable to EACH of the following statements:

2.1.1 Zebra Ltd maintains a healthy relationship with employees.

2.1.2 Hlengiwe, the manager, sets an example of the expected behaviour in terms of ethics and professionalism. (4)

- 2.2 Elaborate on the meaning of quality control. (4)

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

YUMMY RESTAURANT (YR)

Yummy Restaurant recently appointed an internal auditor. YR ensured fair and equitable selection process was followed. They also ensured that all documentation used is kept neatly and orderly in a safe place. YR offered a fair remuneration package that is aligned to the industry.

2.3.1 Quote TWO quality indicators of the human resources function from the scenario above. (2)

2.3.2 Suggest other quality indicators of the human resources function. (6)

ACTIVITY 3

Businesses should strive to produce good quality products to maintain sustainability. The business can achieve this by ensuring that quality control and quality assurance systems are in place. Businesses should be effectively managed to achieve objectives and address weaknesses. All business functions contribute towards the success of the business.

Write an essay on the concepts of quality in which you include the following aspects:

- Outline the importance of quality for businesses.
- Explain the difference between quality control and quality assurance.
- Describe the correlation between management and the success of the business in achieving its objectives, strengths and weaknesses.
- Advise businesses on the quality indicators of administration function.

(40)









MARKET ENVIRONMENT

ACTIVITY 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) on the answer book, e.g. 1.1.6 A

1.1.1 Which one of the following is a component of market environment?

- A. Vision
- B. Economic
- C. Customers
- D. Organisational structure

1.1.2 Spar Supermarket is a retailer and has a direct competition with ...Shoprite

- A. Shoprite
- B. Motor Spares
- C. Telkom
- D. Vodacom

1.1.3 Organisations that set rules and requirements for the operation of businesses in that industry.

- A. Unions
- B. Regulators
- C. Strategic alliances
- D. Intermediaries

1.1.4 Individual/agent who provide the raw materials, transport and other services to the business.

- A. Suppliers
- B. Competitors
- C. Customers
- D. intermediaries

1.1.5 Expansion of a product lines to serve a broader range of customers

- A. Threats
- B. Civil Society
- C. Regulators
- D. Opportunities

(5x2) (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 to 1.2.3) in the ANSWER BOOK, e.g. 1.2.4 G

Supplier; non-government organisations; regulators; union; community based organisations; market;

- 1.2.1 The ... refers to all people who have money to buy goods and services.
- 1.2.2 Organisations that set rules and requirements for the operation of businesses in that industry are known as ...
- 1.2.3 Institutions that are established to assist the community in job creation /socio economic development and in becoming self-sufficient are **(3x2) (6)**

- 1.3 Choose a description from Column B that matches in Column A. Write only the letter (A – H) next to the question numbers (1.3.1 – 1.3.4) in the ANSWER BOOK, e.g. 1.3.5

COLUMN A		COLUMN B	
1.3.1	Strategic alliance	A	challenges and influences outside the business
1.3.2	Opportunities	B	they are concerns about the interest of their members
1.3.3	Competitors	C	two or more businesses that work together in joint venture
1.3.4	Customers	D	these people are known as consumers
		E	businesses that provide similar products or services for the same target market
		F	increase in interest rates
		G	they fulfil important needs of the community
		H	entering a new market

(4x2) (8)

ACTIVITY 2

- 2.1 List any FOUR components of the market environment. **(4)**
- 2.2 Elaborate on the meaning of the market environment. **(4)**

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

FRANKLIN MANUFACTURERS (FM)

Franklin Manufacturers buys raw materials from Zakes Farm to produce fruits products. FM has gained customer loyalty and increase in profits due to their quality products.

2.3.1 Identify TWO components of the market environment from the scenario above. Motivate your answer by quoting from the scenario. (6)

Use the table below as a guide to answer QUESTION 2.3.1

COMPONENT OF THE MARKET ENVIRONMENT	MOTIVATION
1.	
2.	

2.4 Discuss other components of the market environment (8)

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

STAR BEADS [SB]

Star Beads sells beaded jewellery. The local municipality has invited SB to a market exhibition to sell jewellery on weekends. The owner of SB holds a national diploma in business management. Star Beads is located in Naida township where there is a high unemployment and crime rate.

2.5.1 Quote an opportunity and a threat from the scenario above. (2)

Use the table below as a GUIDE to answer QUESTION 2.5.1

OPPORTUNITY	THREAT
1.	1.

ACTIVITY 3

Market environment encompasses external factors that influence a company's ability to succeed. Intermediaries and competitors form part of the market environment. Opportunities could assist businesses to achieve its goals. Competition can be used as a tool to improve services offered by businesses.

Write an essay on the market environment in which you include the following aspects:

- Elaborate on the meaning of the market environment
- Explain the following components of the market environment:
 - Intermediaries
 - Competitors
- Discuss opportunities and threats in a business context.
- Advise businesses on reasons why competition poses a challenge to businesses

(40)







MACRO ENVIRONMENT

ACTIVITY 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 – 1.1.2) in the ANSWER BOOK, e.g. 1.1.3 D

1.1.1 The business has no control over the ...environment

- A. Market
- B. Micro
- C. Business
- D. macro

1.1.2 The ...refers to laws passed by the government in which businesses operate.

- A. Legal environment
- B. Social environment
- C. Economic environment
- D. Physical environment

(2X2) (4)

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 (1.2.1–1.2.2) in the ANSWER BOOK.

political environment; global environment; physical environment; technological environment

1.2.1 The refers to the uncontrollable local and international interactions that influence how businesses operate.

1.2.2 IT systems can be hacked. This is an example of a challenge in the ...

(2X2) (4)

ACTIVITY 2

2.1 List any THREE PESTLE elements.

(3)

2.2 Identify the components of the macro environment for Pillay Manufactures:

2.2.1 Pillay manufactures use packaging material that cannot be recycled.

2.2.2 The business is currently struggling to repay the loan due high interest rates.

2.2.3 The company recently bought modern equipment to improve the production system. **(6)**

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

KRUGER TRADERS

Kruger Traders (KT) sells hair products in Kimberly, which has a high percentage of illiteracy and poverty. KT failed to secure permission to dump waste in a demarcated area, now the business uses a river nearby.

2.3.1 Identify TWO components of the macro environment in the scenario. Motivate your answer by quoting from the scenario above. (6)

Use the table below as a GUIDE to answer QUESTION 2.3.1

COMPONENTS OF MACRO ENVIRONMENTS	MOTIVATIONS
1.	
2.	

2.3.2 Discuss any other TWO components of the macro environment. (6)

THE INTERRELATIONSHIP OF THE MICRO, MARKET AND MACRO ENVIRONMENTS

1.1 Explain the relationship between the following micro and market environments.

- Business and consumer (4)
- Business and intermediaries (4)

1.2 Discuss the interrelationship between micro, market and macro environments. (6)

BUSINESS SECTORS

ACTIVITY 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 -1.1.3) in the ANSWER BOOK, for example 1.1.4 D.

1.1.1 The ... sector refers to industries that offer services.

- A. economic
- B. primary
- C. secondary
- D. tertiary

1.1.2 Businesses in the ... sector do not pay tax on the profits of the business.

- A. business
- B. formal
- C. informal
- D. public

1.1.3 The role of the private sector is to ...

- A. improve the general standard of living of all its citizens.
- B. intervene in the economy to limit anti-competitive behaviour.
- C. offers a large variety of goods and services to meet the demands of consumers.
- D. ensure equal distribution of wealth

(3x2) (6)

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 to 1.2.3) in the ANSWER BOOK.

public; formal; secondary; mining; tertiary; private

1.2.1 Mr Naidoo's manufacturing business is an example of the ... sector.

1.2.2 Examples of industries in the primary sector include ...

1.2.3 A business owned and controlled by the government is an example of the ... sector. **(3x2) (6)**

- 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 1.3.3) in the ANSWER BOOK, e.g. 1.3.4 G.

		COLUMN B	
1.3.1	Informal Sector	A	consists of business activity that is owned, financed and run by private individuals.
1.3.2	Private sector	B	extraction of raw materials from nature.
1.3.3	Primary Sector	C	this sector is also known as the service industry.
		D	income is regular weekly/monthly earnings.
		E	income earned is irregular and inconsistent.
		F	comprises of various business enterprises owned and managed by the government

3x2 (6)

ACTIVITY 2

- 2.1 List any TWO examples of industries in the tertiary sector. (2)
- 2.2 Elaborate on the meaning of the informal sector. (4)
- 2.3 Read the scenario below and answer the questions that follow.

KAPP MANUFACTURERS (KM)

Kapp Manufacturers produces steel products. The steel products of KM are sold at Seabreeze Paradise.

- 2.3.1 Identify TWO business sectors in the scenario above. Motivate your answer by quoting from the scenario above.

Use the table below as a guide to answer QUESTION 2.3.1

BUSINESS SECTORS	MOTIVATIONS
1.	
2.	

(6)

- 2.3.2 Explain the relationship between the business sectors. (4)

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

JANSAM PLAZA (JP)

Jansam Plaza consists of well-known registered clothing and grocery shops in Sasolburg. There are a number of unregistered vendors and spaza shops selling vegetables and fruits next to the mall.

2.4.1 Name TWO examples of businesses in the informal sector in the scenario above. (2)

2.4.2 Distinguish between the formal and the informal sector. (8)

ACTIVITY 3

State-owned entities form part of the public sector and privately owned businesses form part of the private sector. The three business sectors play a significant role in satisfying the needs and wants of consumers. The formal and the public sector contribute positively to the economy of the country.

Write an essay on business sectors which you include the following aspects:

- Outline the differences between the public and private sector.
- Explain the meaning of the three business sectors.
- Discuss the importance of the formal sector.
- Advise businesses on the purpose of the public sector.

[40]









CONTEMPORARY SOCIO-ECONOMIC ISSUES

ACTIVITY 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 1.1.4) in the ANSWER BOOK, e.g. 1.1.4 A

1.1.1 Challenges that affect people and the economy in a negative way are ...

- A. Unprofitability
- B. social responsibility
- C. socio-economic issues
- D. social factors

1.1.2 The negative impact of HIV/Aids on businesses include ...

- A. An unproductive labour force will not achieve its performance target.
- B. High absenteeism from illness resulting in a decrease in productivity.
- C. Businesses spend more money on social responsibility programmes to address poverty.
- D. It scares off potential clients.

1.1.3 Zulfu Traders have notice an increased in ... in the area, as their business has been broken into several times in the month.

- A. crime
- B. violence
- C. political disturbances
- D. strikes

(3x2) (6)

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 (1.2.1–1.2.4) in the ANSWER BOOK.

inequality; counterfeiting; go-slow; inclusivity; bootlegging; strikes

1.2.1 Businesses promote... if they give their employees access to equal opportunities irrespective of race/ gender.

1.2.2 Imitation of genuine goods such as clothes that are marked with fake logo, is known as...

1.2.3 The employees of Ndibuke Traders engaged in a ... as a result of a dispute related to unfair wages.

(3x2) (6)

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,

e.g. 1.3.4. G

COLUMN A		COLUMN B	
1.3.1	Inequality	A.	occurs when a group of people protest the socio-economic problem that the government is taking longer to address.
1.3.2	Bootlegging	B.	selling of illegal copies of latest movies and music on street corners.
1.3.3	Political disturbances	C.	may take in the form of a go-slow and lockout.
		D.	it is the illegal production of fake goods for sale.
		E.	the degree to which people do not have the same opportunities and are treated differently because of their social status.
		F.	giving everyone opportunities without any discrimination.

(3x2) (6)

ACTIVITY 2

2.1 List any THREE types of contemporary socio-economic issues.

(3)

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

POLAR TRADERS [PT]

Polar Traders have noticed that some of their employees have been absent from work on a regular basis. Upon investigating this matter, it was found that these employees were playing games in the hope that they would win some money.

2.2.1 Identify the contemporary socio-economic issue faced by PT in the scenario above. Motivate your answer by quoting from the scenario.

(3)

2.2.2 Explain the negative impact of the contemporary socio-economic issue identified in QUESTION 2.2.1.

(6)

2.3 Discuss the impact of strikes on businesses.

(4)

2.4 Advise businesses on the purpose of inclusivity in the workplace.

(4)

2.5 Name THREE types of gambling. (3)

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

BONMA ENTERPRISES[BE]

Bonma Enterprises have been in operation for the past 20 years. However, BE, has been experiencing a problem with production over the past three months. They have been made aware that five of their employees are on ARV treatment and will be attending medical check-ups every month.

2.6.1 Identify the socio-economic issue faced by BE in the scenario above. Motivate your answer by quoting from the scenario. (3)

2.6.2 Explain the negative impact of the socio-economic issue identified in QUESTION 2.6.1 above. (4)

2.7 Discuss the impact of inequality and poverty on businesses. (6)

2.8 Advise businesses on the reasons why socio-economic issues pose a challenge to them. (4)

ACTIVITY 3

Socio-economic issues pose challenges to businesses. Businesses must be able to describe the purpose of inclusivity in the workplace. The negative impact of crime, unemployment, and bootlegging on business operations must be clearly explained. Businesses must also have a clear understanding of the initiatives to address HIV/Aids as a socio-economic issue.

Write an essay on contemporary socio-economic issues in which you include the following aspects:

- Outline the reasons why socio-economic issues may pose challenges on business operations.
- Describe the purpose of inclusivity
- Discuss the negative impact following socio-economic issues.
 - Crime
 - Unemployment
 - Bootlegging
- Advise businesses on the negative impact of HIV/Aids.

(40)







SOCIAL RESPONSIBILITY

ACTIVITY 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) in the ANSWER BOOK, e.g. 1.1. 2 D

1.1.1 The following is an example of corporate social responsibility initiative

- A. Offer employment
- B. Develop employee skills
- C. Provide an employee assistance programme
- D. Mistreating employees on a regular basis

(1x2) (2)

1.2 Choose a description from COLUMN B that matches a term in COLUMN A. Write only the letter (A-D) next to the question number (1.2.1 to 1.2.2) in the ANSWER BOOK, e.g. 1.2.3 E

	COLUMN A		COLUMN B
1.2.1	Social Responsibility	A.	means that individuals have a duty to act in the best interest of their environment and society as a whole.'
1.2.2	Corporate Social Responsibility	B.	a community forum to assists in promoting political tolerance
		C.	means that individuals adopt a school by providing most of its needs.
		D.	a company's commitment to manage the social, environmental and economic effects of its operations

(2x2) (4)

ACTIVITY 2

2.1 Read the scenario below and answer the questions that follow

LINDIWE'S TRUCKING(LT)

Lindiwe's Trucking is a multiple business entrepreneur. LT donated money and food parcel to local NGO's They provided skills development workshops for the unemployed youth. LT also attracted the best employees by being socially responsible and offering the best volunteering programs.

2.1.1 Quote TWO initiatives businesses can take to address poverty and inequality from the scenario above. (2)

2.2 Discuss the initiatives that businesses can take to address the following socio-economic issues :

2.2.1 Unemployment (4)

2.2.2 Gambling (4)

2.2.3 Violence (4)

FORMS OF OWNERSHIP

ACTIVITY 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 D

1.1.1 The business that is owned and managed by one person

- A. Private company
- B. Partnership
- C. Personal Liability Company
- D. Sole trader

1.1.2 The ... of the KP Tyres Inc have an unlimited liability.

- A. directors
- B. partners
- C. shareholders
- D. members



1.1.3 Eskom is an example of...

- A. non-profit company
- B. public company
- C. state owned company
- D. partnership

(3x2) (6)

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

state owned companies; shareholders; personal liability company; partnership; public company; private company; private sector; directors

1.2.1 People who are elected to manage the company are referred to as...

1.2.2 The current and former directors of a ... are liable for the debts of the business.

1.2.3 Shares in a... are not easily transferable.

1.2.4 The ... take on the role of commercial enterprise on behalf of the government.

(4x2) (8)

1.3 Choose a description from COLUMN B that matches the term/s in COLUMN A. Write only the letter (A–D) next to the question number (1.3.1–1.3.3) in the ANSWER BOOK, for example 1.3.4 G

COLUMN A		COLUMN B	
1.3.1	Profit company	A	The objective is to create mutual benefit for the members
		B	The company is incorporated for financial gain.
1.3.2	Partnership	C	Owners have a limited liability
		D	They provide social services to various communities
1.3.3	Co-operatives	E	Owners have an unlimited liability
		F	The company is incorporated for non-financial gain

(3X2) (6)

ACTIVITY 2

- 2.1 Name any THREE types of co-operatives. (3)
- 2.2 Outline the characteristics of a partnership. (6)
- 2.3 Read the scenario below and answer the questions that follow.:

ZIKODE FASTFOOD (ZF)

Zikode Fast food sells vetkoeks and hot chips. The owner of this business makes all the decisions by himself.

- 2.3.1 Identify the form of ownership from the scenario. (2)
- 2.3.2 Explain the disadvantages of the form of ownership identified in Question 2.3.1 (4)
- 2.4 Discuss the advantages of co-operatives. (6)
- 2.5 Identify the forms of ownership from each of the statements below:
- 2.5.1 Dineo and Keneo, as owners, are taxed in their personal capacity. (2)
- 2.5.2 SA Energy SOC Ltd generates income to fund social programmes. (2)
- 2.6 Read the scenario and answer the questions that follow:

Bizana Traders (BT)

Mike, Ruth, and Mngqobi started a business in which they are jointly and severally liable for its debts. They now wish to transform their business into one that allows them to sell shares to the public

- 2.6.1 Identify the forms of the ownership applicable from the scenario above. Motivate your answer by quoting from the scenario. (6)

Use table as a GUIDE to answer QUESTION 2.6.1

FORMS OF OWNERSHIP	MOTIVATION
1.	
2.	

2.6.2 Outline the difference between two forms of ownership identified above in

Question 2.6.1

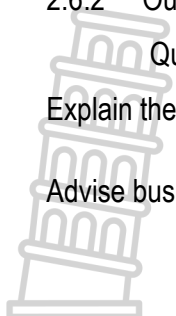
(4)

2.7 Explain the advantages of state-owned companies.

(4)

2.8 Advise businesses on the differences between profit and non-profit companies.

(8)



ACTIVITY 3

Understanding the differences between public and private companies help businesses to choose the suitable form of ownership. State owned companies play a significant role in the economy. A personal liability company has its disadvantages which may impact its growth. A cooperative society is a voluntary association that is established with the aim of service to its members.

Write an essay on forms of ownership in which you include the following aspects:

- Outline the differences between public and private companies.
- Explain the characteristics of a state-owned company.
- Discuss the disadvantages of a personal liability.
- Advise entrepreneurs on the advantages of co-operatives.

[40]











CREATIVE THINKING AND PROBLEM SOLVING

ACTIVITY 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 (1.1.3) in the ANSWER BOOK e.g. 1.1.5-B.

1.1.1 Various alternatives are considered before deciding on the best one

- A. creative thinking.
- B. decision making
- C. routine thinking
- D. problem solving.

1.1.2 The application of force-field analysis technique.

- A. identify priorities and develop an action plan.
- B. weighs the advantages and disadvantages for a proposed change.
- C. The business must divide employees into small group.
- D. replace part of a problem with something new.

1.1.3. One of the problem-solving steps is...

- A. setting a time limit for each brainstorming session
- B. describing the current problem and desired situation
- C. developing an action plan.
- D. inviting a panel of experts to solve a problem

(3X2) (6)

1.2 Complete the following statement by using the word(s) provided in the list below. Write only the word(s) next to the question number (1.2.1 to 1.2.3) in the ANSWER BOOK.

creative thinking; decision making; brainstorming; problem solving; delphi; critical thinking

1.2.1 The ... technique must encourage everyone to participate and ensure that no-one criticises any suggestion.

1.2.2 The ... is the ability to think of original, varied and innovative ideas.

1.2.3 A process in which various alternatives are considered before deciding on the best one is known as...

(3X2) (6)

- 1.3 Choose a description from COLUMN B that matches a term in COLUMN A. Write only the letter (A–D) next to the question numbers (1.3.1. to 1.3.2) in the ANSWER BOOK, for example 1.3.3 E.

COLUMN A		COLUMN B	
1.3.1	Creative thinking	A	thinking in a way that is conventional
		B	employees use suggestions to inspire new thoughts
1.3.2	Brainstorming	C	encourage employees to ask clarity seeking questions
		D	thinking in a way that is unconventional and original

(2x2) (4)

ACTIVITY 2

- 2.1 State whether the following statements represent decision making OR problem solving.

2.1.1 Often done by one person or senior management

2.1.2 Innovative solutions are generated, implemented, and evaluated.

(4)

2.2 Elaborate on the meaning of creative thinking.

(4)

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

SIZWE TRADING ENTERPRISE (STE)

Sizwe Trading enterprise is facing a problem of producing quality products. STE define the possible causes of the problem. STE use creative thinking to generate a wide range of solutions. STE put the strategy into action and arrange necessary resources and delegate tasks.

- 2.3.1 Identify the problem-solving steps that is applicable from the scenario. Motivate your answer by quoting from the scenario.

Use the table below to answer QUESTION 2.3.1

PROBLEM SOLVING STEPS	MOTIVATION
1.	
2.	
3.	

(9)

2.4 Discuss the advantages of creative thinking in the workplace.

(6)

2.5 Explain ways in which businesses can use creative thinking to solve business problems.

(8)

2.6 Advise the business on ways in which they can use creative thinking to generating entrepreneurial opportunities in the workplace. (6)

2.7 Read the scenario below and answer the questions that follow:

MELELO LIMITED(ML)

Melelo Limited wants to improve the quality of products. ML seated employees into groups and allowed each employee to silently brainstorm ideas before sharing. ML also invited a panel of experts to solve the problem.

2.7.1 Identify TWO problem solving techniques applied by PL. Motivate your answer by quoting from the `scenario above. (6)

Use the table below to answer QUESTION 2.7.1

PROBLEM SOLVING TECHNIQUES	MOTIVATION
1.	
2.	

2.7.2 Explain ways in which ML can apply ONE of the problem-solving techniques identified in QUESTION 2.7.1 (4)

ACTIVITY 3

Businesses should use creative thinking to remain sustainable. They must also identify problems that affect their operations in order to make informed decisions. The Nominal group technique and Delphi technique enable businesses to solve complex business problems. Businesses should develop strategies to generate entrepreneurial opportunities.

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

- Elaborate on the meaning of creative thinking.
- Explain the differences between decision making and problem solving.
- Discuss how businesses should apply the following problem-solving techniques in the business:
 - Nominal group technique
 - Delphi technique
- Advise businesses on ways in which they can use creative thinking to generate entrepreneurial opportunities. (40)







BUSINESS OPPORTUNITIES AND RELATED FACTORS

SECTION A

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 (1.1.1-1.1.3) in the ANSWER BOOK, e.g. 1.1.4 D

1.1.1 The chance to take advantage of an occurrence in the market to begin a business

- A. research protocol
- B. business opportunity
- C. threats
- D. risk

1.1.2 The importance of assessing needs and desires

- A. to influence the opinions of the participants
- B. to determine the insight about the group of people
- C. to inform participants about the purpose and intentions of the research
- D. unfulfilled needs and desires create a guarantee for a market

1.1.3 SWOT stands for...

- A. Strengths, weaknesses, opportunities and threats
- B. Strong, weak, options and threats
- C. Similarities, weakness, opportunities and trading
- D. Schedule, weakness, options and threats

(3x2) (6)

1.2 Complete the following statements by using word(s) from the list given below. Write only the words next to the question number. (1.2.1-1.2.2)

questionnaire; external market research; interview; internal market research
--

1.2.1 An interactive conversation between the researcher and the respondent is referred to as a/an...

1.2.2 Shoba Traders made use of a marketing agency to conduct...on their behalf.

(2X2) (4)

- 1.3 Choose a description from Column B that matches a term in Column A. Write only the letter (A-D) next to the question numbers (1.3.1 -1.3.2) in the ANSWER BOOK, e.g. 1.3.3 E

COLUMN A		COLUMN B	
1.3.1	Internal market research	A.	a strategic tool used by businesses to scan internal and external business environments
1.3.2	SWOT analysis	B.	the feedback is obtained from the customers and suppliers
		C.	a strategic tool used by businesses to scan the macro environment
		D.	feedback is obtained from employees

(2X2) (4)

ACTIVITY 2

- 2.1 Elaborate on the meaning of business opportunities. (4)
- 2.2 Explain the importance of assessing needs and desires in identifying a business opportunity. (4)
- 2.3 Advise businesses on the protocol for conducting research. (4)
- 2.4 Explain questionnaires and interviews as types of research instruments. (4)
- 2.5 Read the scenario below and answer the questions that follow.

ESETHU TRAVELS (ET)

Esethu requested her employees to suggest ideas that can make the business a success. Apart from this, she requested potential customers to give input on the type of service they expect from the business.

- 2.5.1 Identify TWO types of market research used by Esethu. Motivate your answer by quoting from the scenario above. Use the table below as a GUIDE to answer QUESTION 2.5.1

TYPES OF MARKET RESEARCH	MOTIVATION
1.	
2.	

(6)

PRESENTATION OF BUSINESS INFORMATION

ACTIVITY 1

1.1 Various options are provided as possible answers to the following questions. 1.1.1 to 1.1.5. 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 E.

1.1.1 Musa uses simple diagrams as a visual aid, to show the process is done when working on a project.

A Bar graphs

B Flow charts

C Illustrations

D Tables

1.1.2 The purpose of visual aids.

A to be fully conversant with the content of presentation

B to determine the scope of report

C to keep images and graphics simple

D to enhance presentation and encourage engagements

1.1.3 Presenters used a data structure that organises information into rows and columns.

A. line graph

B. Illustration

C. tables

D. Graph

(3x2) (6)

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 (1.2.1–1.2.3) in the ANSWER BOOK.

tables; overhead projector; written report; data projector; handouts; bar graph

1.2.1 Al Bashar uses ... to display sales figures in a series of rectangles.

1.2.2 It projects images from a computer to a screen.

1.2.3 It is given to the audience when they leave after the presentation

(3x2) (6)

- 1.3 Choose an explanation from COLUMN B which will best match the term in COLUMN A. Write down only the letter (A-F) next to the question numbers (1.3.1 to 1.3.4) in the ANSWER BOOK, e.g. 1.3.4. G

COLUMN A	COLUMN B
<p>1.3.1 Flip charts</p> <p>1.3.2 Graphs</p> <p>1.3.3 Handouts</p>	<p>A. a data structure that organizes information into rows and columns</p> <p>B. usually a large paper, bound so that each page can be turned over at the top to reveal the next page, used on the stand</p> <p>C. the presentation is delivered through writing or support material</p> <p>D. diagrams that show the relationship between two or more data sets or values</p> <p>E. given to the audience when they leave after the presentation</p> <p>F. used to record and visually display information that will engage and stimulate audience participation.</p>

(3x2) (6)

ACTIVITY 2

- 2.1 Outline the importance of business reports. (4)
- 2.2 Read the scenario below and answer the questions that follow.

SAKHILE FURNISHERS (SF)

Senzo, the CEO of Sakhile Furnishers(SF), is preparing to present a financial report to the new shareholders. He determined the target audience, prepared a rough draft of the presentation and he spent time revising reports and corrections

- 2.2.1 Quote TWO guidelines that Senzo must consider when writing an effective business report from the scenario above. (2)

2.2.2 Explain other guidelines Senzo can use on writing an effective business report. (6)

2.3 Read the scenario and answer the question that follows.

BIYO TRADERS (BT)

Sebe, an administration manager at Biyo Trades, will be making a presentation to the board of directors. The meeting will take place in the boardroom where it allows multiple people to engage in collaboration experience using a touch screen to take notes.

2.3.1 Identify the audio-visual aid used in the scenario above. Motivate your answer by quoting from the scenario above (3)

Use the table below as a GUIDE to answer Question 2.3.1

AUDIO- VISUAL AID	MOTIVATION
1	

2.4 Discuss the importance of graphs/diagrams/symbols/pictures. (6)

2.5 Read the scenario below and answer questions that follow.

THANDO LIMITED (TL)

Muzi, the financial Manager of Thando Limited, presented the financial status of the business to the shareholders during the AGM. Muzi determined the scope of the report. He ensured that the main points were captured in the opening statement of the presentation. He prepared for the feedback session by anticipating possible questions/comments.

2.5.1 Quote TWO factors that Muzi considered when he was preparing for a verbal presentation. (2)

2.5.2 Advise Muzi on other factors that he must consider when preparing for verbal presentation (6)

ACTIVITY 3

An effective business report requires good report writing skills. Businesses should be familiar with various types of visual aids, present valuable information and use visual aids effectively. It is important that businesses consider certain factors when preparing for a verbal presentation and designing a presentation.

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

- Outline guidelines on writing an effective business report.
- Explain the following visual types of visual aids
 - Handouts
 - Flip charts
- Discuss the factors that the presenter must consider when preparing for a verbal presentation
- Advise businesses on the factors to consider when designing a presentation. **(40)**











BUSINES PLAN

ACTIVITY 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 1.1.4) in the ANSWER BOOK, e.g. 1.1.5 D.

1.1.1 The requirement of a business registration

- A. Registration of the business name
- B. Registration of the business number
- C. Resources of the business
- D. Employees

1.1.2 A strategy/plan of how the business is going to sell its product/services.

- A. Business plan
- B. Business report
- C. Business opportunities
- D. Marketing plan

1.1.3 A system used to help the business deliver its service effectively

- A. budget
- B. customer care
- C. production system
- D. process

(3x2) (6)

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 to 1.2.5) in the ANSWER BOOK.

PESTLE analysis; vision; taxation regulations; operational plan; SWOT analysis; marketing plan; management plan; mission; market research; taxation

1.2.1 Business must conduct a ...to assess their internal and external environment

1.2.2 A/an...includes a description of a product, how and where it manufactured.

1.2.3 The ...statement which describes how the business will achieve its purpose.

1.2.4 The process to understand more about customers' needs is referred to...

1.2.5 A business needs to comply with....as a type of legal requirement

(5X2) (10)

1.3 Choose a description from Column B that matches a term in column A. Write only the letter (A -D) next to the question number (1.3.1- 1.3.3) in the ANSWER BOOK, e.g. 1.3.4 G

COLUMN A		COLUMN B	
1.3.1	Budget	A.	it contains the contact details of the owner and the address.
1.3.2	Cover page	B.	detailed summary of the entire business plan
1.3.3	Overview	C.	monthly indication of project flow of cash in and out of the business
		D	describe the product/service and unique features of a product
		E.	gives a title and page number of each subsection of the plan
		F	Indication of cash flowing in and out of the business (cash flow)

3X2 (6)

ACTIVITY 2

2.1 Name any FIVE components of a business plan.

(5)

2.2 Explain the purpose of the executive summary.

(6)

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

BEEJAY TUTORS (BT)

Beejay tutors assist grade 12 learners with extra classes for different subjects. Dee Tutors recently started the same services. Other parents do not pay on time. The department approached BT to assist underperforming schools.

2.3.1. Compile a SWOT analysis for Beejay Tutors.

Use the table as a **GUIDE** to answering the question.

(8)

STRENGTHS	WEAKNESS
------------------	-----------------

1.	1.
OPPORTUNITIES	THREATS
1.	1

2.4 Describe any **TWO** aspects that should be included in the financial plan (6)

2.5 Read the scenario below and answer question below.

LEVI SHUTTLE (LS)

Levi Shuttle is a new establishment located at Ndukungane area. LSS used a local newspaper to advertise their business.

2.5.1 Identify **TWO** types of marketing mix used by LSS. Motivate your answer from the scenario above

Use the table below as a GUIDE to answer QUESTION 2.5.1 (6)

TYPES OF MARKETING MIX	MOTIVATIONS
1.	
2.	

2.5.2 Describe any other **TWO** types of marketing mix. (6)

2.6 Discuss the importance of the marketing plan. (6)

2.7 Suggest strategies that could be used to overcome competition in the market. (6)

ACTIVITY 3

Entrepreneurs should understand the significance of a business plan which comprises of a number of components. The market research and marketing plan enhances the effectiveness of a business plan. The marketing mix can be used to promote the brand of the business.

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

- Outline the importance of a business plan
- Explain any **FOUR** components of a business plan
- Discuss the importance of market research and marketing plan

- Advise businesses on the following components of the marketing mix:

- Place
- Product

[40]













RELATIONSHIPS AND TEAM PERFORMANCE

ACTIVITY 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 (1.1.1–1.1.3) in the ANSWER BOOK, e.g. 1.1.4 D.

1.1.1 Human resource policy should promote equity through appointments, promotion and allocation of resources. This is a way in which businesses can address ...

- A. diversity
- B. equity
- C. discrimination
- D. prejudice

1.1.2 Employees of JIT Ltd have a positive attitude of support and motivation towards each other, this is ... criteria for a successful team.

- A. shared values
- B. interpersonal attitudes and behaviour
- C. communication
- D. mutual trust and respect

1.1.3 This is an example of business objectives

- A. teamwork
- B. diversity
- C. shared values
- D. increased profit

(3x2) (6)

- 1.2 Choose a description from COLUMN B that matches a term in COLUMN A. Write only the letter (A–J) next to the question numbers (1.2.1–1.2.3) in the ANSWER BOOK, e.g. 1.2.4 G

COLUMN A	COLUMN B
1.2.1 Diversity	A. disliking a person without any concrete reason which affects relationships between employees/team members.
1.2.2 Prejudice	B. involves excluding or restricting members of one group from opportunities that are available to other groups.
1.2.3 Discrimination	C. workforce includes people with different characteristics such as gender, ethnicity, cultural etc.
	D. all people have equal access to opportunities.
	E. make judgements based on merit and fairness.
	F. recognise every person's contribution

(3x2) (6)

ACTIVITY 2

- 2.1 Elaborate on the meaning of business objectives. (4)
- 2.2 Read the scenario below and answer questions that follow.

DELPHI TECHNOLOGIES [DT]

Delphi Technologies encourages workers to increase their range of skills by giving employees more control over their jobs. DT has aimed at providing quality services to customers.

- 2.2.1 Quote TWO benefits of teamwork in the scenario above. (2)
- 2.2.2 Explain other TWO benefits of teamwork (4)
- 2.3 Suggest ways in which a business can create an environment that enables teams to work effectively. (6)

ACTIVITY 3

Sound interpersonal relationships play an essential role in successful team performance. Teamwork plays an important role in achieving goals and objectives. Working as a team can benefit the business. Businesses must ensure that they create an environment that enables teams to work effectively.

Write an essay on relationships and team performance in which you include the following aspects:

- Outline the meaning of interpersonal relationships.
- Explain any FOUR criteria for successful team performance.
- Discuss the benefits of teamwork.
- Advise businesses in which they can create an environment that enables teams to work effectively.

[40]







