



kzn education

Department:  
Education  
KWAZULU-NATAL

**GRADE 10**

Stanmorephysics.com

**BUSINESS STUDIES**

**PAPER 2**

**NOVEMBER 2024**

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**MARKS: 150**

**TIME : 2 Hours**

**This paper consists of 10 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 term one topics.

SECTION A: COMPULSORY

SECTION B: consist of THREE questions.

Answer any TWO of the three questions in this section

SECTION C: consist of TWO questions.

Answer only ONE of the two questions in this section.

2. Read the instruction for each question carefully and take particular note of what is required.
3. Number the questions correctly according to the numbering system used in this question paper.
4. Start each section on a new page.
5. Use the table below as a guide for mark and time allocation when answering each question.

SECTION	QUESTION	MARKS	TIME
<b>A: Objective type questions COMPULSORY</b>	1	30	20
<b>B: THREE direct/indirect type questions CHOISE (answer any TWO)</b>	2	30	35
	3	30	35
	4	30	35
<b>C: TWO essay-type questions CHOISE (answer only one)</b>	5	40	30
	6	40	30
<b>TOTAL</b>		<b>150</b>	<b>120 minutes</b>

**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 The owners of Conco and Sizwe are known as ...

- A human resource managers
- B board of directors
- C partners
- D shareholders

1.1.2 The systematic gathering, recording and analysing data about the marketing of goods and services, is known as ...

- A SWOT analysis
- B market research
- C protocol
- D PESTLE analysis

1.1.3 The purpose of the executive summary is to ...

- A ensure that taxation regulations are complied with
- B allow for administration and record keeping
- C enable business to identify challenges that are posed by the business environment
- D give readers an idea of what is contained in the business plan

1.1.4 A way of thinking that is unconventional and original, is known as ...

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

1.1.5 Duka Plumbers presented a ... which indicates the list of all business assets, liabilities and owners' equity at the end of the financial year.

- A cash flow statement
- B balance sheet
- C income statement
- D budget

(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 to 1.2.5) in the ANSWER BOOK.

PESTLE; audio-visual aids; profit; memorandum of incorporation; violence; non-profit; prospectus; gambling; SCAMPER; written reports

- 1.2.1 A ... company is established for charity purposes or to promote social and cultural activities.
- 1.2.2 Madness Ltd uses a ... to invite the public to buy shares in their company.
- 1.2.3 The purpose of ... is to enhance a presentation.
- 1.2.4 Top Clothing used ... technique to explore ideas from seven different perspectives.
- 1.2.5 Anchor Books addressed ... as a socio economic issue by offering financial literacy education to their employees.

(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 to 1.3.5) in the ANSWER BOOK, e.g. 1.3.6 K.

COLUMN A	COLUMN B
1.3.1 Limited liability	A set of standards of expected behaviour
1.3.2 Data projector	B second-hand information that is obtained through academic books
1.3.3 Ethics	C used by management to facilitate change in the business
1.3.4 Empty chair	D an owner's personal assets may be seized to pay for the debts of the business
1.3.5 Primary data	E images projected from a computer to a screen
	F first-hand information that is collected through interviews
	G an owner's personal assets are protected against the debts of the business
	H a set of facts systematically displayed in columns
	I conforms to a set of values that is morally acceptable
	J used when a person must make decisions alone

(5×2) (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, e.g. QUESTION 2 on a NEW page, QUESTION 3 on a NEW page.

**QUESTION 2: BUSINESS VENTURES**

- 2.1 Name FOUR types of co-operatives. (4)
- 2.2 Outline the differences between a *private company* and *public company*. (8)
- 2.3 Read the scenario below and answer the questions that follow.

**MEG & WAY ATTORNEYS (MWA)**

Meg & Way Attorneys operate in the Border Area. Both Meg and Way share in the profits and are therefore motivated to work hard. Their workload and responsibility is shared between both of them.

- 2.3.1 Identify the form of ownership applicable to the scenario above. (2)
- 2.3.2 Outline the disadvantages of the form of ownership identified in QUESTION 2.3.1 above. (6)
- 2.4 Explain the guidelines on writing an effective business report. (4)
- 2.5 Discuss the factors that must be considered when preparing for a verbal presentation. (6)
- 2.6 Read the scenario below and answer the questions that follow.

**GLIDE WEAR (GW)**

Glide Wear sells affordable swimwear in the Eastern Cape. GW considered expanding to other provinces and used questionnaires and interviews to determine the demand for their product in the Western Cape.

- 2.6.1 Name TWO research instruments used by GW. (2)
- 2.6.2 Describe the protocol for conducting research. (4)
- 2.7 Advise businesses on the importance of assessing needs and desires in identifying a business opportunity. (4)

**[40]**

**QUESTION 3: BUSINESS ROLES**

- 3.1 Define the term 'social responsibility'. (4)
- 3.2 Outline the reason why socio-economic issues pose a challenges on businesses (4)
- 3.3 Read the scenario below and answer the questions that follow.

**MODLEY TRANSPORT (MT)**

Modley Transport offers deliveries worldwide and became concerned about the effect of HIV/Aids on the economy. They developed strategies to deal with the stigma and discrimination. MT also encouraged their employees to join HIV/Aids support groups.

- 3.3.1 Quote TWO initiatives that World Ltd implemented to deal with HIV/Aids in the scenario above. (2)
- 3.3.2 Explain other initiatives that World Ltd can implement to deal with HIV/Aids as a socio-economic issue. (6)
- 3.4 Describe any TWO steps of the problem-solving cycle. (6)
- 3.5 Read the scenario below and answer the question that follows.

**KULLY ROOF REPAIR (KRR)**

Maggy, Kully and Dries are working together as a team on the project to repair roofs. They appreciate the knowledge and skills of other team members. Kully, a team leader, always provides quality feedback to improve the morale of the team.

- 3.5.1 Identify TWO criteria for successful team performance applied by KRR. Motivate your answer by quoting from the scenario above.

Use the table below as a GUIDE to answer QUESTION 3.5.1

CRITERIA FOR SUCCESSFUL TEAM PERFORMANCE		MOTIVATIONS
1.		
2.		

- 3.6 Discuss initiatives businesses can take to address poverty and inequality. (6)
- 3.7 Recommend ways in which businesses can create an environment that enables teams to work effectively. (6)
- [40]**



**QUESTION 4: MISCELLANEOUS TOPICS****BUSINESS VENTURES**

- 4.1 Name FOUR types of legal requirements of a business. (4)
- 4.2 Outline the importance of market research. (6)
- 4.3 Read the scenario below and answer the question that follows.

**DAVID'S PRESENTATION**

David presented the annual budget to the stakeholders at Longtime Traders. He used a board with a paper attached at the top that can be turned over to present information. He also summarised his information and communicated trends and patterns over the previous financial year.

- 4.3.1 Identify TWO types of visual aids used by David. Motivate your answer by quoting from the scenario above.

Use the table below as a GUIDE to answer QUESTION 4.3.1

TYPES OF VISUAL AIDS	MOTIVATIONS
1.	
2.	

(6)

- 4.4 Explain the difference between *internal market research* and *external market research*. (4)

**BUSINESS ROLES**

- 4.5 State FOUR causes of conflict in the workplace. (4)

- 4.6 Identify the stages of team development applicable to EACH statement below:

4.6.1 Team members open up to each other and confront each other's ideas and perspectives.

4.6.2 Differences among members are appreciated and used to enhance the team's performance.

4.6.3 Individuals focus on being busy with routine tasks, such as team organisation, who does what, when to meet each other, etc.

(6)



4.7 Discuss differences between problem solving and decision making. (4)

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

**RONALD MANUFACTURERD (RM)**

Ronald Manufacturers have been experiencing a decline in sales. The management of RM used colourful diagrams in a tree format to generate the new concept. . They emphasised the importance of creative thinking to ensure that all employees know that management wants to hear their ideas.

4.8.1 Identify the problem-solving technique applied by RM in the scenario above. (2)

4.8.2 Explain ways in which businesses can use creative thinking to generate entrepreneurial opportunities. (4)

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**[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 this 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 (FORMS OF OWNERSHIP)

Entrepreneurs agree that there are many benefits of establishing a company instead of a sole trader and partnership. Some entrepreneurs prefer to establish a private company, while other will rather establish a private company. Young entrepreneurs are in favour of a personal liability company and a state-owned company.

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

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

[40]

#### QUESTION 6

##### BUSINESS ROLES: TEAM PERFORMANCE AND CONFLICT MANAGEMENT

Teamwork plays an important role in achieving business goals and objectives. Businesses spend large amounts of money and time on team building exercises and projects. Teams may consist of people from diverse backgrounds which may sometimes cause conflict

As a team performance analyst, provide detailed information on the following:

- Explain the differences between a grievance and conflict.
- Discuss the different stages of team development.
- Advise businesses on the correct procedure to deal with grievances in the workplace.
- Advise businesses on the steps to be applied when resolving conflict in a team

[40]

**TOTAL SECTION C: 40**  
**GRAND TOTAL: 150**

