



Province of the
EASTERN CAPE
EDUCATION

NATIONAL SENIOR CERTIFICATE



GRADE 10

Stanmorephysics.com



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Stanmorephysics.com
BUSINESS STUDIES

MARKS: 100

TIME: 1.5 hours

This question paper consists of 7 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 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	20	15 minutes
B: THREE direct/indirect-type questions CHOICE (Answer any TWO.)	2	20	15 minutes
	3	20	15 minutes
	4	20	15 minutes
C: TWO essay-type questions CHOICE (Answer any ONE.)	5	40	30 minutes
	6	40	30 minutes
TOTAL		100	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. 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 number (1.1.1–1.1.5) in the ANSWER BOOK, for example 1.1.6 E.

1.1.1 Which one of the following is an element of the financial plan?

- A. Vision
- B. Mission
- C. Price
- D. Cash flow statement

1.1.2 The problem-solving technique where questionnaires are developed and sent to experts in order to generate creative solutions to problem:

- A. Force field technique
- B. Nominal Group technique
- C. Brainstorming
- D. Delphi Technique

1.1.3 A visual presentation of set of sales figures shown as a series of rectangle

- A. Table
- B. Diagram
- C. Bar graph
- D. Line graph

1.1.4 Incompetent employees from Tamli Trading Stores can be regarded as/a in their SWOT analysis.

- A. Strength
- B. Weakness
- C. Threat
- D. Opportunity

1.1.5 Ideas featuring new and original methods is known as.....

- A. Ethics
- B. Creativity
- C. Problem solving
- D. Decision making

(2x5)

[10]

- 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 (1.2.1-1.2.5) in the ANSWERBOOK. For example, 1.2.6 Royalties.

probability; index; research target; problem solving; risk; flip chart; decision making; research instrument; pie-chart; logo

- 1.2.1 forms part of the cover page of a business plan.
- 1.2.2 A possibility of a loss or damage is defined as.....
- 1.2.3is a large pad of paper, bound so that each page can be turned over at the top to reveal the next page, used on a stand.
- 1.2.4 Gathering of facts that include problem findings and problem shaping is referred to as...?
- 1.2.5 A devise/tool that can be used to gather information when conducting a market research?

(2x5) = [10]

SECTION A: [20 MARKS]

SECTION B:

INSTRUCTIONS:

Choose any TWO questions from this section

QUESTION 2

Creative thinking and problem solving and Business opportunity and related factors.

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

Lindi wants to render a shuttle services for tourist who visit the township heritage sites. Lindi identified a good business idea that will make her business a success. She also determined the viability of her business ideas by conducting market research.

- 2.2.1 Quote TWO steps for identifying business opportunities from the scenario above. (2)
- 2.2.2 Discuss other steps to identify business opportunities. (6)
- 2.3 Explain advantages of creative thinking in the workplace. (8)

[20]

QUESTION 3

Presentation of business information and Business Plan

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

NOTHUKU SHUTTLE SERVICES (NSS)

Nothuku decided to do a marketing plan and conduct a market research for his new business. He used surveys, interview and questionnaires to identify his target market. Nothuku analysed his customer and competition in the market. Nothuku provide a detailed description of his services. Nothuku's business plan also included different methods that he will use to advertise his business.

- 3.1.1 Identify TWO types of marketing mix used by Nothuku. Motivate your answer by quoting from the scenario above. (6)

Use the table below as a GUIDE to answer QUESTION 3.1.1

Marketing mix	Motivations

- 3.1.2 Suggest other strategies that could be used to overcome competition in the market (8)
- 3.2 Distinguish between verbal and non-verbal presentation. (6)

[20]

QUESTION 4 MISCELLANEOUS

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

TAMIE MANUFACTURES (TM)

Tamie Manufactures produces quality ladies and gentlemen clothes. Tamie pride itself with their stylish products and good customer services. The management of TM always apply their creative thinking skills to solve their business problems. They always train their employees on creative thinking and problem-solving techniques. TM creatively adapted their products to meet changing tastes and demands. TM wants to a draw up a business plan for a new branch to be opened

- 4.1.1 Quote TWO ways in which TM use creative thinking to solve business problems from the scenario above. (2)
- 4.1.2 Advise TM on the aspects that must be included in the executive summary. (6)

4.2 Outline any FOUR types of legal requirements of a business.

(4)

4.3 Discuss the importance of conducting a SWOT analysis.

(8)

[20]

[40]

SECTION C: ESSAY QUESTIONS

INSTRUCTIONS:

Choose **ONE** question in this section

QUESTION 5

Essay on creative thinking and problem solving.

Businesses operate in a dynamic environment that requires the application of creative thinking and problem-solving skills. Many businesses benefit from creative thinking. Some businesses use indigenous knowledge to solve problems and identify business opportunities. Other are expected to creative business opportunities that can be realistically implemented

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

- Outline how businesses can use creative thinking to generate entrepreneurial opportunities, e.g. designing environments that stimulate creative thinking.
- Explain how businesses should apply the following problem-solving techniques in the workplace:
 - Nominal group technique
 - Delphi technique
- Distinguish between decision making and problem solving
- Advise businesses on ways in which creative business opportunities can realistically be implemented.

[40]

QUESTION 6

Essay on presentation of business information

Sustainable businesses present valuable information and use visual aids effectively. An effective business report requires a good report writing skills. A business audience prefer information that includes various kinds of visual. It is important that businesses consider the factors that designing a presentation.

- Outline guidelines on writing an effective business report
- Explain the purpose of visual aids
- Discuss the factors to be considered when preparing a verbal presentation
- Advise businesses on the factors to consider when designing a presentation.

[40]

GRAND TOTAL: 100 MARKS

