



Province of the  
**EASTERN CAPE**  
EDUCATION

**NATIONAL  
SENIOR CERTIFICATE**

*Stanmorephysics.com*

**GRADE 10**

**06 SEPTEMBER 2024**

*Stanmorephysics.com*

**BUSINESS STUDIES**

**MARKS: 100**

**TIME: 1.5 hours**

This question paper consists of 8 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
<b>A: Objective-type questions COMPULSORY</b>	<b>1</b>	<b>20</b>	<b>15 minutes</b>
<b>B: THREE direct/indirect-type questions CHOICE (Answer any TWO.)</b>	<b>2</b>	<b>20</b>	<b>15 minutes</b>
	<b>3</b>	<b>20</b>	<b>15 minutes</b>
	<b>4</b>	<b>20</b>	<b>15 minutes</b>
<b>C: TWO essay-type questions CHOICE (Answer any ONE.)</b>	<b>5</b>	<b>40</b>	<b>30 minutes</b>
	<b>6</b>	<b>40</b>	<b>30 minutes</b>
<b>TOTAL</b>		<b>100</b>	<b>120 minutes</b>

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 (1.1.1-1.1.10) in the ANSWER BOOK, for example, 1.1.1 E.

1.1.1 Market research which is conducted by a person within the company is called....

- A. Internal
- B. External
- C. Secondary
- D. Primary

1.1.2 Mercy, an employee at Max Ltd, wants to use the...to make a confidential decision by pretending to discuss it with non-existing person.

- A. Empty chair
- B. Nominal group
- C. Force combination
- D. SCAMPER

1.1.3 The business structure should have description of the following aspects:

- A. The location where goods and services are sold
- B. The packaging of the product
- C. The mission statement
- D. The administration and record-keeping

1.1.4 Roxy traders complied with the...Act when they allowed workers family Responsibility leave.

- A. Consumer Protection
- B. Skills Development
- C. Labour Relations
- D. Basic conditions of employment Act

1.1.5 The process of choosing the best solution from alternatives, is known as.....

- A. Decision-making
- B. Non-conventional thinking
- C. Problem solving
- D. Routine thinking

(5x2) (10)

- 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 number (1.2.1-1.2.5) in the ANSWER BOOK, for example 1.2.6. I.

COLUMN A	COLUMN B
1.2.1 Force Field Analysis	A. It involves 7 PS
1.2.1 Decision making	B. Create a central idea or theme
1.2.3 Verbal presentation	C. It includes market research
1.2.4 Executive summary	D. Presentation is delivered through writing or supporting material.
1.2.5 Marketing mix	E. Weigh up the positives and negatives then decide if the project is viable.
	F, Encourages creative thinking since it aims to find a new solution to a problem.
	G. The long-term future goal of the business
	H. The presentation is delivered through word of mouth or in words
	I, Existing alternatives are considered and choosing the best solution to a problem
	J. A detailed summary of the entire business plan

(10)

**TOTAL SECTION=20**



## SECTION B

Answer TWO questions from THREE independent questions.

### QUESTION 2 (BUSINESS VENTURE)

- 2.1 Outline the differences between internal and external market research. (6)
- 2.2 Read the scenario below and answer the questions that follow.

#### ADIVHAHO AFTERCARE (AA)

Adivhaho aftercare facilities to assist children to complete their home works. AA has adequate facilities to assist facilities to assist children to complete their homework. The local school started the service. To make up for this loss, they decide to launch a reading club to expand their market. However, some of their employees are not well trained.

Complete a SWOT analysis for Adivhaho Aftercare. Use the table below as a GUIDE to answering the question. (4)

STRENGTHES	WEAKNESSES
OPPOTUNITIES	THREATS

2.3 Identify the visual aid that is applied to Wanga Construction in EACH statement below:

2.3.1 Wanga showed the client a simple drawing of the processes for each stage of the project.

2.3.2 The sales manager presented a set of sales figures in a series of rectangle.

2.3.3 Images were used to show the front view of the building (2x3)(6)

2.4 List four components of a business plan. (4)

**(20)**

### QUESTION 3 (BUSINESS ROLES)

- 3.1 Elaborate on the meaning of problem solving. (4)  
3.2 Read the scenario below and answer the question that follow:

#### **NEMS PERI-PERI STORES (NPS)**

Nems peri-peri stores (NPS) sells peri-peri to both young and old. The peri-peri sales have been declining for the past few months. The management of NPS requested their employees to come up with new ideas on how this problem could be solved. Workshops were held to train staff about the different creative thinking techniques.

- 3.2.1 Quote TWO ways in which NPS uses creative thinking to generate entrepreneurial opportunities. (2)  
3.2.3 Explain other ways in which business can use creative thinking to generate entrepreneurial opportunities. (8)  
3.2.3 Advise the management of NPS about the advantages of creative thinking in the workplace. (6)  
**(20)**

### QUESTION 4 (MISCELLINIOUS TOPIC)

#### **BUSINESS VENTURE**

- 4.1 Identify the 7Ps of the marketing mix that applies to Zakhele Wholesalers in EACH statement below.  
4.1.1 Zakhele Wholesalers advertised their products on social media to increase the number of customers.  
4.1.2 Zakhele Wholesalers employed skilled workers who contribute positively to decision making.  
4.1.3 Zakhele Wholesalers keep their goods in a secure location. (2x3) (6)  
4.2 Explain the importance of the market reseach. (4)

## BUSINESS ROLES

4.3 Read the scenario below and answer the question that follow:

**MPHO TYRADERS (MT)**

The management of Mpho Traders divides employees into smaller groups of 5 to 6 people around a table to solve complex business problems on their own in silence. They also obtain input from experts on how to improve the quality of their products.

4.3.1 Identify TWO problems-solving techniques that are applied by Mpho Traders. Motivate your answer quoting from the scenario above.

Use the table below as a guide to answering QUESTION 4.3.1

<b>PROBLEM-SOLVING TECHNIQUE</b>	<b>MOTIVATION</b>
1.	
2.	

4.3.2 Describe how MT can apply ONE of the problem-solving techniques identified in QUESTION 4.3.1 to solve business problems.

(4)  
**(20)**

## SECTION C

### ANSWER ANY ONE QUESTION IN THIS SECTION

#### QUESTION 5 BUSINESS VENTURE (PRESENTATION OF BUSINESS INFORMATION)

Business should be well converted in writing effective business report. Managers are expected to present these reports verbally. Visual aids such as graphs and pictures and enhance business reports and presentation. It is important to prepare the relevant materials to aid with presentation.

write an essay in which you address the following aspects:

- Outline guidelines on writing effective business reports.
- Explain the factors that must be considered when preparing a verbal presentation.
- Discuss the advantages and disadvantages of visual aids.
- Advise business on how to prepare support material for presentation. (40)

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

Companies apply creative thinking to solve complex business problems. Managers should be aware of the difference between decision making and problem solving. Business stand to benefit from creative thinking. There are several ways in which business could use creative thinking to solve problems.

Write an essay in which you address the following aspects:

- Elaborate in meaning of creative thinking.
- Outline the differences between decision-making and problem solving.
- Discuss the benefits of creative thinking in solving business problems.
- Suggest ways in which business could use creative thinking to solve business problems.

(40)

**TOTAL MARKS (100)**