



education

Department:
Education
PROVINCE OF KWAZULU-NATAL

ILEMBE DISTRICT

BUSINESS STUDIES

TERM ONE : 2025

CASE STUDY

GRADE 10

Issue date:

Duration: 2 Hours

TOPICS ASSESSED:

1. Micro -Environment
2. Market Environment
3. Macro-Environment
4. Quality of performance

Note:

1. Learners should be informed Of the topics to be assessed.
2. The case study must be administered and completed within two hours under controlled conditions.
3. The task must be completed individually. Group work is not allowed.
4. Write neatly and legibly.
5. Number your answers correctly as indicated in the question paper.

Submission date:

Total marks: 50

INSTRUCTIONS

Read the scenario below and answer the questions that follow

Businesses in South Africa pinning hopes to some growth in 2024

South Africa's small and medium enterprises (SME) confidence that their businesses will grow in the next 12 months has gone down by five percentage points. However, SMEs are also said to be gaining some faith in initiatives implemented by both the public and private sectors to create a better business environment. The three business environments influence the productivity of SMEs in South Africa.

The general manager for Impact Investing, David Morobe, said, "as we kick start the new year, the impact of load shedding and low growth economic trajectory on [SMEs] confidence is apparent. "It is noted that businesses have employed trained workers to assist business growth. However, there is a trend of absenteeism among employees due to poor management. Under good leadership, SMEs can overcome challenges that can be controlled. The different levels of management should ensure that all tasks are fulfilled in each department to ensure high profitability and functionality.

However, despite the dampening of spirits regarding growth, survey respondents within SME's reported a 62% confidence level that the local economy will be conducive to business growth in the next 12 months – a 7% increase envisaged from the previous quarter. Many competitors enter this field and seek to achieve the highest market share. SMEs plan to penetrate the market through innovative strategies. He further added that NGOs are supporting the local community by ensuring that the social well-being of the community is taken care of.

Morobe pinpoints the increase in government confidence in various initiatives in the pipeline seeking to bolster the sector and provide it with much-needed support, such as the National Small Enterprise Amendment Bill and the establishment of the Small Enterprise Development Finance Agency. The various initiatives take pride in complying with the Consumer Protection Act and upholding the integrity of giving consumers quality products and services.

Adapted from: <https://businesstech.co.za/news/business/743041/businesses-in-southafrica-pinning-hopes-to-some-growth-in-2024/> Date: 17/01/2024

Answer the following questions.

- 1.1 Identify SME's vision from the case study above. (2)
- 1.2 State the extent of control for each of the following business environment. (3)
- 1.2.1 Micro
- 1.2.2 Market
- 1.2.3 Macro
- 1.3 Elaborate on the meaning of *market environment*. (4)
- 1.4 Quote a statement from the case study to identify EACH component of the SWOT analysis.

Use the table below as a GUIDE to answer the question below.

COMPONENT	STATEMENT
Strength	
Weakness	
Opportunity	
Threats	

(4)

- 1.5 Name the three levels of management in a business. (3)

- 1.6 Outline the reasons for NGO's and CBO's to be part of the market environment. (6)

- 1.7 Suggest ways in which the macro environment can be a challenge to the business. (4)

- 1.8 Discuss the purpose of the Consumer Protection Act. (6)

- 1.9 Distinguish between *leadership* and *management*.

Use the table below as a GUIDE to answer QUESTION 1.9

LEADERSHIP	MANAGEMENT

(4)

1.10 Define the term *quality* (4)

1.11 Differentiate between *quality control* and *quality assurance*.

Use the table below as a GUIDE to answer QUESTION 1.11

QUALITY CONTROL	QUALITY ASSURANCE

(4)

1.12 Advise the management of a business on ways to overcome the challenges of load shedding in their business. (6)

Total: 50

