Bergvliet High School

GRADE 10

13 NOVEMBER 2024

BUSINESS STUDIES
November P2 Exam

MARKS: **150**

TIME: **2 hours**

EXAMINER: **L KRIEL**

MODERATOR: **T ABRAHAMS & M FORTUNE**

This question paper consists of 11 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 three questions.
   Answer any TWO of the three questions in this section.
   SECTION C: Consists of two questions.
   Answer any ONE of the two 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 a for mark and time allocation when answering each question.

SECTION	QUESTION	MARKS	TIME (minutes)
A: Objective-type questions COMPULSORY	1	30	20
B: THREE direct/indirect type questions CHOICE: Answer any TWO.	2	40	35
	3	40	35
	4	40	35
C: TWO essay-type questions CHOICE: Answer any ONE.	5	40	30
	6	40	30
TOTAL		**150**	**120**

7. **Begin the answer to EACH question on a NEW page, e.g. QUESTION 1 – new page, QUESTION 2 – new page, etc**.

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, e.g. 1.1.11 D.			
	1.1.1	A document inviting the public to buy securities and shares in a company.		
		A	Prospectus	
		B	Annual General Meeting	
		C	Memorandum of Incorporation	
		D	Business Plan	
	1.1.2	The procedure that must be followed before research is conducted.		
		A	Research Instrument	
		B	Research Protocol	
		C	Research Ethics	
		D	Market Research	
	1.1.3	The “P” of SCAMPER refers to …		
		A	Adapting the product to be better for the business	
		B	Replace a part of the product or service with another	
		C	Adapting a current process or product to be used in another way	
		D	Removing a part of the product by simplifying	
	1.1.4	A form of ownership that is motivated by service rather than profits.		
		A	Non-profit Company	
		B	Personal Liability Company	
		C	State Owned Company	
		D	Co-operative	
	1.1.5	The transfer of information through the use of business reports, handouts, charts and posters with the support of visual aids is known as:		
		A	Non-verbal presentation	
		B	Presentation of business information	
		C	Visual aids	
		D	Verbal presentations	
			(5 x 2)	(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 number (1.2.1–1.2.5) in the ANSWER BOOK.		
	stocks; patent ; internal; PESTLE; empty chair external; trademark ; SWOT; securities; Delphi		
	1.2.1	An exclusive right granted for an invention, a product or process.	
	1.2.2	Shares and bonds issued by a company.	
	1.2.3	Market research done by an outside specialist.	
	1.2.4	Role play exercise to help with problem solving.	
	1.2.5	An industrial analysis tool that examines the external environment.	
			(5)

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 (1.3.1–1.3.5) in the ANSWER BOOK, e.g. 1.3.6 K.				
	COLUMN A		**COLUMN B**		
	1.3.1	Mission Statement	A	An agreement between the business partners.	
	1.3.2	Flow Charts	B	Long term goals of the business.	
	1.3.3	Memorandum of Incorporation	C	A negative action towards an individual based on ages, race gender, etc.	
	1.3.4	Prejudice	D	Simple diagrams used to communicate to others how a process is done.	
	1.3.5	Creative Thinking	E	The process of generating innovative and imaginative ideas.	
			F	An image used to clarify texts and enhance brand messaging.	
			G	A document that sets out the rights, duties and responsibilities of shareholders and directors.	
			H	Describes the purpose of the business.	
			I	A negative attitude towards an individual.	
			J	The process of finding innovative solutions to complex problems.	
					(5)
				TOTAL SECTION A:	**30**

SECTION B

Answer ANY TWO questions in 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, etc.

QUESTION 2: BUSINESS VENTURES

2.1 Outline the importance of business reports. (4)

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

LULU LEMON (LL)

Luella, the CEO of Lulu Lemon is preparing a business presentation for its stakeholders. She enquired about the target market that the report is intended for. After writing the report, Luella asked Liam to help edit the report.

2.2.1 Quote TWO guidelines that Luella considered when writing a business report from the scenario above. (2)

2.2.2 Explain other guidelines on writing effective business reports. (6)

2.2.3 Advise Luella on the importance of visual aids. (4)

2.3 Explain the meaning of a business opportunity. (2)

2.4 Discuss the importance of assessing needs and desires in identifying business opportunities. (6)

---------- QUESTION 2 CONTINUES ON NEXT PAGE----------

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

SANTIAGO RESTAURANT SERVICES (SRS)

Santiago Restaurant Services (SRS) wants to expand his restaurant operations. He wants to provide cooking classes held at the restaurant during the quieter months. Santiago wants to personally interact with some of his regular customers to determine if it will be a good idea. He set up appointments to speak with those customers willing to provide feedback.

2.5.1 Identify the research instrument used by Santiago in the above scenario. (1)

2.5.2 Quote the protocol that Santiago followed before conducting his research. (1)

2.5.3 Advise Santiago on the ethical elements of research. (6)

2.5.4 List TWO additional research instruments. (2)

2.6 Discuss the advantages of external market research. (6)

[40]

QUESTION 3: BUSINESS ROLES

3.1 Identify the problem-solving technique in each of the statements below.

3.1.1 Experts were requested to complete a questionnaire to solve problems experienced by Tallulah PTY LTD. (4)

3.1.2 Sebastian's employees were requested to silently brainstorm ideas and then share them with the entire group.

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

TABS FLORALS (TF)

Tabetha Samuels, the owner of Tabs Florals (TF) provides a bespoke flower arranging service. Unfortunately, her business has been in a decline for the past few months. The management requested their employees to come up with new ideas on how this problem can be solved. Tabetha decided to hold workshops to help train staff on the creative thinking techniques.

3.2.1 Quote TWO ways in which TS uses creative thinking to generate entrepreneurial opportunities. (2)

3.2.2 Explain TWO other ways to use creative thinking to generate entrepreneurial opportunities. (4)

3.2.3 Advise management of TS about the benefits of creative thinking. (6)

3.3 Discuss the meaning of interpersonal relationships. (2)

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

HARRISON SYSTEMS (HS)

Harrison Systems (HS) is an IT company that specialises in implementing accounting systems. The team members work together closely with each other. The accounting project s team has a reputation of never missing a target date or deadline. Tobias has a reputation for not always getting along with all team members. He never delegates tasks to younger team members because he believes that younger people do not have enough experience. This has led to discontent among the team and has caused quarrelling and fighting in within the team.

3.4.1 Identify FOUR factors that influence team relationships from the scenario above. (4)

3.4.2 Explain TWO different ways in which HS can address factors that influence team relationships. (4)

----------QUESTION 3 CONTINUES ON NEXT PAGE ----------

3.5 List FOUR criteria for successful team performance. (4)

3.6 Use the scenario blow to answer the questions that follow.

TRUE DANGER OF USING ILLEGAL DSTV STREAMNG SERVICES

While the likelihood of being tracked down or penalised for using an illegal streaming service is low, the criminal providers of these services pose significant risks to their users — particularly regarding privacy and financial security. Illegal IPTV services — or "pirate" streaming services — have become popular in South Africa because they offer an astounding assortment of streamable content, often at dirt-cheap prices

Source: mybroadband.co.za

3.6.1 Identify the socio-economic issue from the scenario above. (2)

3.6.2 Discuss TWO initiatives that a business can use to address the issue identified in QUESTION 3.6.1. (4)

3.7 Elaborate on the meaning Corporate Social Responsibility (CSR). (2)

3.8 Provide examples of Corporate Social Responsibility initiatives. (2)

[40]

QUESTION 4: MISCELLANEOUS TOPICS
BUSINESS VENTURES

4.1 Differentiate between limited and unlimited liability. (4)

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

BODY WORKS (BW)

Jill Perkins has a special interest in health and fitness. She has opened her own studio; Body Works (Pty) Ltd. Jill had to make sure the business is registered with the CIPC and well as making sure the Memorandum of Incorporation was completed properly. Jill is the sole shareholder of BW.

4.2.1 Identify the form of ownership used in the scenario. Motivate your answer by quoting. (2)

4.2.2 Outline the characteristics of the form of ownership identified in QUESTION 4.2.1. (4)

4.2.3 Discuss the disadvantages of this form of ownership. (4)

4.3 Discuss the purpose of TWO audio visual aids. (4)

4.4 Indicate the type of visual aid used in each statement below.

4.4.1 A display method used to compare data between distinct categories. (2)

4.4.2 A single page of a presentation created with software used to present information. (2)

BUSINESS ROLES

4.5 Discuss brainstorming and mind mapping as problem solving techniques. (4)

4.6 Differentiate between decision making and problem solving. (4)

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

GABRIELS GROCERIES (GG)

Gabriel Samson, the owner at Gabriel's Groceries (GG) takes his social responsibility very seriously. He tries to recycle all waste produced by the business, as well as donating excess produce to his local soup kitchen.

4.7.1 Name TWO examples of social responsibility from the scenario above. (2)

4.7.2 Elaborate on the meaning of social responsibility. (4)

4.8 Advise businesses on initiatives to address poverty and inequality. (6)

[40]

TOTAL SECTION B: 80

SECTION C

Answer ANY ONE questions in this section.

NOTE: Clearly indicate the QUESTION NUMBER of each question chosen. The answer to EACH question must start on a NEW page, e.g. QUESTION 5 on a NEW page, QUESTION 6 on a NEW page, etc.

QUESTION 5: BUSINESS VENTURES

A business plan is a vital tool for any new business looking for investors or wanting to secure a loan from a bank. The business owner needs to have a well-developed vision of the business, with realistic expectation of what the business can achieve. The owner must have an innovative marketing plan as well as sound financial planning, in order for the business to be successful.

With reference to the statement above, write an essay on the following aspects:

- Outline the importance of business plans
- Explain the meaning of the marketing mix with reference to the 7 P's
- Discuss the following elements of the financial plan:
    - break even point
    - budget
- Advise businesses on strategies to overcome competition

[40]

QUESTION 6: BUSINESS ROLES

Management and subordinates must have a clear understanding of interpersonal relationships and factors that can influence it in the workplace. Teamwork benefits businesses in various ways. Businesses need to create an environment that enables teams to work effectively.

With reference to the statement above, write an essay on the following aspects:

- Elaborate on the meaning of interpersonal relationships in the workplace
- Explain the factors that can influence team relationships
- Discuss the benefits of teamwork for businesses
- Recommend ways in which businesses can create an environment that enables teams to work effectively

[40]

TOTAL SECTION C: 40

GRAND TOTAL: 150