Bergvliet High School

GRADE 11

18 NOVEMBER 2024

BUSINESS STUDIES
Paper 2 Year -End exam

MARKS: **150**

TIME: **2 hours**

EXAMINER: **M Venter**

MODERATOR: **L Kriel, M Fortune**

This question paper consists of 10 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**	**15**
B: THREE direct/indirect type questions	**2**	**40**	**30**
	3	**40**	**30**
CHOICE: Answer any TWO.	**4**	**40**	**30**
C: TWO essay-type questions	**5**	**40**	**45**
CHOICE: Answer any ONE.	**6**	**40**	**45**
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 According to the Belbin Role Theory, a person that is creative and innovative within the team is known as:

A Planter
B Shaper
C Specialist
D Implementer

1.1.2 Which quality is NOT a success factor of a business?

A Good leadership
B Profitability
C Flexibility
D Stable workforce

1.1.3 A set of rules and responsibilities of an organisation that employees need to comply with.

A Professional standards
B Ethical standards
C Code of conduct
D Moral compass

1.1.4 During this stage the roles and responsibilities in a team are accepted and clear, and the team works well together.

A Storming
B Norming
C Performing
D Forming

1.1.5 A document inviting the public to buy securities or shares of a business.

A Memorandum of Incorporation
B Partnership Agreement
C Prospectus
D Johannesburg Stock Exchange

(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.

franchisor; team dynamics; organisational; franchisee ; flyer; teamwork; crisis; poster; change; company's.

1.2.1 A … pays a fee for the right to use a trademark and/ or proprietary knowledge.

1.2.2 The personality of the company is considered the … culture.

1.2.3 A thin sheet of paper which advertises the products or services the business provides is a …

1.2.4 … is a joint action by a group of people where each person works towards a common goal.

1.2.5 The process a business may use in an emergency situation is also known as … management.

(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 (1.3.1–1.3.5) in the ANSWER BOOK, e.g. 1.3.6 K.

COLUMN A		COLUMN B	
1.3.1	Idea Generation	A	Provides data and / or information which relates to certain events.
1.3.2	Work breakdown Structure (WBS)	B	Capital which is contributed by the owner of the business
1.3.3	Owner's Interest	C	An organisation which consists of employees from different workplaces, and is a legal entity.
1.3.4	Research Report	D	The process where different creative skills such as brainstorming and mind mapping are applied to develop new ideas.
1.3.5	Work Place Forum (WPF)	E	Provides an outline of the processes, data and findings of systematic investigations.
		F	A tool which helps divide the business plan into smaller project stages, and shows exactly what needs to be done.
		G	The process where only new employees use creative thinking and problem solving skills to develop new ideas.
		H	Capital which the owner of the business receives from the business.
		I	A tool which shows who needs to do what task in the business.
		J	An organisation consisting of employees in a specific workplace.

(5 x 2) (10)

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 ROLES

2.1 Define a Public Company (Ltd). (2)

2.2 Discuss THREE characteristics of a private company. (6)

2.3 Outline the disadvantages of a private company (4)

2.4 Differentiate between a State Owned Company and a Non Profit Company (4)

2.5 Using the scenario below, answer the questions that follow.

BARBIE'S PIZZA (BP)

Barbie is the owner of Barbie's Pizza. BP has many customers who travel from far to eat at BP. Skipper also wants to open a restaurant. Skipper opened a second branch of BP; she will pay Barbie a royalty fee to use the trademarks and recipes for the pizzas.

2.5.1 Identify the business structure which BP uses. Motivate your answer by quoting from the scenario (2)

2.5.2 Outline the impact of the business structure identified in QUESTION 2.5.1. (4)

2.5.3 Discuss the contractual implications of a franchise for BP. (4)

2.6 Identify the TWO parties in a lease agreement (2)

2.7 Discuss the importance of an action plan for a business. (6)

2.8 Explain TWO project planning tools businesses use (6)

[40]

QUESTION 3: BUSINESS VENTURES

3.1 Define problem solving. (2)

3.2 Differentiate between routine thinking and creative thinking. (8)

3.3 Use the scenario below to answer the questions which follow.

GRINCH CLOTHING BOUTIQUE (GCB)

The Grinch owns a clothing boutique where he sells clothing. GCB wants to widen the variety of clothing items they make and sell. GCB has invited a panel of experts to complete questionnaires on how they can widen the range of clothing items they make and sell.

3.3.1 Identify the problem solving technique used by GCB. Motivate your answer by quoting from the scenario. (2)

3.3.2 Outline the application of the technique identified in QUESTION 3.2.1. (6)

3.4 Discuss the importance of teamwork. (4)

3.5 Describe the storming stage of team performance. (4)

3.6 Identify TWO additional team dynamics theories businesses use. (2)

3.7 Explain TWO roles of the MTR-I approach theory. (6)

3.8 Discuss the reasons why businesses should use conflict management theories to solve problems. (6)

[40]

QUESTION 4: MISCELLANEOUS TOPICS

BUSINESS VENTURES

4.1 Use the scenario below to answer the questions which follow.

CULLEN DESIGNS (CD)

Mr Cullen designs houses and wants to start a new business called Cullen Designs (CD). Mr Cullen needs to decide what the culture of his organisation will be so he can train his staff accordingly. He also needs to determine what size he wants CD to be to determine the appropriate form of ownership. Lastly Mr Cullen needs to identify any potential customers for CD.

4.1.1 Identify the factors entrepreneurs must consider before starting a business. Motivate your answer by quoting from the scenario. (6)

4.1.2 Advise Cullen Designs on TWO sources of funding. (6)

4.2 Explain the disadvantages of outsourcing. (4)

4.3 Discuss the following key success factors of a business:

- Market knowledge
- Unique product or service. (4)

QUESTION 4 CONTINUES ON THE NEXT PAGE

BUSINESS ROLES

4.4 Outline the different ways a business can create an environment which stimulates creative thinking in the workplace (4)

4.5 Use the scenario below to answer the questions which follow.

WESTERN CAPE BUSINESSES SHOULDER BRUNT OF FLOOD DAMAGES

Western Cape tourism and agriculture businesses are likely to feel the effects of the recent downpours in the province once the flooding has subsided. The provincial government has estimated that the storm caused damage to the tune of nearly R1.4 billion. The area impacted the most by the recent floods was the Cape Winelands, with an initial estimate of R250 million in damage to infrastructure.

Adapted from: https://www.news24.com

4.5.1 Identify the crisis in the scenario above. Motivate your answer by quoting. (2)

4.5.2 Discuss the meaning of a crisis. (4)

4.6 Outline the ways businesses can manage change. (4)

4.7 Distinguish between the two personality theories outlined in the Jungian theory. (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

Business presentations are vital in presenting information such as financial statements to the stakeholders of the business. Presentations can be verbal or non-verbal; and presenters should prepare well for their presentations and consider various factors when during these preparations.

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

- Explain the importance of presenting business information.
- Outline the factors to consider when preparing for a presentation.
- Discuss the following types of written information:
  - Business Report
  - Business plan
- Advise businesses on the steps followed in report writing.

[40]

QUESTION 6: BUSINESS ROLES

Businesses must ensure that they operate professionally and ethically in order to be sustainable and have a competitive advantage. Businesses need to understand the difference between ethics and professionalism. Professional and ethical behavior in the workplace is guided by different theories of ethics which are applicable in the workplace. They also need to be aware of the many different ways that effective business practices can be conducted.

Write an essay on Professionalism and Ethics, giving specific attention to the following aspects

- Outline the differences between professionalism and ethics
- Discuss the different theories of ethics which apply to businesses.
- Analyse FOUR principles of professionalism and ethics
- Recommend ways in which professional, responsible and ethical business practices can be conducted in the workplace **[40]**

TOTAL SECTION C: 40

GRAND TOTAL: [150]