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**GRADE 10**

**NOVEMBER 2018**

**BUSINESS STUDIES P1**

**MARKS: 150**

**TIME: 2 hours**



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This question paper consists of 9 pages.

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**INSTRUCTIONS AND INFORMATION**

Read the following instructions carefully before answering the questions.

1. This question paper consists of THREE sections and covers all main topics.

SECTION A: COMPULSORY

SECTION B: Consists of THREE questions.

Answer any TWO questions of the three questions in this section.

SECTION C: Consists of TWO questions.

Answer ONLY 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 a guide for mark and time allocation when answering each question.

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

- A vision.
- B customers.
- C inflation.
- D technology.

1.1.2 Which ONE of the following can be classified under a public-sector enterprise?

- A Sishen Iron Ore Mine
- B Woolworths
- C Dube-Dube SA furniture manufacture
- D Eskom

1.1.3 ... means to be on something of which the outcome is not sure.

- A Pyramid scheme
- B Gambling
- C Money laundering
- D Piracy

1.1.4 It is the task of the ... to recruit and select the best employees.

- A Human resource function
- B Production function
- C Public relations function
- D Purchasing function

1.1.5 The ... ensures that tactical decisions are carried out.

- A lower-level managers
- B top-level managers
- C middle-level managers
- D lower and top-level managers

(5 x 2) (10)

- 1.2 Complete the following statements by using the word(s) in the list below. Write only the word(s) next to the question number (1.2.1–1.2.5) in the ANSWER BOOK.

Civil Aviation Authority; fixed capital; National Credit Act; working capital; inclusivity; National Consumer Protection Act; capital; fixed capital; profit; discrimination; Advertising Standards Authority of Southern Africa

- 1.2.1 The ... is an independent body set up and paid by the marketing communication industry to regulate advertising in the public interest.
- 1.2.2 ... is the money generated to start a business.
- 1.2.3 The purpose of ... is to promote the development of a credit market that is accessible to all South Africans.
- 1.2.4 The portion of the total capital which is invested in non-current assets such as vehicles, equipment and land.
- 1.2.5 Giving everyone an equal opportunity. (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, for example 1.3.6 K.

COLUMN A	COLUMN B
1.3.1 Debtors	A The cost of borrowing money
1.3.2 Suppliers	B Responsible for collecting, storing and distributing business information
1.3.3 Interest	C All the money that a business owes to its creditors
1.3.4 Line organisational structure	D A person that owes money to a business
1.3.5 Administration function	E The price we pay for foreign currencies
	F Responsible for distributing and selling the enterprise's products to consumers
	G Businesses providing goods or services in exchange for money
	H Subordinate employees report to only one head
	I Responsible for the production of goods and services
	J Employees report to their functional manager

(5 x 2) (10)

**TOTAL SECTION A: 30**

**SECTION B**

Answer any TWO questions from the three questions in SECTION B. Start EACH question on a new page, for example QUESTION 2 on a NEW page QUESTION 3 on a NEW page, etc.

**QUESTION 2: BUSINESS ENVIRONMENTS**

2.1 List any FOUR components of the micro environment. (4)

2.2 Identify the components of the market environment represented in each of the following statements:

2.2.1 People or other businesses who buy the products and services of a business to satisfy their needs

2.2.2 People or businesses that play a major role in getting goods from where they are produced to consumers all over the country

2.2.3 A supermarket discovers that another grocery store has opened at a nearby location (6)

2.3 Explain the reasons why the market environment can be a challenge to a business. (8)

2.4 Read the case study below and answer the questions that follow.

Zipho owns a large industrial window cleaning company. He buys his machines in the USA and will only be able to buy one machine as the South African currency has dropped dramatically.

2.4.1 Identify the economic factor of the macro environment that may have a direct influence on Zipho's business. (2)

2.4.2 Outline any other TWO components of the macro environment. (8)

2.4.3 Explain the extent of control of the environment mentioned in QUESTION 2.4.2. (2)

2.5 Briefly explain the interrelationship between the micro (internal), market and macro environments. (10)  
**[40]**

**QUESTION 3: BUSINESS OPERATIONS**

- 3.1 List any FOUR methods which a business can use to support the public relations function. (4)
- 3.2 Read the scenario below and answer the questions that follow.

**BALOYI FURNITURE SHOP (BFS)**

Baloyi is a managing director of a highly successful furniture store with branches across the country. To be a managing director is very tough, therefore he has appointed four heads of different departments. The different departments are human resources, finance, purchasing and administration.

- 3.2.1 Quote the TWO levels of management that are represented by the scenario. (2)
- 3.2.2 Identify the type of the levels of management quoted in QUESTION 3.2.1. (2)

**NOTE:** Draw the table below in the ANSWER BOOK to present your answer.

3.2.1	Quote	3.2.2	Levels of management

- 3.2.3 Discuss the role and responsibilities of the levels of management mentioned in QUESTION 3.2.2. (8)
- 3.3 Outline the factors that influence the organisational structure. (6)
- 3.4 Identify the sources of financing applicable to each of the given scenarios:
- 3.4.1 The business arranges with the bank to withdraw more money than is available in its bank account
- 3.4.2 The loans must be paid back over a fixed term which may not exceed five years (4)
- 3.5 Distinguish between *quality control* and *quality assurance*. (6)
- 3.6 Justify the introduction of the National Consumer Protection Act. (8)

**[40]**



**QUESTION 4: MISCELLANEOUS TOPICS****BUSINESS ENVIRONMENTS**

- 4.1 Read the case study below and answer the question that follow.

The owners of Tree Fruit Plantation have decided to expand their business to include a dairy manufacturing company, called Xavier dairy Products. They use their own vehicles to transport milk and fruit. They approached their local branch of Zubatec Bank to finance their expansion. The owners also decided to approach the insurance company Metrocick to inform their workers about insurance.

Identify the TWO business sectors mentioned in the scenario. Motivate your answer by quoting from the scenario. (4)

- 4.2 Differentiate between *management* and *leadership*. (8)

- 4.3 Justify the importance of the public sector. (8)

**BUSINESS OPERATIONS**

- 4.4 List the FOUR basic tasks of general management. (4)

- 4.5 Read the scenario below and answer the questions that follow.

Businesses realise the importance of quality management in maintaining customer satisfaction and reducing the cost of replacing faulty products. Customers want to buy quality products that last for a long period of time.

- 4.5.1 Define the meaning of *quality*. (4)

- 4.5.2 Discuss the advantages of quality control. (6)

- 4.6 Explain the activities of the purchasing function. (6)

**[40]****TOTAL SECTION B: 80**

**SECTION C**

Answer ONE question in this section.

**NOTE:** Clearly indicate the QUESTION NUMBER of the question that you choose.  
The answer to the question must start on a NEW page.

**QUESTION 5: BUSINESS ENVIRONMENTS (CONTEMPORARY SOCIO-ECONOMIC ISSUES)**

You already know that a business enterprise does not exist in isolation. South African businesses face a unique set of socio-economic challenges that impact on business operations.

Support the above statement and write an essay in which you include the following aspects:

- Define the meaning of *socio-economic issue*.
- Describe the following socio-economic issues:
  - HIV/Aids
  - Piracy
  - Strikes
  - Poverty
- Discuss the impact of each of these issues on businesses.
- Suggest the importance of inclusivity in the workplace.

[40]

**QUESTION 6: BUSINESS OPERATIONS (BUSINESS FUNCTIONS)**

Vivo Supermarket has certain business and management functions which are performed by the managers of the various departments within the organisation. Mr. Zizi as general manager made a remark saying, 'The quality of performance within these business functions can contribute to the success of the organisation'.

Advise Vivo Supermarket on the following aspects.

- Distinguish between *quality performance* and *quality management*.
- Discuss quality in relation to the following business functions:
  - Financing
  - Administration
  - General management
  - Human Resource
- Elaborate on the correlation between management and the success of the business.
- Justify the importance of quality in promoting the image of the business.

[40]

**TOTAL SECTION C: 40**  
**GRAND TOTAL: 150**