



Province of the  
**EASTERN CAPE**  
EDUCATION

**NATIONAL  
SENIOR CERTIFICATE**

**GRADE 11**

**NOVEMBER 2019**

**BUSINESS STUDIES P2**

**MARKS: 150**

**TIME: 2 hours**



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This question paper consists of 10 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 TWO main topics.

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.

Note that ONLY the first TWO questions in SECTION B and the FIRST question in SECTION C will be marked.

3. Number the answers correctly 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 (minutes)
<b>A: Objective-type questions COMPULSORY</b>	1	30	30
<b>B: THREE direct/indirect-type questions CHOICE: (Answer any TWO.)</b>	2	40	30
	3	40	30
	4	40	30
<b>C: TWO essay-type questions CHOICE: (Answer any ONE.)</b>	5	40	30
	6	40	30
<b>TOTAL</b>		<b>150</b>	<b>120</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 (1.1.1–1.1.5) in the ANSWER BOOK, for example

1.1.6 D.

1.1.1 Which of the following is an example of non-verbal business information?

- A Discussions
- B Orals
- C Graphs
- D Telephonic calls

1.1.2 Transnet is an example of a ... company.

- A private
- B state owned
- C public
- D non-profit

1.1.3 The planning process which puts the plan into action is called a(n) ...

- A business plan.
- B grant.
- C loan.
- D action plan.

1.1.4 Ideas that are original and useful to solve business challenges:

- A Creative thinking
- B Lateral thinking
- C Non-conventional solutions
- D Quality assurance

1.1.5 An eight step system for managing change was designed by ...

- A Meredith Belbin.
- B John P. Kotter.
- C Kurt Lewin.
- D Margerison-McCann.

(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.

citizens; private; public; conflict; royalties; non-profit; rent; civil; stress; foreigners
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- 1.2.1 A humanitarian giver's income and assets are used for public benefit purposes. This type of business is known as a ... company.
- 1.2.2 The on-going fee paid to the owner of an asset by using its name and trademark is known as ...
- 1.2.3 Kaya's workload and time pressure can be controlled through ... management.
- 1.2.4 People who live or were born in a particular country are called ...
- 1.2.5 The ... society includes NGO's and CBO's which contributes to social and economic development of communities.

(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 Outsourcing	A using past decisions to guide their decision-making
1.3.2 Equity capital	B focus is on the completion of the task
1.3.3 Norming	C exploring new ideas to do things better
1.3.4 The rights approach	D license to use the name and idea of an existing business
1.3.5 Routine thinking	E money owed by the business and must be paid back over a specified period
	F using labour brokers for recruiting suitable and qualified employees
	G coming to an agreement and reaching consensus
	H business practice of hiring a third party to perform services
	I treating all his customers and employees with respect and dignity
J funds contributed by the owners of a business	

(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, for example QUESTION 2 on a NEW page, QUESTION 3 on a NEW page.

**QUESTION 2: BUSINESS VENTURES**

- 2.1 Name THREE aspects that must be considered when starting a business. (3)
- 2.2 Outline TWO factors that must be considered when composing a flyer. (4)
- 2.3 Read the scenario below and answer the questions that follow.

**ZOE PROPERTIES (ZP)**

Zoe Properties owns properties around the country. Businesses enter into an agreement with ZP and pay on a monthly basis for the use of a property for a specified period.

- 2.3.1 Identify the business avenue represented in the scenario above. Motivate your answer by quoting from the scenario. (3)
- 2.3.2 Explain the disadvantages of the business avenue identified in QUESTION 2.3.1 on businesses. (4)
- 2.4 Distinguish between *partnership* and *personal liability company*. (8)
- 2.5 Describe the meaning of the following planning tools:
- 2.5.1 Timelines (2)
- 2.5.2 Project planning (2)

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

**THABO MHLONGO STATIONERS (TMS)**

Thabo resigned from his previous employment to start his own business venture known as TMS. The company is offering stationery to the public and businesses. Thabo describes himself as ambitious, hardworking and has a positive outlook. He perseveres and has a clear focus on profitability and sustainability of the business.

2.6.1 Identify FOUR qualities of an entrepreneur from the scenario above. (4)

2.6.2 Name TWO key success factors from the scenario above. (2)

2.7 Recommend factors that the presenter must consider when designing a presentation. (8)

**[40]**

**QUESTION 3: BUSINESS ROLES**

3.1 List FOUR steps in problem-solving. (4)

3.2 Outline the rights and responsibilities of citizens. (4)

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

**TUMI MAYENDE BRAAI (TMB)**

Tumi Mayende Braai feels the pressure when their food becomes rotten due to not having electricity. They are closed during load shedding because of health and safety concerns.

3.3.1 Identify TWO crisis situations in the scenario above. (2)

3.3.2 Define the term *crisis*. (2)

3.3.3 Suggest ways in which TMB can deal with business-related crisis in the workplace. (6)

3.4 Discuss the functions of workplace forums on businesses. (6)

- 3.5 Identify the stages of team development illustrated in the following statements:
- 3.5.1 Team members have differences of opinion but resolve them quickly in order to achieve their goals.
- 3.5.2 Team members are comfortable and learn more about each other.
- 3.5.3 Team members are not working together as they are competing for the team leader's position. (3 x 2) (6)
- 3.6 Describe strategies businesses can use to deal with affirmative action. (4)
- 3.7 Recommend ways in which businesses can play a role in the social and economic development of communities. (6)
- [40]**

#### QUESTION 4: MISCELLANEOUS TOPICS

##### BUSINESS VENTURES

- 4.1 List THREE factors that influence the choice of funding. (3)
- 4.2. Read the scenario below and answer the question that follows.

**TENGO & CASH ATTORNEYS (T&C)**

T&C performed the following activities for their business during January 2019. Tingo registered the business in the first week. Second week, Cash organised a building for rental. Third week, Tingo recruited clerks for the business.

- 4.2.1 Draw up a Gantt chart using the information given in the scenario above.

Use the table below as a guide to answer QUESTION 4.2.1.

ACTIVITY	WEEK			PERSON RESPONSIBLE

- 4.3 Recommend steps in writing a report. (6)



**BUSINESS ROLES**

- 4.4 List FOUR causes of conflict in the workplace. (4)
- 4.5 State the problem-solving technique presented in EACH of the following statements:
- 4.5.1 King Consulting has listed the advantages and disadvantages of changing their business structure.
- 4.5.2 King Consultants requested experts to complete a questionnaire on how to solve their business problems. (2 x 2) (4)
- 4.6 Explain the advantages of creative thinking in the workplace. (8)
- 4.7 Suggest reasons why businesses have to become involved in social programmes. (6)
- [40]**

**TOTAL SECTION B: 80**

**SECTION C**

Answer any ONE question in this section.

**NOTE:** Clearly indicate the QUESTION NUMBER of each question chosen. The answer to EACH question must start on a NEW page, for example QUESTION 5 on a NEW page or QUESTION 6 on a NEW page.

**QUESTION 5: BUSINESS VENTURES (FORMS OF OWNERSHIP)****JUNIOR JOHNSON ENTERPRISE (JJE)**

Junior and Johnson are partners and they want to increase their wealth and capital by investing in a business where there is a limited liability clause. They want to change from a partnership to a public company but they do not understand the registration procedures, including the Memorandum of Incorporation.

As a business analyst you are required to advise JJE on the following:

- Outline the aspects that must be included in their prospectus
- Explain the legal requirements of the name of the company
- Discuss the benefit of establishing a company over other forms of ownership
- Advise JJE on the contents that must be included in the Memorandum of Incorporation

[40]

**QUESTION 6: BUSINESS ROLES (PROFESSIONALISM AND ETHICS)**

The South African Constitution provides an ethical basis for fair treatment and good governance. Credibility is the most important aspect of the business to ensure that laws are upheld to support ethical values of individuals and businesses. Each profession has its own code of conduct.

As an expert in business ethics and professionalism, write an essay on the following:

- Distinguish between *professionalism* and *ethics*
- Explain the principles of professionalism
- Discuss the benefits of ethical business ventures
- Recommend ways in which professional, responsible, ethical and effective business practices should be conducted.

[40]

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











