



Province of the  
**EASTERN CAPE**  
EDUCATION

**NATIONAL  
SENIOR CERTIFICATE**

**GRADE 10**

**NOVEMBER 2019**

**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.  
  
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 two questions in this section.
2. Read the instructions for each question carefully and take 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 for mark and time allocation when answering each question.

SECTION	QUESTION	MARKS	TIME (minutes)
<b>A: Objective-type questions COMPULSORY</b>	1	30	20
<b>B: THREE direct/indirect-type questions CHOICE: Answer any TWO.</b>	2	40	35
	3	40	35
	4	40	35
<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 The ... environment is the internal environment of the business.

- A micro
- B market
- C macro
- D workspace

1.1.2 The money needed to buy a vehicle and equipment for the business is called ...

- A current capital.
- B working capital.
- C fixed capital.
- D short-term capital.

1.1.3. Courtney is part of the ... function and she must therefore decide on the best way to advertise the products of the business.

- A human resources
- B public relations
- C purchasing
- D marketing

1.1.4 Sammy sells drugs and invests the profit of his illegal activities in a construction business to cover his illegal activities. This is called ...

- A bootlegging.
- B money laundering.
- C pyramid scheme.
- D counterfeiting.

1.1.5 To pay employees fair remuneration is a quality indicator of the ...

- A financial department.
- B general management.
- C administration department.
- D human resources department.

(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.

private; go-slow; data; lock-out; cash; tender; public; invoice; credit; information
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- 1.2.1 A ... payment is when you buy stock and pay at a later stage.
- 1.2.2 The management report presented to shareholders at the Annual General Meeting is an example of ...
- 1.2.3 The purchasing manager can find the best price for a product by asking suppliers for a ...
- 1.2.4 Eskom is part of the ... sector because it is controlled by the government.
- 1.2.5 A ... is an industrial action taken by employers to prevent damages. (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	Technological resource	A	Caring Mandy is a not formally registered day-care facility
1.3.2	Threat	B	employees lack the necessary skills
1.3.3	Informal sector	C	to have a good relationship with your employees
1.3.4	Internal public relations	D	Jumping Jack is a registered play school for children
1.3.5	Vision	E	a supplier goes bankrupt
		F	to have a good relationship with your suppliers
		G	a new computer for the general manager
		H	to be the biggest and most preferred coffee shop in King William’s Town
		I	intellectual property and software licences
		J	to add two new items to your menu by the end of the month

(5 x 2) (10)

**TOTAL SECTION A: 30**

**SECTION B**

Answer any TWO questions from 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, et cetera.

**QUESTION 2: BUSINESS ENVIRONMENTS**

- 2.1 List THREE components of the market environment. (3)
- 2.2 Explain the purpose of the organisational culture. (4)
- 2.3 Read the scenario below and answer the questions that follow.

<b>BANZO TRANSPORT SERVICES (BTS)</b>
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<p>Banzo Transport Services (BTS) is based in East London. They transport big and small parcels to different locations in the Eastern Cape. BTS has proven itself as a company always willing to go the extra mile.</p>
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- 2.3.1 Name the business sector in which BTS operates. Motivate your answer by quoting from the scenario above. (3)
- 2.3.2 Explain the TWO other business sectors and give ONE example of each sector.

Use the table below to answer this question.

SECTORS	EXPLANATION	EXAMPLE
(a)		
(b)		
(2)	(2)	(2)

- 2.4 Differentiate between *leadership* and *management*. (4)
- 2.5 Discuss the impact of crime on the business. (6)
- 2.6 Explain the negative impact of HIV/Aids on the business. (6)
- 2.7 Advise businesses on how to promote inclusivity in the workplace. (8)

**[40]**

**QUESTION 3: BUSINESS OPERATIONS**

3.1. Mention THREE factors that influence the organisational structure of a business. (3)

3.2 Identify the business function in EACH statement below.

3.2.1 They oversee the activities of the other functions so that the business can achieve its objectives.

3.2.2 They are responsible for creating and maintaining a positive public image.

3.2.3 The process of converting raw materials into finished goods. (3 x 2) (6)

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

**JL LTD**

Sharon works for JL Ltd, a leading clothing retailer. She was promoted from supervisor to administration manager. She is now in charge of 30 people in her department.

3.3.1 Identify Sharon's new management level. Motivate your answer by quoting from the scenario above. (3)

3.3.2 Explain her responsibilities on the management level identified in QUESTION 3.3.1. (6)

3.4 Describe TWO methods of carrying out public relations. (6)

3.5 Discuss the importance of quality for businesses. (4)

3.6 Differentiate between *quality control* and *quality assurance*. (4)

3.7 Evaluate the impact of the National Consumer Protection Act (CPA) on businesses. (8)

**[40]**

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

- 4.1 Give the meaning of *poverty*. (2)
- 4.2 Read the scenario below and answer the questions that follow.

**JIMMY'S CD'S (JCD)**

Jimmy downloads copyrighted music and movies from the internet. He then sells these CDs at a discounted price in Queenstown. The CDs look legitimate, but are not.

- 4.2.1 Identify the socio-economic issue in the scenario above. (2)
- 4.2.2 Discuss TWO solutions to the issue identified in QUESTION 4.2.1. (8)
- 4.3 Distinguish between the *private* and *public sectors*. (8)

**BUSINESS OPERATIONS**

- 4.4 List the FOUR main tasks of management. (4)
- 4.5 Describe ONE type of organisational structure. (4)
- 4.6 Identify the source of financing represented in EACH statement below.
- 4.6.1 Good Fellows Bank allows Funky Fashions to withdraw a negotiated amount which is more than the money that is in their cheque account. (4)
- 4.6.2 Corner Café pays Tasco Services to use a cash register for a specified period of time. (2 x 2) (4)
- 4.7 Advise businesses on the correlation between the success of the business and management. (8)

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

**SECTION C**

Answer ONE question in this section.

**NOTE:** Clearly indicate the QUESTION NUMBER of the question chosen. The answer to the 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 ENVIRONMENTS**

The business is influenced by many internal and external factors. Management must know how to identify problems and address the issues.

Write a detailed report on the following aspects:

- Elaborate on the meaning of the *market environment*
- Discuss FIVE components of the macro environment
- Explain the reasons why the macro environment can be a challenge to businesses
- Advise businesses on the interrelationship between the micro, market and macro environment

[40]

**QUESTION 6: BUSINESS OPERATIONS**

In order for the business to be successful, strong financial control is necessary. Incorrect stock levels can also cause the failure of the business.

Keeping the above scenario in mind, write a report on the following aspects:

- Outline the responsibilities of credit providers according to the National Credit Act
- Discuss the importance of stock control
- Explain THREE reasons why a business may need finance
- Advise businesses on the importance of quality in a healthy financial function

[40]

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













