



NATIONAL SENIOR CERTIFICATE EXAMINATION
EXEMPLAR 2008

BUSINESS STUDIES: PAPER I

EXAMINATION NUMBER

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Time: 2 hours

200 marks

ANSWER BOOKLET

SECTION A

QUESTION 1

Indicate the **most correct** answer by making a cross (X) in the column over the corresponding letter for each question.

1.1	A	B	C	D
1.2	A	B	C	D
1.3	A	B	C	D
1.4	A	B	C	D
1.5	A	B	C	D
1.6	A	B	C	D
1.7	A	B	C	D
1.8	A	B	C	D
1.9	A	B	C	D
1.10	A	B	C	D

20 marks

QUESTION 2

2.1
2.2
2.3
2.4
2.5
2.6

12 marks

QUESTION 3

3.1	
3.2	
3.3	
3.4	
3.5	
3.6	
3.7	
3.8	
3.9	

18 marks

Total for Section A: 50 Marks

SECTION B

QUESTION 4

4.1.1

Interest group/ stakeholder	Typical demand

(12)

QUESTION 6

6.3.1

Challenge from the market environment	Appropriate strategy using Porter's Five Forces Model

(12)