

Time: 1½ Hours

Marks: 150

Instructions

1. This answer book consists of 7 pages. Please check that your answer book is complete.
2. Read the questions carefully.
4. Please answer in **pencil**.
5. It is in your own interest to write legible.
6. The allocation of marks and the appropriate time to be taken for each question are as follows:

Q	Topic	LO: AS	Possible Marks	Actual Marks
Section A				
1.	Multiple choice	LO 1, LO 2, LO 3	10	
2.	True and False	LO 1, LO 2, LO 3	8	
3.	Match the columns	LO 1, LO 2, LO 3	10	
4.	Fill in the missing words	LO 1, LO 2, LO 3	7	
Section B				
5.	Business Environments	LO 1	36	
6.	Business Ventures	LO 2	16	
7.	Business Roles	LO 3	28	
Section C – Long questions (Answer either Q8 OR Q9) -				
8.	Franchising	LO 2	20	
9.	Forms of Ownership			
10.	SWOT	LO 2	15	
			150	

SECTION A

Question 1: Multiple choice

(10 marks, 6 minutes)

1.1.	
1.2.	
1.3.	
1.4.	
1.5.	

(5 x 2 = 10)

Question 2: True and false

(8 marks, 5 minutes)

	True/False	Reason (only if false)
2.1.		
2.2.		
2.3.		
2.4.		
2.5.		

(8 x 1 = 8)

Question 3: Match the columns

(10 marks, 6 minutes)

3.1.	
3.2.	
3.3.	
3.4.	
3.5.	

(5 x 2 = 10)

Question 4: Fill in the missing words

(7 marks, 4 minutes)

4.1.	4.1.1.	
	4.1.2.	
4.2.	4.2.1.	
	4.2.2.	
4.3.	4.3.	
4.4.	4.4.1.	
	4.4.2.	

(7 x 1 = 7)

[SECTION TOTAL: 35 marks]

SECTION B

Question 5: Business environments

(36 marks, 22 minutes)

5.1. Sector:
Reason:

(3)

5.2. P:
P:
P:
P:

(4)

5.3.

•

(8)

5.4.

•

(16)

5.5.

Most important:

(4)

5.4. Repo Rate:

(1)

Question 6: Business ventures

(16 marks, 9 minutes)

6.1.1. Competitive advantage: (2)

6.2.1. Target market: (2)

6.2. LRA:
Purpose:

BCEA:
Purpose: (6)

6.3. Lease agreement:

Hire Purchase: (6)

[16]

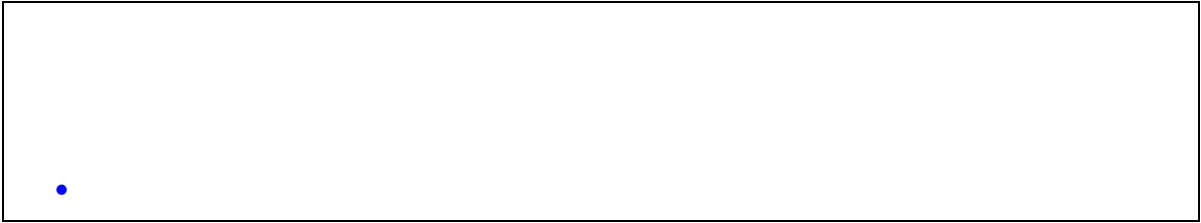
Question 7: Business roles

(28 marks, 17 minutes)

7.1. (3)

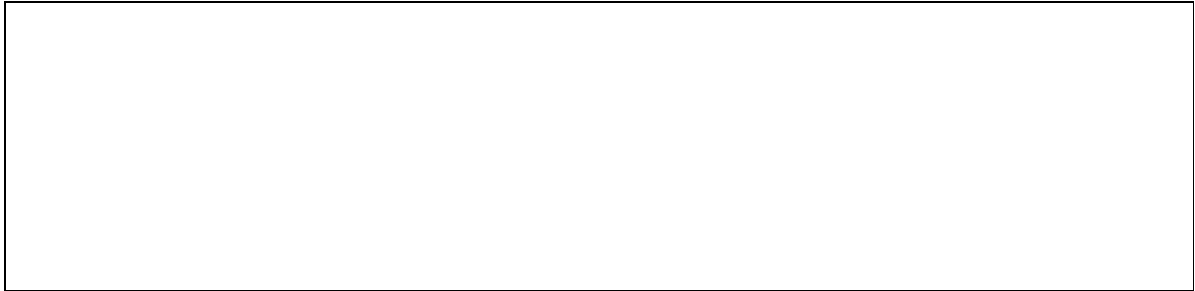
7.2. (5)

7.3.



(4)

7.4.1.



(5)

7.4.2.



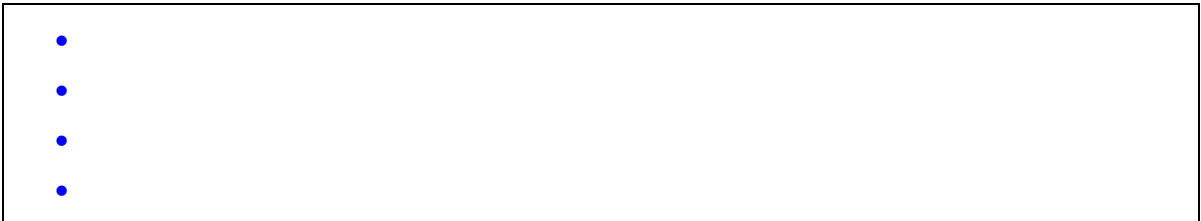
(5)

7.5.



(2)

7.6.



(4)

[28]

[SECTION TOTAL: 80 marks]

Question 10: SWOT (Compulsory)

(15 marks, 9 minutes)



(15)

[SECTION TOTAL: 35 marks]

GRAND TOTAL: 150 Marks