

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 C – Long questions (Answer either Q8 OR Q9) -				
5.	Business Environments	LO 1	36	
6.	Business Ventures	LO 2	16	
7.	Business Roles	LO 3	28	
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.	A✓✓
1.2.	C✓✓
1.3.	B✓✓
1.4.	A✓✓
1.5.	C✓✓

(5 x 2 = 10)

Question 2: True and false

(8 marks, 5 minutes)

	True/False	Reason (only if false)
2.1.	True✓	
2.2.	True✓	
2.3.	False✓	Disadvantage of a partnership✓
2.4.	False✓	Part of the Marketing Plan✓
2.5.	False✓	Negative effect✓

(8 x 1 = 8)

Question 3: Match the columns

(10 marks, 6 minutes)

3.1.	I✓✓
3.2.	D✓✓
3.3.	B✓✓
3.4.	E✓✓
3.5.	J✓✓

(5 x 2 = 10)

Question 4: Fill in the missing words

(7 marks, 4 minutes)

4.1.	4.1.1.	data✓
	4.1.2.	information✓
4.2.	4.2.1.	goods✓
	4.2.2.	services✓
4.3.	4.3.	Individuals / groups ✓
4.4.	4.4.1.	Success ✓
	4.4.2.	Experience ✓

(7 x 1 = 7)

[SECTION TOTAL: 35 marks]

SECTION B

Question 5: Business environments

(36 marks, 22 minutes)

- 5.1. Sector: Primary sector✓
Reason: mining and/or agriculture✓✓ (3)
- 5.2. P: Product✓
P: Place✓
P: Price✓
P: Promotional strategy✓ (4)
- 5.3.
 - Competitors✓ – those who sell the same or similar goods or services✓
 - Customers✓ – those people who you sell your goods and services to✓
 - Suppliers✓ – the people you purchase goods or services from✓
 - Intermediaries✓ - facilitates normal business facilities✓ (8)
- 5.4.
 - AIDS✓ – disease that kills. Causes increased absenteeism and high staff turnover✓✓✓
 - Crime✓ - theft by employees or theft against the business. Insurance costs increase, safety of employees needs attention etc. ✓✓✓
 - Poverty✓ – people living below the breadline✓. There is a social obligation to assist local communities✓✓
 - Unemployment✓ - too many people with too few jobs. ✓ Anglo under pressure to employ more people✓✓
IF LINK 2 or MORE COMCEPTS – CAN GET MARKS [maximum 16] (16)
- 5.5.
 - Labour✓
 - Capital✓
 - Entrepreneurship✓Most important: Entrepreneurship✓ (4)
- 5.4. Repo Rate: 7.5%✓ (1)

[36]

Question 6: Business ventures

(16 marks, 9 minutes)

6.1.1. Competitive advantage: That aspect that makes your product unique or will sell your product ahead of someone else's. ✓✓ (2)

6.2.1. Target market: The section of the population that your marketing campaign aims to attract. ✓✓ (2)

6.2. LRA: Labour Relations Act ✓
Purpose: Govern the relationship between employee and employer ✓✓

BCEA: Basic conditions of Employment Act ✓
Purpose: Sets out minimum conditions that employees can expect from their employers. E.g. minimum safety requirements and minimum wage. ✓✓ (6)

6.3. Lease agreement: Ownership remains ✓ with the supplier of the goods or services ✓. Once agreement has been fulfilled. Goods are returned to the supplier. ✓

Hire Purchase: Ownership is transferred ✓ from the seller to the buyer ✓ upon final payment of the HP contract. ✓ (6)

[16]

Question 7: Business roles

(28 marks, 17 minutes)

7.1.

- Set GOALS ✓
- Create a PLAN ✓
- Take ACTION ✓ (sequence is important)

 (3)

7.2.

- Too much to do, too little time ✓
- I will do that later (tomorrow) ✓
- I don't feel like doing it now ✓
- I'll just do this first, and then... ✓
- I just don't have enough time to finish ✓

 (5)

- 7.3.
- Smile✓
 - Greet first✓
 - Remember names✓
 - Positive body language✓
- (4)

- 7.4.1.
- | | |
|--|--|
| <ul style="list-style-type: none">• Keeping up-to-date with work✓• Handling customer requests✓• Meeting deadlines✓• Lack of leadership and management skills• Lack of a clearly defined organisational structure | <ul style="list-style-type: none">• Conflict between employers and employees• Conflict among employees✓• Travelling to and from work✓• Restructuring and retrenchments• Promotions |
|--|--|
- (5)

- 7.4.2.
- Recognise & acknowledge✓
 - Learn to be assertive to be able to say "NO" ✓
 - See problems as opportunities✓
 - Choose to be positive✓
 - Identify the causes of –✓
 - ANY OTHER ACCEPTABLE ANSWER
- (5)

- 7.5.
- Communication✓
 - Size✓
- (2)

- 7.6.
- Forming✓
 - Storming✓
 - Norming✓
 - Performing✓
- (4)

[28]

[SECTION TOTAL: 80 marks]

SECTION C

Question 8 OR 9: (please indicate your choice) _____

(20 marks, 12 minutes)

Introduction (1 mark)
Body: 9 valid points
IF ANSWERED Q 8 – Must have at least 4 advantages and 4 disadvantages
IF ANSWERED Q 9 – Must have at least 4 advantages and 4 disadvantages – NB must be Of a public company over a CC
(9 facts x 2 = 18 marks)
Conclusion (1 marks)

(20)

Question 10: SWOT (Compulsory)

(15 marks, 9 minutes)

STRENGTHS (min 3 valid strengths)	WEAKNESSES (min 3 valid weaknesses)
OPPORTUNITIES (min 3 valid opportunities)	THREATS (min 3 valid threats)
Final 3 points can be shared or focused in one area	
(15 x 1 = 15 marks)	

(15)

[SECTION TOTAL: 35 marks]

GRAND TOTAL: 150 Marks