



education

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NORTH WEST PROVINCE**

PROVINCIAL ASSESSMENT

GRADE 11

BUSINESS STUDIES P2

NOVEMBER 2019

MARKS: 150

TIME: 2 hours

This question paper consists of 10 pages.

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: (Business Environment and Business Operations)

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 **ONE** of the two questions from this section.

2. Read the instructions for each question carefully and take particular note of what is required.
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 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 a guide for mark and time allocation when answering each question.

SECTION	QUESTION	MARKS	TIME (Minutes)
A: Objective-type questions COMPULSORY	1	30	30
B: THREE direct/indirect type questions CHOICE: Answer any TWO.	2	40	30
	3	40	30
	4	40	30
C: TWO essay-type questions CHOICE: Answer ONE.	5	40	30
	6	40	30
TOTAL		150	120

7. Begin the answer to **EACH** question on a **NEW** page, for example **QUESTION 1** – new page, **QUESTION 2** – new page, etc.
8. You may use a non-programmable calculator.
9. Write neatly and legibly.

QUESTION 1

1.1 Four options are provided as possible answers to the following questions. Choose the correct answer and write only the letter (A–D) next to the question number (1.1.1 to 1.1.8) in the ANSWER BOOK, for example 1.1.6 A

1.1.1 A partnership has...

- A limited liability and limited continuity.
- B unlimited liability and unlimited continuity.
- C limited liability and unlimited continuity.
- D unlimited liability and limited continuity.

1.1.2 An advantage of using own funds as a source of funding for for the business:

- A No interest is paid on the funds.
- B Low interest is paid on the funds.
- C Low interest can be negotiated.
- D No interest is paid in the first year.

1.1.3 Interacting with others to exchange ideas and information and to develop professional contacts, is known as...

- A networking.
- B lobbying.
- C merging.
- D takeovers.

1.1.4 Pro-bono work...

- A is a means of solving problems or dealing with difficult situations.
- B is work undertaken without charge, especially for a client on low income.
- C means things given in order to help achieve or provide.
- D is training, counselling and guiding someone who is less experienced in something.

1.1.5 Kentucky Fried Chicken and McDonalds are examples of...

- A chain stores.
- B retailers.
- C franchises.
- D outsourcing businesses.

(5 x 2) (10)

- 1.2 Complete the following statements by using the words provided in the list below. Write only the word(s) next to the question number (1.2.1 to 1.2.5) in the ANSWER BOOK.

partnership articles; employment contract; acquisition; Junguian; alliances; memorandum of incorporation; indigenous; code of ethics; decision-making; Belbin.
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- 1.2.1 ... takes place when one business buys another business.
- 1.2.2 ... is used to register companies.
- 1.2.3 Masego applied an old idea to solve her business problems. This is an example of ... knowledge.
- 1.2.4 The ... is used to check if a particular action is ethical.
- 1.2.5 The ... team dynamic theory focuses on team's attitude and functions.

(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 numbers (1.3.1 to 1.3.15) in the ANSWER BOOK, eg. 1.3.6 K.

COLUMN A		COLUMN B	
1.3.1	Unethical business practice	A	short term loan from bank
1.3.2	Grievance	B	discloses information about a product's ingredients
1.3.3	Dumping	C	long term loan from bank
1.3.4	Strategic alliance management	D	over-emphasises product information that has not been tested
1.3.5	Bank overdraft	E	an employee's complaint relating to poor working conditions
		F	an example of power relations
		G	an example of group consensus
		H	a manufacturer in one country exports goods to another country at a price that is much lower than the price it charges in its home market
		I	a disagreement between two people
		J	a license to use the name, idea and processes of an existing business in a specific geographic area

(5 x 2) (10)

TOTAL SECTION A: 30

SECTION B

Answer TWO questions in Section B

QUESTION 2: BUSINESS VENTURES

2.1 State THREE key success factors for a business venture. (3)

2.2 Read the scenario and answer the questions.

CORLIA BUSINESS CENTRE

Corlia worked as teacher for many years and realized that many small businesses struggled to complete business documents. She took it upon herself to open a business centre to assist small businesses with completing their business profiles.

2.2.1 Quote from the scenario why Corlia would be classified as an entrepreneur. (1)

2.2.2 List other FOUR qualities of an entrepreneur. (4)

2.3 Outline FOUR factors that must be considered before starting a business. (8)

2.4 Read the scenario and answer the questions.

OLIVE EXHAUST CENTRE (OEC)

Olive has a good business idea to sell car replacement parts to keep cars in good running condition. She received a small loan from her local bank in Mahikeng. She needs more funding to set up her business and has no knowledge in transforming her business plan into an action plan.

2.4.1 Elaborate on the meaning of an *action plan*. (4)

2.4.2 Explain the importance of an action plan. (8)

2.4.3 Recommend FOUR other sources of financing Olive can use. (8)

2.5 Suggest TWO reasons why an entrepreneur may decide to purchase an existing business. (4)

[40]

QUESTION 3: BUSINESS ROLES

3.1 Read the scenario and answer the questions.

NGOBENI EMERGENCY AND MEDICAL RESCUE SERVICES

Employees of Ngobeni EMR Services have been working in a stressful environment over the years. Ambulance personnel are often robbed off medical apparatus and personal belongings when they respond to late-night emergency calls. The management of Ngobeni EMR is considering making a few changes in their business but is worried that some employees may resist change.

- 3.1.1 Describe the term *stressful* work environment. (4)
- 3.1.2 Motivate how the working hours of Ngobeni EMR employees can contribute to their stress levels. (4)
- 3.1.3 Explain reasons why some of the employees might resist change. (12)

3.2 Read the scenario and answer the questions that follow.

Mpho, the manager of Maseko Paint, wants to improve the quality of their paints because of various complaints from their customers. Mpho has requested a group of business experts to complete questionnaires to help solve the problem.

- 3.2.1 Identify the problem-solving technique used by Mpho to solve their problem. Motivate your answer. (2)
- 3.2.2 Explain to Mpho the advantages of the problem-solving technique identified in QUESTION 3.2.1 (6)
- 3.2.3 Describe the concept *creative thinking*. (2)
- 3.2.4 Explain FIVE mental blocks that can prevent people from recognising a problem correctly or finding a solution to that problem. (10)
- [40]**

QUESTION 4: MISCELLANEOUS TOPICS**BUSINESS VENTURES**

- 4.1 Identify the visual aid which are applicable to each of the statements below:
- 4.1.1 It is used when the information is too detailed and the presenter wants the audience to have a full record of the presentation.
 - 4.1.2 It is used when displaying a process or procedure.
 - 4.1.3 Slides with information projected onto a screen.
 - 4.1.4 It is used to visualise a whole unit and the proportions of its components. (8)
- 4.2 Elaborate on the differences between verbal and non-verbal communication. (4)
- 4.3 Discuss the benefits of establishing a company versus other forms of ownership. (8)

BUSINESS ROLES

- 4.4 Distinguish between *ethics* and *professionalism*. (8)
- 4.5 Suggest ways in which professional, responsible, ethical and effective business practices should be conducted. (6)
- 4.6 Advise businesses on the role of workplace forums. (6)
- [40]**

TOTAL SECTION B: 80

SECTION C

Answer ONE question from this section.

NOTE: Clearly indicate the QUESTION NUMBER of the question chosen. The answer to the chosen question must start on a NEW page e.g. QUESTION 5 on a NEW page.

QUESTION 5: BUSINESS VENTURES**ORLEM BEAUTY TREATS**

Orefile and Lemogang have been running a beauty parlour for the past five years. They both agree that they want to expand their business. Lemogang suggests that they open more branches in other towns. Orefile thinks it would be better to register their business as a franchise. They decided that they need more information about a franchise business.

Orlem Beauty Treats contacted you as a business advisor to provide them with more information. Your report must include the following:

- Elaborate on the meaning of a franchise.
- Evaluate a franchise as a business model.
- Discuss the TWO parties involved in a franchise.
- Advise Orlem Beauty Treats on the contractual implications of a franchise.

[40]

QUESTION 6: BUSINESS ROLES**MADIBA CONSTRUCTION**

Zwele and Mpho are old school friends and after graduating in Construction Engineering and Business Management respectively, they decided to start a construction business. They are regularly in conflict with each other and their labour force. They are not working well together and their business is suffering because of it.

Refer to the scenario above and write an essay in which you include the following aspects:

- Define the concept *conflict*.
- Outline SIX possible causes of conflict.
- Discuss the FOUR stages of team development.
- Explain the components of a balanced team according to the Belbin role theory.

[40]

TOTAL SECTION C: 40

GRAND TOTAL: 150