



education

Department:
Education
North West Provincial Government
REPUBLIC OF SOUTH AFRICA

PROVINCIAL ASSESSMENT

GRADE 10

BUSINESS STUDIES P2

NOVEMBER 2024

MARKS: 150

TIME: 2 hours

This question paper consists of 10 pages.

INSTRUCTIONS AND INFORMATION

Read the following instructions carefully before answering the questions.

- This question paper consists of **THREE** sections and covers **TWO** main topics

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 the two questions in this section.

- Read the instructions for each question carefully and take note of what is required.

Note that **ONLY** the answers to the first **TWO** questions selected in **SECTION B** and the answers to the **FIRST** question selected in **SECTION C** will be marked.

- Number the answers correctly according to the numbering system used in this questionpaper. **NO** marks will be awarded for answers that are numbered incorrectly.
- Except where other instructions are given, answers must be written in full sentences.
- Use the mark allocation and nature of each question to determine the length and depth of an answer.
- 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	20
B:	THREE direct/indirect type questions CHOICE: Answer any TWO	2	40	70
		3	40	
		4	40	
C:	TWO essay-type questions CHOICE: Answer any ONE.	5	40	30
		6	40	
TOTAL			100	120

- Begin the answer to **EACH** question on a **NEW** page, e.g. **QUESTION 1** – new page, **QUESTION 2** – new page.
- You may use a non-programmable calculator.
- 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 numbers (1.1.1 to 1.1.5) in the ANSWER BOOK, e.g. 1.1.6 D.

1.1.1 The name of a state-owned company ends with the letters ...

- A (Pty) Ltd.
- B Ltd.
- C Inc.
- D SOC Ltd

1.1.2 ... are designed to collect information from people, in writing, about their attitudes, preference, level of knowledge, personalities and/or beliefs.

- A Interviews
- B Questionnaires
- C Focus groups
- D Observations

1.1.3 An example of a verbal presentation.

- A Delivering a speech in front of an audience.
- B Sending a business report via email.
- C Giving handouts at the start of a meeting.
- D Putting up a poster with the newly updated laws on the wall.

1.1.4 The ... technique links key concepts using images and lines to a central concept.

- A Delphi
- B Brainstorming
- C Nominal group
- D Mind-mapping

1.1.5 An initiative to address inclusivity in the workplace.

- A Provide sick workers with ARVs.
- B Woolworths is donating food parcels to schools.
- C Management should educate workers on the benefits of diversity in the workplace.
- D Businesses you start recycling glass and paper.

(5 × 2) (10)

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

gambling;	shareholders	vision;	potential market;	mission;
target market;	flip chart;	crime;	data projector;	directors

- 1.2.1 ... refers to where the business sees itself in the future.
- 1.2.2 A non-profit company's managers are called ...
- 1.2.3 Offering financial literacy to your workers is a possible initiative to address ...
- 1.2.4 ... can be used when presenting to a small group of people.
- 1.2.5 The ... is a specific group of customers at which a company aims to sell its products and services.

(5 × 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 numbers (1.3.1 to 1.3.5) in the ANSWER BOOK, e.g. 1.3.6 K.

COLUMN A	COLUMN B
1.3.1 Chief Executive Officer	A A technique used to look at the driving and restraining forces of a change.
1.3.2 Initiative to address unemployment	B Part of middle management, the link between the top and lower levels of the team.
1.3.3 Limited liability	C The business should provide skills development programs through learnerships.
1.3.4 Interactive whiteboard	D An expensive type of visual aid that requires the use of electricity.
1.3.5 Force field analysis	E Shareholders' personal assets may be seized to pay for the debts of the business.
	F The business should develop strategies to deal with stigma and discrimination.
	G Shareholders may only lose the capital they invested to pay for the debts of the businesses.
	H A technique used to make a choice by having a discussion in your head.
	I Part of top management, the highest level of a hierarchy in a team.
	J A cheap type of visual aid and it does not require any electricity.

(5 x 2) (10)

TOTAL SECTION A: 30

SECTION B

Answer ANY TWO questions in 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, e.g. QUESTION 2 on a NEW page, QUESTION 3 on a NEW page.

QUESTION 2: BUSINESS VENTURES

- 2.1 Name any FOUR types of co-operatives. (4)
- 2.2 Outline the characteristics of a sole trader. (6)
- 2.3 Differentiate between a private and a personal liability company. (4)
- 2.4 Read the scenario below and answer the questions that follow.

PRIMAX STORES (PS)

Susan is marketing manager at Primax Stores. She made a presentation to the board of directors. She distributed hard copies of the sales figures to them before the start of her presentation.

- 2.4.1 Identify the visual aid that Susan used during her presentation. (2)
- 2.4.2 Advise PS on the importance of graphs, diagrams, symbols and pictures. (4)
- 2.5 Discuss factors that must be considered when preparing for a verbal presentation. (6)
- 2.6 Read the scenario below and answer the questions that follow.

MARIA'S PIZZA (MP)

Maria wants to start her new pizzeria business. She does not know where to start and friends advised her to draw up a business plan.

- 2.6.1 State any FOUR components of the business plan. (4)
- 2.7 Describe protocol for conducting research. (6)
- 2.8 Advise businesses on the importance of assessing needs and desires in identifying a business opportunity. (4)

[40]

QUESTION 3: BUSINESS ROLES

- 3.1 Name any FOUR steps of the problem-solving cycle. (4)
- 3.2 Outline the advantages of creative thinking. (6)
- 3.3 Read the scenario below and answer the questions that follow.

SUNSHINE SWEETS (SS)

Sunshine Sweets want to change some of their products. The marketing team asked the employees to suggest new ideas aloud in a large group. The manager of SS also asked experts to make suggestions by means of a questionnaire. These ideas were used to inspire new thoughts.

- 3.3.1 Identify the problem-solving techniques used by SS in the scenario above. Motivate your answer by quoting from the scenario above.

Use the table below as a GUIDE to answer QUESTION 3.3.1.

PROBLEM-SOLVING TECHNIQUES	MOTIVATIONS
1.	
2.	

- 3.3.2 Describe to SS how to apply ONE of problem-solving techniques identified in QUESTION 3.3.1 above. (6)
- 3.4 Suggest ways in which creative business opportunities can realistically be implemented. (4)
- 3.5 Elaborate on the meaning of interpersonal relationships in the workplace. (4)
- 3.6 Define the term *social responsibility* and give practical examples. (6)
- 3.7 Recommend initiatives the business can take to address poverty as a socio-economic issue. (4)

[40]

QUESTION 4: MISCELLANEOUS TOPICS**BUSINESS VENTURES**

- 4.1 State any FOUR types of legal requirements of a business. (4)
- 4.2 Outline factors that must be considered when designing a presentation. (4)
- 4.3 Read the scenario below and answer the questions that follow.

NETFLIX (N)

Netflix is a popular American media services provider and production company founded in 1997. The marketing team of Netflix completed their environmental scanning and found the following:

- Netflix is available in over 190 countries, giving it a global reach.
- Netflix can partner with internet service providers to offer combo service which will include both internet and Netflix subscriptions.
- Streaming services such as Disney+ and Showmax compete for viewers' subscriptions.
- Netflix still relies heavily on licensing agreements with studios to offer popular TV shows and movies.
- To help the company diversify and attract more customers, it could explore video games and virtual reality.
- Netflix has over 222 million subscribers worldwide, giving it a strong financial foundation and allows it to invest in more content.
- Netflix does not show any traditional adverts on its platform, limiting its advertising income potential.
- Online piracy impacts Netflix significantly, as users can access pirated content for free.

- 4.3.1 Compile a SWOT analysis from the given scenario. (8)
- 4.4. Advise businesses on the advantages of a public company. (4)

BUSINESS ROLES

- 4.5 Elaborate on the meaning of *creative thinking*. (4)
- 4.6 Distinguish between problem-solving and decision-making. (4)
- 4.7 Explain how businesses can use creative thinking to generate entrepreneurial opportunities. (6)
- 4.8 Read the following and answer the questions that follow.

LINDA'S FASHION FACTORY (LFF)

Linda's Fashion Factory offers top international and national brands in fashion wear, sportswear, luggage and accessories at unbeatable prices. LFF realised that HIV/Aids impacts both their clients and their workers and decided that their business wants to be involved in CSR programmes.

- 4.8.1 Define the meaning of Corporate Social Responsibility. (2)
- 4.8.2 Recommend initiatives that can be used to address HIV/Aids as a socio-economic issue. (4)
- [40]**

TOTAL SECTION B: 80

SECTION C

Answer ANY ONE question in this section.

NOTE: Clearly indicate the QUESTION NUMBER of the chosen question. The answer to the question must start on a NEW page, e.g. QUESTION 5 on a NEW page, QUESTION 6 on a NEW page.

QUESTION 5: BUSINESS VENTURES (BUSINESS PLAN)

A business plan is a plan to turn an idea into a workable plan. Entrepreneurs know the importance of a business plan when starting a business. It is of utmost importance to do proper market research and to determine who your competitors are so that the business can develop strategies to overcome competition.

Write an essay on the business plan in which you include the following aspects:

- Outline the importance of a marketing plan and market research.
- Explain the meaning of a marketing mix with specific reference to any FOUR of the 7p's.
- Explain the importance of a business plan.
- Recommend strategies to overcome competition in the market.

[40]**QUESTION 6: BUSINESS ROLES (RELATIONSHIPS AND TEAM PERFORMANCE)**

Teamwork is when two or more people work together for a common goal can be advantageous for any business. To set up a successful team, the manager needs to consider the criteria for successful team performance. Managers needs to be aware of the factors that can influence team relationships and need to create an environment that enables teams to work effectively.

Write an essay on the relationships and team performance in which you include the following aspects:

- Outline the benefits of teamwork.
- Explain any THREE criteria for successful team performance.
- Describe any THREE factors that can influence team relationships.
- Suggest ways in which businesses can create an environment that enables teams to work effectively.

[40]

TOTAL SECTION C: 40
GRAND TOTAL 150