



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 11

BUSINESS STUDIES P2
EXEMPLAR NOVEMBER 2019

MARKS: 150

TIME: 2 hours

This question paper consists of 9 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.

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 in 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 written 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	20
B: THREE direct/indirect- type questions CHOICE: Answer any TWO.	2	40	35
	3	40	35
	4	40	35
C: TWO essay-type questions CHOICE: Answer any ONE.	5	40	30
	6	40	30
TOTAL		150	120

7. Begin the answer to **EACH** question on a **NEW** page, e.g. **QUESTION 1** – new page, **QUESTION 2** – new page, etc.
8. You may use a non-programmable calculator.
9. 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 Which ONE of the following business has unlimited liability?

- A Tunzi CC
- B Vuyo and Vuyokazi
- C King Kong Ltd
- D Vukani Caterers (Pty) Ltd

1.1.2 Tembi SOC Ltd is an example of a ...

- A state-owned company.
- B private company.
- C public company.
- D non-profit organisation.

1.1.3 All assets and income of a ... must be used for the public benefit.

- A public company
- B co-operatives
- C non-profit company
- D close corporation

1.1.4 The ... team dynamic theory defines team roles in terms of the contribution each member makes to the team.

- A Jungian
- B Margerison McCann
- C MTR-i approach
- D Belbin's role

1.1.5 Ideas that are original and useful to solve business challenges:

- A Lateral thinking
- B Creative thinking
- C Non-conventional solutions
- D Quality assurance

(5 x 2) (10)

- 1.2 Complete the following statements by using the word(s) 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.

force-field analysis; memorandum of incorporation; rights approach; dismissal; close corporation; private; notice of incorporation; retrenchment; nominal-group technique; common good approach
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- 1.2.1 The governing document that sets out the duties and responsibilities of shareholders and directors in a company is known as ...
- 1.2.2 A ... is an optional association of one or more persons, not exceeding ten.
- 1.2.3 Sizwe Ltd terminated Michael's employment contract due to new technology. This is an example of ...
- 1.2.4 The management of Tracy Manufacturers used a ... problem-solving technique when they considered changing the structure of the business.
- 1.2.5 Thulane Traders follows the ... theory as a guide on how to treat their employees with dignity and respect. (5 x 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	Non-verbal	A	solutions that have not become established as a common practice yet
1.3.2	Partnership article	B	designed a three-step model for managing change
1.3.3	Conventional solutions	C	a disagreement/clash of opinions between two parties in the workplace
1.3.4	John P Kotter	D	an oral presentation of information to an audience
1.3.5	Conflict	E	a formal, written complaint to senior management
		F	document which serves as the constitution of a company
		G	draw on common valuable experiences to solve a problem
		H	presenting information to an audience without using spoken words
		I	designed an 8-step system for managing change
		J	document where terms and conditions for the conduct of business are incorporated

(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 State FIVE qualities of a successful entrepreneur. (5)
- 2.2 Read the scenario below and answer the questions that follow.

SUPER CHICKEN (SC)

Super Chicken (SC) is available at different outlets in the country. Mr Naidoo, the owner of SC, allows new entrepreneurs to start their own businesses using his business name and trade mark at a fee.

- 2.2.1 Identify the type of business avenue described in the scenario above. Motivate your answer by quoting from the scenario. (3)
- 2.2.2 Name TWO other types of business avenues that SC can use to start a business. (2)
- 2.2.3 Explain the advantages of the type of business avenue identified in QUESTION 2.2.1 (4)
- 2.3 Discuss the benefits of establishing a company over other forms of ownership. (6)
- 2.4 Read the scenario below and answer the questions that follow.

PAPA'S BOUTIQUE (PB)

Papa developed a business plan that provides a comprehensive overview of his proposed business. He used his business plan to obtain a loan from the bank. He wants to transform his business plan into an action plan.

- 2.4.1 Define an *action plan*. (2)
- 2.4.2 Explain to PB the importance of an action plan. (4)
- 2.4.3 Elaborate on any TWO other sources of funding that can be used by PB. (4)
- 2.5 Discuss the advantages of a personal liability company. (4)
- 2.6 Advise a presenter on any THREE factors that must be considered when preparing transparencies/slides as visual aids. (6)

[40]

QUESTION 3: BUSINESS ROLES

- 3.1 Identify whether the business practice illustrated in EACH of the following statements is ethical or professional:
 - 3.1.1 Employees of Kevin Auditors always dress formally when reporting for work.
 - 3.1.2 The business regularly pays tax to the receiver of revenue per annum.
 - 3.1.3 Dan Consulting does not do business with companies that employ children under the age of 16 years.
 - 3.1.4 Ntombi, a receptionist at Menzi Finance, arrives on time to conduct morning briefings.
 - 3.1.5 The management of CL Manufacturers conducted training sessions on a fraud-free system with all their employees. (10)

3.2 Outline TWO rights and responsibilities of citizens.

Use the table below as guide to answer this question.

RIGHTS	RESPONSIBILITIES
1	1
2	2

(8)

3.3 Differentiate between *routine thinking* and *creative thinking*. (4)

3.4 Read the scenario below and answer the questions that follow.

DUIKER TILES (DKT)

The management of DKT wants to improve the quality of their tiles as a result of various complaints from their customers. They have requested experts to generate ideas on how to find ways to solve their business problems.

- 3.4.1 Identify the problem-solving technique that is applicable in the scenario above. (2)
- 3.4.2 Advise the management of DKT on how they can apply the problem-solving technique identified in QUESTION 3.4.1. (6)
- 3.5 Discuss the *principles of professionalism*. (4)
- 3.6 Advise businesses on how they can contribute to the social and economic development of communities. (6)

[40]

QUESTION 4: MISCELLANEOUS TOPICS**BUSINESS VENTURES**

- 4.1 List FOUR aspects that must be included in the prospectus. (4)
- 4.2 Elaborate on the meaning of the following planning tools that can be used to transform a business plan into an action plan:
- 4.2.1 Gantt Chart (4)
- 4.2.2 Timelines (4)
- 4.2.3 Project planning (4)
- 4.3 Suggest TWO strategies that businesses can use to ensure that they remain profitable and sustainable. (4)

BUSINESS ROLES

- 4.4 Identify the stage of team development which is represented by EACH of the statements below:
- 4.4.1 During this stage the team members get to know each other.
- 4.4.2 Team members confront each other's ideas.
- 4.4.3 Team members are motivated and are working together.
- 4.4.4 Team members reach agreement and consensus. (8)
- 4.5 Discuss reasons why businesses have to become involved in social programmes (6)
- 4.6 Advise businesses on the functions of workplace forums (6)
- [40]**

TOTAL SECTION B: 80

SECTION C

Answer ONE question in this section.

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

QUESTION 5: BUSINESS VENTURES (PRESENTATION)**GLOBAL ENTERPRISES (GE)**

Global Enterprises added a new product to their range. Moffet, the CEO of the company, was requested to compile a flyer and do a presentation of their new product to various stakeholders. Even though he used different visual aids he could not respond to questions and answer in a professional manner. Moffet is expected to write a report on his presentation.

Write an essay in which you include the following aspects:

- Outline SIX types of visual aids.
- Discuss factors that must be considered when composing a flyer.
- Explain the steps that must be followed when writing a report.
- Recommend ways in which Moffet should respond to questions in a non-aggressive and a professional manner.

[40]**QUESTION 6: BUSINESS ROLES (STRESS AND CRISIS MANAGEMENT)****CENTRAL HAIR SALON (CHS)**

Central Hair Salon offers a variety of good hairdressing services. The business is doing well as it is situated in a busy location. Employees have to work extended hours to make clients happy. However, the situation is causing stress and the employees feel they can no longer cope.

Keeping the scenario above in mind, write an essay on the following aspects:

- Elaborate on the meaning of *stress*.
- Explain the causes of stress in the workplace.
- Discuss the importance of stress management in the pressurised work environment.
- Advise CHS employees on ways in which they can manage stress in the workplace.

[40]

TOTAL SECTION C: 40
GRAND TOTAL: 150