

BUSINESS STUDIES
TERM 3

CONTROLLED TEST GRADE 10

MARKS: 100

SEPTEMBER 2024

SUBJECT : BUSINESS STUDIES TERM 3

CONTROLLED TEST

MARKS : 100

DATE : SEPTEMBER 2024

DURATION: 1 ½ hours

This question paper consists of 7 pages

INSTRUCTIONS:

1. Answer **FOUR QUESTIONS** as follows:
   Section A : Compulsory
   Section B : Answer any **TWO** of the three questions
   Section C : Answer any **ONE** of the two questions

2. Write down the question number on top of each question.

3. Number your answers correctly according to the numbering system used in this question paper.

4. Answer all the questions in full sentences, unless otherwise requested.

5. Only answer the required number of questions. Additional answers will not be marked.

6. Write with a BLUE pen.

7. Please write neatly and legibly. This will count in your favour.

Use the following guideline for time allocation:

Question	Section	Marks	Time
1	A: Short questions (compulsory)	20	20 min
	SECTION B: Consists of **Three** questions. Answer any **Two** question.		40 min
2	Business Roles	20	
3	Business Ventures	20	
4	Miscellaneous	20	
5	C: Long questions – Consists of **Two** questions. Answer any **One** question. Business Roles	40	30 min
6	Business ventures	40	
		100	90 min

SECTION A (COMPULSORY)

QUESTION 1

1.1 Four possible options are provided as answers to the following questions. Choose the answer and write the letter (A-D) next to the question number (1.1.1-1.1.5) in the answer book, for example 1.1.6 A.

1.1.1 This problem -solving technique requires each employee to first generate his/her ideas and then share them with the members

A Brainstorming
B Empty chair Technique
C Force-field Analysis
D Nominal group Technique

1.1.2 A competitor brings out a new product at a lower price is viewed as a …to the business.

A Strength
B weakness
C threat
D opportunity

1.1.3 A concise summary of the entire concept of the enterprise useful in applying for finance.

A business plan
B action plan
C strategy
D implementation

1.1.4 Sound and movies can be included in a presentation when using …

A data projector
B overhead projector
C flip chart
D hand-outs

1.1.5 The transfer of information using business reports, handouts, charts and posters with the support of visual aids, is known as:

A Non- verbal presentation
B Presentation of Business information
C Visual aids
D Verbal presentation

(5 x 2) (10)

1.2 Choose a term from column B from that matches a description in column A.Write only the letter (A-G) next to the question number (1.2.1-1.2.5) in the answer book, for example 1.2.6 A

	COLUMN A	COLUMN B	
1.2.1	Systemic gathering, recording and analysing data about the marketing of goods and services.	A	Problem solving
1.2.2	Theo used an old idea to solve his business problems.	B	Decision making
1.2.3	Process requires creative thinking skills. to generate and evaluate alternative solutions.	C	Operations plan
1.2.4	It is a written document that communicates information to assist business decision making	D	Market research
1.2.5	The description of the target market	E	Indigenous knowledge
		F	Business report
		G	Business plan
		H	Marketing plan
		I	Visual aid
		J	Creative thinking

(5 x 2) (10)

TOTAL SECTION A: 20

SECTION B (ANSWER ANY TWO QUESTIONS)

QUESTION 2: Creative thinking & Problem solving. and Business opportunity and related factors

2.1. Elaborate on the meaning of creative thinking. (4)

2.2. Outline TWO steps of the problem-solving cycle. (4)

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

TAR MANUFACTACTURES (TM)

Tar Manufactures produces quality ladies and gentlemen clothes. TAR pride itself with their stylish products and good customer services. The management of TM always apply their creative thinking skills to solve their business problems. They always train their employees on creative thinking and problem-solving techniques. TM creatively adapted their products to meet changing tastes and demands.

2.3.1 Quote TWO ways in which TM use creative thinking to solve business problems from the scenario above. (2)

2.3.2 Discuss other ways in which TM can use creative thinking to solve business problems. (6)

2.4. Explain the difference between internal and external market research. (4)

[20]

QUESTION 3: Presentation of business information and Business Plan

3.1 Explain the importance of a business report. (4)

3.2 Read the scenario below and answer questions that follow.

LEON PRESENTATION

Leon, a marketing manager at Mpilo Consultants did a presentation to a team of managers about his new marketing strategy that will increase sales. He used a data projector and distributed handouts at the end of his presentation.

3.2.1 Name TWO visual aids that Leon used in his presentation. (2)

3.3 Discuss factors that must be considered when preparing for a verbal presentation. (4)

3.4 Explain the importance of a business plan (4)

3.5 Advise a business on the strategies that you will use to overcome competition in the market. (6)

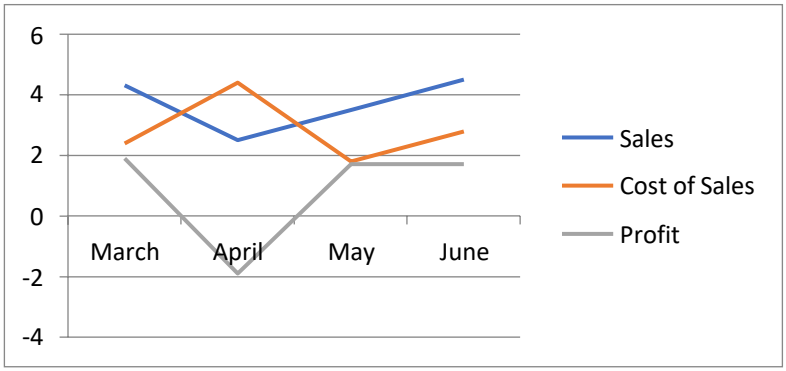
[20]

QUESTION 4 MISCELLANEOUS

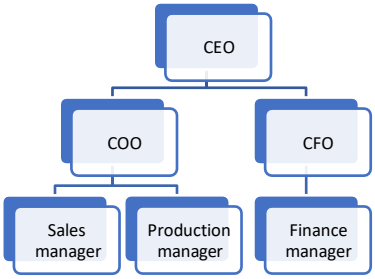
Presentation of business information

4.1 Identify the following visual aids. (4)

4.1.1



4.1.2



Business Plan

4.2 Outline any TWO types of legal requirements of a business (4)

Creative thinking and Problem solving

4.3 Advise businesses on the differences between problem solving and decision making. (4)

Business opportunity and related factors

4.4 Read the scenario below and answer the question that follows.

MIKE CELL & COMPUTERS (MCC)

MCC specialises in selling cell phones and computers at reasonable prices. The business has employed a qualified computer technician. MCC is located in a high crime area. The business is also affected by frequent service delivery protest in the area.

MCC does not have sufficient capital to buy latest cell phones and computer models. Themanagement of MCC lacks good financial planning skills. The local municipality has recently advertised a tender for supplying computers. Successful applicants will also be requested to establish an internet café' in their offices.

4.4.1 Compile a SWOT analysis for MCC (8)

[20]

TOTAL SECTION B: 40

SECTION C

Answer only ONE question from this Section.

QUESTION 5: BUSINESS VENTURES (PRESENTATION OF BUSINESS INFORMATION)

Business should be well conversant in writing effective business reports. Managers are expected to present these reports verbally. Visual Aids such as graphs and pictures enhance business reports and presentations. It is important to prepare the relevant support materials to aid with the presentation

. Write an essay in which you address the following aspects:

- Outline guidelines on writing effective business reports.
- Explain the factors that must be considered when preparing a verbal presentation.
- Discuss the advantages and disadvantages of visual aids.
- Advise business on how to prepare support material for a presentation.

[40]

OR

QUESTION 6: BUSINESS ROLES (Creative thinking and problem solving)

Businesses operate in a dynamic environment that requires the application of creativethinking and problem-solving skills. Many businesses benefit from creative thinking.
Some businesses use indigenous knowledge to solve problems and identify businessopportunities. Other are expected to creative business opportunities

Write an essay on creative thinking and problem solving in which you include the following aspects:

- Elaborate on the meaning of problem solving.
- Explain how businesses should apply the following problem-solving techniques in the workplace:
  - Nominal group technique
  - Chair technique
- Describe how businesses can use indigenous knowledge to solve problems and identify business opportunities.
- Advise businesses on ways in which creative business opportunities can realistically be implemented. **[40]**

TOTAL SECTION C: 40
GRAND TOTAL: 100

END