BUSINESS STUDIES

GRADE 11

TERM 1

CONTROLLED TEST

2024

MARKS: 100

DURATION: 1HR

This paper consists of 8 pages.

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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.
   a. SECTION A: COMPULSORY
   b. SECTION B: Consists of THREE questions.
      1. Answer any TWO of the three questions in this section.
   c. SECTION C: Consists of TWO questions.
      2. 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**	**20**	**10**
B:	**THREE direct/indirect type questions CHOICE: Answer any TWO.**	**2**	**20**	**15**
		3	**20**	**15**
		4	**20**	**15**
C:	**TWO essay-type questions CHOICE: Answer any ONE.**	**5**	**40**	**20**
		6	**40**	**20**
TOTAL			**100**	**60**

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.

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SECTION A

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-D) in the ANSWER BOOK.

1.1.1 The organizational culture of the business is a component for the…environment

A. Market
B. Micro
C. Physical
D. Macro

1.1.2 Global Mining operates in the … sector.

A. secondary
B. formal
C. tertiary
D. primary

1.1.3 … is the customer's lifestyle and behaviour, such as attitude, interests and desires.

A. Customer behaviour
B. Psychographics
C. Market Research
D. Target market

1.1.4 This … element does not form part of the triple-bottom line.

A. Profit
B. People
C. Planet
D. Price

1.1.5 … makes it difficult to secure formal employment because most jobs require reading and writing skills.

A. Lack of education
B. Unemployment
C. Communication skills
D. Illiteracy

(5x2=10)

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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 (1.2.1-1.2.5) in the ANSWER BOOK.

lobbying; piracy; socio-cultural vision; crime; forward demographics; backward; mission statement; networking

1.2.1 … is the illegal use of another person's work.

1.2.2 The … factors include language, customs, income levels and preferences associated with beliefs.

1.2.3 Brian Manufacturers predicts what the future will look like. This is known as…

1.2.4 Businesses in the … link sell goods and services to other businesses in the same sector.

1.2.5 A coordinated activity where people who have a similar objective meet and exchange information and ideas is known as …

(5X2=10)

SECTION: [20]

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SECTION B

Choose **TWO** questions from this section.

QUESTION 2

2.1 Name THREE types of industrial actions. (3)

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

GABIES EVENTS COORDINATOR (GBC)

Gabies Events Coordinator is a business that specializes in events organising for weddings, conferences and birthdays. They have recently recruited new employees who are not getting along and always getting into fights. They get their supplies from Ribbons & Balloons Ltd who have not been delivering on time. The increase in interest rates has made it difficult for them to obtain a loan.

2.2.1 Quote THREE challenges faced by GBC in the scenario above. (3)

2.2.2 Classify EACH challenge according to the THREE business environments. (3)

2.2.3 State the extent of control GBC has over EACH business environment identified in QUESTION 2.2.2. (3)

Use the table below as a guide to answer QUESTION 2.2.1-2.2.3 above.

CHALLENGES 2.2.1	BUSINESS ENVIRONMENTS 2.2.2	EXTENT OF CONTROL 2.2.3

2.3 Discuss Globalisation as a challenge of the macro environment. (4)

2.4 Recommend ways in which businesses can overcome competition in the market. (4)

[20]

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QUESTION 3

3.1 Elaborate on the meaning of *economic crime* as a contemporary socio-economic issue.

(2)

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

DOMINO CONSTRUCTIONS (DC)

Domino Constructions is a company specialising in surveying, architecture, and building. They recently decided to develop their systems and make it easy to store and retrieve information easily. DC has also looked at how to quickly respond to challenges from both internal and external environments by putting proper plans in place.

3.2.1 Identify TWO ways in which DC is adapting to challenges of the business environment. Motivate your answer by quoting from the scenario above.

(6)

Use the table below as a GUIDE to answer QUESTION 3.2.1

WAYS TO ADAPT	MOTIVATION

3.3 Explain the link between the primary, secondary and tertiary sector. (6)

3.4 Discuss any TWO types of lobbying. (6)

[20]

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QUESTION 4 (MISCELLENIOUS QUESTIONS)

4.1 State any TWO challenges of the micro-environment. (2)

4.2 Read the case study below and answer the questions that follow.

NINGY MANUFACTURES (NM)

Ningy Manufactures, specialises in sports gear for different sporting codes. They manufacture quality sports gear for their customers. NM buy their varied materials and cottons from Oakdene Suppliers.

4.2.1 Name TWO business sectors represented in the scenario above. Motivate your answer by quoting from the scenario, (4)

Use the table below as a GUIDE to answer the above.

BUSINESS SECTOR	MOTIVATION

4.3 Identify the following statements below as ways in which Greyling (Pty) Ltd can adapt to challenges in the business environment. (4)

4.3.1 Greyling (Pty) Ltd bought some shares of Hamps Limited against their will.

4.3.2 They agreed to unite with Fix-It Plumbers and form one company.

4.4 Explain the negative impact of population growth. (4)

4.5 Suggest ways in which businesses can be involved in the macro environment. (6)

[20]

SECTION B: 40

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SECTION C

Answer only **ONE** question from this section.

QUESTION 5
(CHALLENGES AND INFLUENCES OF THE BUSINESS ENVIRONMENTS)

Businesses are influenced by the environment they exist in. It is easy for businesses to manage and control the micro-environment. All environments pose challenges to businesses, and they must find a way of adapting to ese challenges.

- Elaborate on the meaning of the micro, market and macro environments.
- Explain the reasons why businesses have more control over the micro-environment.
- Discuss THREE challenges of the market environment.
- Suggest the benefits/advantages of businesses that are involved in macro environment.

. **(40)**

QUESTION 6
(CONTEMPORARY SOCIO-ECONOMIC ISSUES)

Trade unions play a very important role in businesses. They have functions to perform on behalf of employees in promoting good working relations between employer and employee within the business. Businesses also experience contemporary issues which have a negative impact on their daily operations.

- Elaborate on the meaning of trade unions.
- Explain the functions of trade unions.
- Discuss THREE ways in which businesses can deal with piracy.
- Advise businesses on the negative impact of the following socio-economic issues.
  - Dumping
  - Unavailability of natural resources
  - Low-income levels.

(40)

TOTAL: 100

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