

SUBJECT	BUSINESS STUDIES			POST-TEST	2	DATE	14 MARCH 2026
				SESSION NO			
TOPIC	STRATEGIES & SECTORS			TIME	15 MIN	MARKS	20
GRADE	12	SURNAME			NAME	MARKING GUIDELINES	

INSTRUCTIONS:	1. Answer ALL the questions on this TEST SHEET. 2. There is only ONE correct answer for each question. 3. Read the instructions/questions carefully. 4. Various options are provided as possible answers to the following questions. Choose the correct answer and CIRCLE the appropriate LETTER (A–D).
----------------------	--

1	Which ONE of the following statements best describe the strategic management process?	
	A	Review vision-/mission statement; Conduct environmental scanning; Set dates for control and follow-up; Implement strategies; Continuous evaluation of strategies; Compare expected performance with actual results
	B	Have a clear vision/mission; Look forward and backward into the implementation process; Develop strategies; Evaluate the advantages and disadvantages of the strategy; Continuous evaluation of strategies; Set dates for follow-up and control
	C	Review/analyse vision - and mission statement; Conduct environmental scanning; Formulate strategies; Implement strategies; Control/Evaluate/Monitor the implemented strategy; Take corrective action
	D	Have a clear vision/mission; Take corrective action; Compare expected performance with actual results; Implement strategies; Decide on the desired outcome; Set dates for follow-up and control

2	The intensive strategy aimed at selling the business' existing products in new markets is known as...	
	A	Product development
	B	Market penetration
	C	Market development
	D	Market expansion

3	Jarred, a farmer, implemented the ... vertical integration strategy when he bought the fruit-and- vegetable stall that sells his products.	
	A	perpendicular
	B	intensive
	C	backward
	D	forward

4	Winelands Supermarket has ... control over the macro environment.	
	A	full
	B	no
	C	limited
	D	a little

5	The following are advantages of implementing intensive business strategies:	
	A	Eliminate competition; Increased market share; Gaining customer loyalty through effective advertising campaigns; Improve service delivery which may improve business image
	B	Gain customer loyalty; Decreased market share; Eliminate competition; Increased sales
	C	Decreased customer loyalty; Brand loyalty; Eliminate competition; Increased profitability.
	D	Control over prices; Increased government intervention; eliminate competition; increased sales.

6	WCB-(Pty) Ltd is classified as part the ... sector as they farm organic grapes for the export market:	
	A	tertiary
	B	secondary
	C	private
	D	primary

7	It was easy for Gita's Unique Cakes to acquire a trading license. This refers to the ... as an element of Porter's Five Forces-model.	
	A	Bargaining power of suppliers/ Power of suppliers
	B	Bargaining power of buyers/ Power of buyers
	C	Threats/Barriers for new entrants to the market
	D	Competitive rivalry/Power of competitors

8	Which of the following statements best describe the strategy evaluation process?	
	A	Examine the underlying bases of the business strategy; Compare the expected performance with the actual performance; Strategy formulation; Implement the strategy; Take corrective action; Decide on the desired outcome
	B	Examine the internal and external environment; Compare the expected performance with the actual performance; Look forward and backward in the process; Formulate strategies; Take corrective action; Decide on the desired outcome
	C	Examine the underlying bases of the business strategy; Compare the expected performance with the actual performance; Strategy formulation; Measure performance to determine the reasons for deviations; Take corrective action; Strategy implementation
	D	Examine the underlying bases of the business strategy; Look forward and backwards into the implementation process; Compare the expected performance with the actual performance; Take corrective action; Set specific dates for control and follow up; Decide on the desired outcome

9	The business adds new products or services that are unrelated to existing products which may appeal to new groups of customers. This is known as ...	
	A	Conglomerate diversification.
	B	Horizontal diversification
	C	Concentric diversification
	D	Intensive diversification

10	Meje Ltd has sold some of their assets to improve their cash flow. This defensive strategy is known as ...	
	A	Divestiture
	B	Asset disposal
	C	Diversification
	D	Liquidation