



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

NOVEMBER 2020

**BUSINESS STUDIES P2
(EXEMPLAR)**

MARKS: 150

TIME: 2 hours

This question paper consists of 10 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 any ONE of the two questions in this section.

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

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

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, for example QUESTION 1 – new page, QUESTION 2 – new page.
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 (1.1.1–1.1.5) in the ANSWER BOOK, for example 1.1.6 D.

1.1.1 The audited financial statements of ... needs to be made available to all shareholders and the public.

- A Tlali's Athletic Gym CC
- B JJ Enterprise (Pty) Ltd
- C Vuma and Zonke Trading
- D King Fisheries Ltd

1.1.2 Effective feedback occurs when the presenter ...

- A answers questions after a presentation.
- B hands out flyers.
- C is incapable to deal with difficult audience members.
- D includes visual aids in the verbal presentation.

1.1.3 Weza Health SOC provides health services such as primary health care. This company is an example of a ...

- A sole proprietorship.
- B private company.
- C state owned company.
- D public company.

1.1.4 Gideon believes in doing things differently to remain competitive. He applies ... thinking to generate new ideas.

- A routine
- B creative
- C conventional
- D inductive

1.1.5 John P Kotter's eight step system for managing change is used to ...

- A create problem-solving.
- B establish a sense of urgency.
- C establish a profitable business.
- D implement a chosen strategy.

(5 x 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.

decision-making; retrenchment; unlimited; action plan; good; limited; problem-solving; affirmative action; bad, business plan
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- 1.2.1 The step in the planning process which involves putting the plan into action is known as a/an ...
- 1.2.2 The ... liability clause explains how owners can only lose what they invested in the business.
- 1.2.3 Global Airways is providing opportunities for previously disadvantaged people. This change management is known as ...
- 1.2.4 A ... decision is consistent with sufficient information which is in line with the company's values and ethical principle.
- 1.2.5 The process of analysing a situation to identify strategies that can be used to change the situation is known as ...

(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, for example 1.3.6 K.

COLUMN A	COLUMN B
1.3.1 Gantt Chart	A sudden and potential disastrous events
1.3.2 Lease	B technique where it requests each employee to silently generate many ideas on their own
1.3.3 Memorandum of Incorporation	C disagreement between two or more people
1.3.4 Force-field analysis	D document that is completed and signed when requesting to incorporate a company
1.3.5 Crisis	E payment made to franchisor by franchisee based on turnover
	F large pad of paper bound and each page can be turned over at the top
	G payment for the use of an asset rather than buying it
	H planning tool that indicates dates, duration and sequence
	I technique for listing and assessing forces for and against a proposed change
J document that includes rights, duties and responsibilities of shareholders, directors etc.	

(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 Mention THREE sources of funding. (3)
- 2.2 Outline THREE steps to follow when drawing up an action plan. (6)
- 2.3 Read the scenario below and answer the questions that follow.

KAMELISA INCORPORATION (KI)

Kamelisa Inc. needs large amounts of capital for expansion of their business. KI decided to convert the current business into another type of company, so that they would be able to sell shares to the public on the JSE.

- 2.3.1 Identify the form of ownership of Kamelisa Incorporation before they were converted to another type of company. Motivate your answer by quoting from the scenario above. (3)
- 2.3.2 Name the form of ownership which Kamelisa wants to be converted to. (2)
- 2.3.3 Differentiate between the forms of ownership identified in QUESTION 2.3.1 and 2.3.2 respectively. (8)
- 2.4 Discuss the reasons why entrepreneurs may decide to purchase an existing business. (6)

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

SINDY PIE AND BURGERS (SPB)

Sindy is selling home-made pies and burgers. She did research on customer service as a driving force and learned that by cutting costs she can maximise profit.

2.5.1 Mention TWO factors from the scenario above that Sindy had considered before the start-up of SPB. (2)

2.5.2 Suggest ONE possible improvement of EACH factor mentioned in QUESTION 2.5.1. (2)

Use the table below as a GUIDE to answer QUESTION 2.5.

FACTORS 2.5.1	IMPROVEMENTS 2.5.2
1.	1.
2.	2.

2.6 Recommend the factors that the presenter must consider when preparing a presentation. (8)
[40]

QUESTION 3: BUSINESS ROLES

3.1 Name FOUR causes of conflict in the workplace. (4)

3.2 Outline TWO external causes of change in the workplace. (4)

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

KHAYA BUSINESS CONSULTANTS (KBC)

Khaya Business Consultants is a service business offering advice to small emerging businesses. During the meeting sessions team members often question each other’s ideas and opinions.

3.3.1 Identify the stage of team development that is applicable to the scenario above. Motivate your answer by quoting from the scenario. (3)

3.3.2 Explain TWO other stages of team development. (8)

3.4 Explain the advantage of working with others to solve problems. (4)

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

MIKE CONSTRUCTION (MC)

Mike Construction is required to build a new library in a small rural town. The identified site is a huge problem to the village community. The board of directors has decided to invite experts to address the challenge.

3.5.1 Identify the problem-solving techniques used by Mike Construction. Motivate your answer by quoting from the scenario above. (3)

3.5.2 Explain the meaning of the problem-solving technique identified in QUESTION 3.5.1. (6)

3.6 Recommend ways in which professional, responsible, ethical and effective business practice should be conducted. (8)

[40]

QUESTION 4: MISCELLANEOUS TOPICS

BUSINESS VENTURES

4.1 Give THREE examples of non-verbal presentations. (3)

4.2. Outline the aspects that must be included in the prospectus. (8)

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

EXPERT FURNITURE SERVICES (EFS)

Expert Furniture Services is selling high quality furniture and kitchen units in Qumbu. The transporting of furniture to the nearby villages is given to Dlamini Carrier Services.

4.3.1 Identify the business avenue represented in the scenario above. Motivate your answer by quoting from the scenario. (3)

4.3.2 Discuss the advantages of the business avenue identified in QUESTION 4.3.1. (8)

BUSINESS ROLES

4.4 Give THREE examples of ethical business practices. (3)

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

Jabu, a pharmacist, recently opened his pharmacy and his expectations for success are to adhere to the business's ethical code of conduct. Jabu must act within the law when issuing medicine, safeguarding the confidentiality of client information and use resources responsibly with due regard to the environment.

4.5.1 Mention THREE principles of professionalism in the scenario above. (3)

4.5.2 Differentiate between *professionalism* and *ethics*. (4)

4.6 Recommend ways businesses can deal with change in the workplace. (8)

[40]

TOTAL SECTION B: 80

SECTION C

Answer any 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 NEW page or QUESTION 6 on a NEW page.

QUESTION 5: BUSINESS VENTURES (AVENUES OF ACQUIRING A BUSINESS AND PRESENTATION)

Phumlo, CEO of African Business Corporation made a presentation supported by visual aids on how to buy a franchise and its contractual obligations. After his presentation, he must write a report on the outcome and performance to the board of directors.

Write an essay in which you include the following aspects:

- Outline the contractual implication of a franchise business.
- Explain the advantages and disadvantages of acquiring a franchise.
- Discuss how the presenter must prepare the following visual aids:
 - Transparencies
 - Handouts
 - Posters
- Recommend to Phumlo the steps to follow when writing a report to the board of directors.

[40]

QUESTION 6: BUSINESS ROLES (STRESS, CRISIS MANAGEMENT AND CREATIVE THINKING)

Queen Chicken Food (QCF) is a chicken producer employing 50 employees. Employees are working night shift, transport and protective equipment are not provided. Some employees resigned and others took leave due to stress. QCF uses creative thinking to address the business crisis to solve their business problems.

Keep the above scenario in mind and write an essay in which you include the following aspects:

- Outline the causes of stress in the business environment.
- Explain the advantages of using creative thinking in the workplace.
- Discuss the importance of stress management in the workplace.
- Suggest ways in which businesses can deal with crises in the workplace.

[40]

TOTAL SECTION C: 40
GRAND TOTAL: 150