



NOVEMBER 2020
GL

PAPER 2

INSTRUCTIONS AND INFORMATION

Read the following instructions carefully before answering the questions:

1. This question paper consists of THREE sections.

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 note of what is required.
3. Number the answers correctly according to the numbering system used in this question paper.
4. Except where other instructions are given, answers must be 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.

<u>SECTION</u>	<u>QUESTION</u>	<u>MARKS</u>	<u>TIME</u>
A: COMPULSORY Multiple choice questions, matching items, correct terms.	1	30	20 minutes
B :Answer any TWO of the three questions. Data response questions.	2	40	35 minutes
	3	40	35 minutes
	4	40	35 minutes
C: Answer any ONE of the TWO questions.	5	40	30 minutes
	6	40	30 minutes
TOTAL		150	120 minutes

7. Begin the answer of EACH question on a NEW page.
8. You may use a non-programmable calculator.
9. Write neatly and legibly.

SECTION 1 (Compulsory)**QUESTION 1**

1.1 **Four possible options are provided as answers to the following questions. Choose the correct answer and write only the letter (A–D) next to the question number.**

1.1.1. A bank loan is generally

- A. payable without interest
- B. charged per year
- C. the cheapest form of loan
- D. calculated on interest per annum

1.1.2. A technique used when building a business mall to calculate the minimum time needed for each task.

- A. Gantt chart
- B. Timeline
- C. Critical path analysis
- D. Scheduling

1.1.3. When a large manufacturer gets help from experts to forecast consumers independently from each other, so that they can adjust production levels, they make use of this problem solving technique:

- A. Empty chair technique
- B. Force-field analysis
- C. Stepladder technique
- D. Delphi technique

1.1.4. These are forms of business where there is no legal entity, and the owner or owners pay tax in a personal capacity.

- A. Private company and public company
- B. Partnership and private company
- C. Close corporation and partnership
- D. Sole proprietorship and partnership

1.1.5: Sustainability means

- A. yielding financial gain
- B. ability to maintain at a certain rate or level
- C. regularly buying goods or services from a business
- D. engaging in work for a business

(5x2) (10)

1.2 Choose a term from Column B that matches a description in Column A. Write only the letter next to the question number.

<u>COLUMN A</u>	<u>COLUMN B</u>
1.2.1. Trademark	A. Solving problems using illogical methods
1.2.2. Royalties	B. A task outline that identifies the outcome of the task
1.2.3. Lateral thinking	C. Money paid to the owner of a franchisor based on the turnover of the franchise
1.2.4. Work Breakdown Structure	D. A compulsory act that governs a business
1.2.5. Ethics	E. A distinctive sign, brand name or logo
	F. Organises the business plan into different tasks
	G. Thinking in a creative and original manner
	H. Principles that govern the behaviour of a person

(5x2) (10)

1.3 All the following statements are false. Correct the sentence by changing the underlined word. Write only the question number and the word.

- 1.3.1. A company representative is being skilled and competent in your chosen profession and having good attitude, values and respect for others.
- 1.3.2. Angel Funding is an investment made in exchange for a share in the business, and often a position on the Board.
- 1.3.3. The problem-solving techniques are used to solve complex problems using pros and cons of a plan for change.
- 1.3.4. The business's goals are the way in which a business goes about achieving its vision.
- 1.3.5. Debt is money used to develop small businesses who positively impact the community.

(5x2) (10)

SECTION A: 30 MARKS

SECTION B (Answer only TWO of the following three questions)**QUESTION 2 – TOPIC 2: BUSINESS VENTURE**

Read the following and answer the questions that follow:

KFC has been one of the most successful restaurant brands worldwide. Because of their popularity, they have expanded their brand by franchising.

- 2.1. Explain what franchising is. (2)
- 2.2. Mention what the contractual implications of franchising are? (6)
- 2.3. Differentiate between a franchisor and a franchisee. (4)
- 2.4. Identify any FIVE advantages of franchising. (10)
- 2.5. Mention any FOUR disadvantages of franchising. (8)
- 2.6 Name and explain FOUR different ways that businesses can source loans. (8)
- 2.7 Differentiate between debt and grants. (2)

[40]

QUESTION 3 – TOPIC 3: BUSINESS ROLE

3.1 State whether the following is from a Code of ETHICS or a Code of CONDUCT:

- 3.1.1 Compliance with all applicable laws and regulations must never be compromised.
- 3.1.2 If a Conflict of Interest situation has occurred or if an employee faces a situation that may involve or lead to a Conflict of Interest, the employee shall disclose it to his or her Line Manager
- 3.1.3 We do everything in our power to ensure that we provide our customers with the products, services and solutions to suit their needs
- 3.1.4 We understand that we earn the right to exist by providing appropriate long-term returns to our shareholders.
- 3.1.5 Employees must not discriminate on the basis of origin, nationality, religion, race, gender, age or sexual orientation, or engage in any kind of verbal or physical harassment.

(10)

- 3.2 For each of the following ethical theories, give any scenario that relates to a business.
- 3.2.1 Virtue-based approach
- 3.2.2 Utilitarian-based approach
- 3.2.3 Rights approach (6)
- 3.3 If there was a problem regarding the professionalism of some of the workers internally, the business would need to address this. Give the steps of the problem-solving technique that a business could make use of to solve this professionalism problem. (7)
- 3.4 What is indigenous knowledge? (3)
- 3.5 Differentiate between professionalism and ethics. (8)
- 3.6 Mention any THREE principles of business ethics. (6)
- [40]**

QUESTION 4 - MISCELLANEOUS

Read the following paragraph and answer the questions that follow:

Stress leads to a state of physical, mental and emotional exhaustion that can interfere with your ability to successfully keep up with your commitments and effectively run your business. Burnout, financial difficulties, employee turnover, government regulations and competition are just a few of the causes of stress for small business people.

<https://smallbusiness.chron.com/leading-cause-stress-small-business-31152.html>

- 4.1 Suggest any SIX strategies that a person can use to manage stress. (6)
- 4.2 Does stress always have a negative impact on a person? Give a reason for your answer. (3)
- 4.3 List THREE causes of conflict. (6)
- 4.4 Name the steps for designing and implementing a crisis management plan. (10)
- 4.5 Mention TWO ways for employees to deal with business related crises. (4)
- 4.6 Discuss the process of the Delphi technique. (7)
- 4.7 Mention any FOUR qualities of an entrepreneur. (4)
- [40]**

SECTION B: 80 MARKS

SECTION C (Answer any ONE of the following two questions)**QUESTION 5: BUSINESS VENTURE (PRESENTATIONS)****From A to B**

James is the sales manager at “From A to B” that sells pre-owned cars. He needs to do a presentation on the latest product range to prospective buyers. He wants to use visual aids during his presentation. The marketing manager suggested that he compose a flyer and a written report to support his presentation.

James needs details on the following aspects, therefore he requires you to:

- Outline FOUR different types of visual aids.
- Explain factors that must be considered when composing a flyer.
- Discuss steps in report writing.
- Propose ways in which James may respond to feedback in a professional manner.

[40]**QUESTION 6: BUSINESS ROLE (PROBLEM SOLVING)****Cape Plumber Ltd**

The Management of Cape Plumbers Ltd wants to improve on the quality of their service because of various complaints from their customers. They have requested employees to generate new, creative ideas on how to improve their services to satisfy customers' needs.

Refer to the scenario above and write an essay in which you include the following aspects:

- Elaborate on the meaning of *problem solving*.
- Differentiate between *routine thinking* versus *creative thinking*.
- Explain the benefits of creative thinking in solving Cape Plumbers Ltd's problem.
- Discuss the process of the Force-Field Analysis that Cape Plumbers Ltd could make use of to solve their problem

[40]**SECTION C: 40 MARKS****TOTAL: 150 MARKS**