



**EFFINGHAM SECONDARY SCHOOL
PROJECT - 2021
BUSINESS STUDIES**



Grade 10 : _____ **Split:** _____

Marks : 50

Examiner : A. Naicker

Moderator : A. Harkoo

Name and Surname: _____

<u>Question</u>	<u>Maximum mark</u>	<u>Learners Mark</u>
One	14	
Two	8	
Three	16	
Four	12	
	50	

QUESTION 1: BUSINESS VENTURES (PRESENTATION OF BUSINESS INFORMATION)

1. Read the scenario and answer the questions that follow:

Hope, a Financial Manager has to present her financial report at the next management meeting. She intends to use electronic slides and will provide printed copies of the financial report.

- 1.1. Identify TWO visual aids that Hope will use, from the above scenario. (2)
- 1.2. Recommend TWO elements Hope must take into consideration when designing a presentation. (4)
- 1.3. Explain factors that must be considered when designing a presentation. (8)

TOTAL FOR QUESTION ONE : 14 MARKS

QUESTION 2: BUSINESS VENTURES (BUSINESS PLAN)

2.

2.1. Four options are given as possible answers to the following questions. Choose the correct answer. Only circle the letter of the correct answer.

2.1.1. A specific group of customers at which a product or service is aimed.: (2)

- A. market trends
- B. patent
- C. target market
- D. consumer analysis

2.1.2. A document that outlines all the important facts, processes and procedure of the business. (2)

- A. business plan
- B. budget
- C. financial statements
- D. marketing plan

2.1.3. A strategy that outlines and identifies how you are going to sell your goods and services. (2)

- A. Competitor analysis
- B. SWOT analysis
- C. SMART goals
- D. Marketing plan

2.1.4. Define a business plan. (2)

TOTAL FOR QUESTION TWO : 8 MARKS

QUESTION 3: BUSINESS ROLES (CREATIVE THINKING AND PROBLEM SOLVING)

3.

3.1. Identify the problem-solving technique applied by Sammy INC in EACH statement below:

3.1.1. Experts have been requested to complete a questionnaire to solve Sammy INC problems. (2)

3.1.2. Sammy has considered the pros and cons of each business solution. (2)

3.1.3. The CEO of Sammy INC engaged in a conversation with an imaginary person. (2)

3.1.4. Employees were requested to silently brainstorm many ideas and then share them with the entire group. (2)

3.2. Explain how businesses can use creative thinking to solve business problems. (4)

3.3. Distinguish between problem solving and decision making. (4)

TOTAL FOR QUESTION THREE : 16 MARKS

QUESTION 4: BUSINESS VENTURES (RESEARCH)

4. Read the following and answer the questions:

No-one is exactly certain how wire art came about. For many years, due to a lack of resources to buy proper toys, young boys have been fashioning their own out of discarded coat hanger wire, tin cans and whatever else they can get their hands on. Their ingenuity is quite amazing, and it is not an uncommon sight to see one of these boys steering a fully functional, made -to- scale model car crafted solely from discarded materials. These boys are very creative but struggle with the business side of their venture. Today, this genre is a thriving and legitimate art form in its own right, with many 'wire masters' supporting their families by selling their creations on street corners. These could also be sold at craft markets, in shops and selected art galleriesbut they are getting no exposure to these types of shops.

- 4.1. Draw up a SWOT analysis in the form of a table for a wire art craft shop operating in a busy mall in a large city. (8)
- 4.2. Describe the protocol that must be followed when conducting research. (4)

TOTAL FOR QUESTION FOUR : 12 MARKS

GRAND TOTAL : 50 MARKS

