

GRADE 11 | 2024 | PRACTICE EXAM

Business Studies

BUSINESS STUDIES

Time: 2 hours

Total: 150 marks

Practice Exam Paper

INSTRUCTIONS

- Answer ALL questions in Sections A and B.
- Answer ONE question from Section C (essay).
- Write in well-structured paragraphs; avoid bullet points in Section C.
- Use South African examples where possible.

SECTION A -- Multiple Choice and Short Questions [60 marks]

QUESTION 1 [30 marks]

MULTIPLE CHOICE -- Circle the correct answer (2 marks each)

1.1 A partnership with UNLIMITED liability for all partners is a:

A) Limited partnership B) General partnership C) Private company D) Cooperative

1.2 The MACRO environment includes:

A) Staff morale B) Internal resources C) GDP growth rate D) Customer complaints

1.3 The Consumer Protection Act protects consumers' right to:

A) Free products B) Information and fair value C) No advertising D) Same-day delivery

1.4 Which is a PRIMARY sector business activity?

A) Manufacturing cars B) Teaching at a school C) Mining coal D) Running a restaurant

1.5 In a MATRIX organisational structure, employees report to:

A) One manager only B) No manager C) Both functional and project managers D) The government

1.6 Herzberg's HYGIENE FACTORS include:

A) Recognition B) Promotion C) Achievement D) Salary

1.7 The 4 Ps of the Marketing Mix are:

A) Product, Profit, Place, People B) Product, Price, Place, Promotion C) Planning, Price, Process, Promotion D) Product, People, Process, Place

1.8 A SWOT analysis helps a business:

A) Set prices B) Assess its strategic position C) Pay employees D) Design products

1.9 A business that is INSOLVENT has:

A) Excessive profits B) Too many assets C) More liabilities than assets D) No employees

1.10 Which court hears labour disputes in South Africa?

A) Constitutional Court B) High Court C) CCMA D) Magistrate's Court

1.11 Fixed costs are costs that:

A) Change with production levels B) Stay the same regardless of output C) Include raw materials D) Only apply to manufacturing

1.12 An entrepreneur who works within an existing organisation is called:

A) A social entrepreneur B) A sole trader C) An intrapreneur D) A venture capitalist

1.13 Total revenue minus total costs equals:

A) Gross profit B) Variable cost C) Net profit D) Break-even point

1.14 The process of selecting and appointing the best candidate for a job is:

A) Training B) Recruitment C) Dismissal D) Appraisal

1.15 Which of the following is a NON-VERBAL communication medium?

A) Email B) Speech C) Body language D) Report

QUESTION 2 [30 marks]

SHORT QUESTIONS

2.1 (4)

State the FOUR levels of Maslow's Hierarchy that a business can address through its HR policies (from lowest to highest).

2.2 (6)

Explain the difference between FIXED and VARIABLE costs. Give one example of each.

2.3 (5)

Calculate the break-even quantity: Fixed costs = R60 000; Selling price per unit = R250; Variable cost per unit = R100.

2.4 (8)

Distinguish between a DEMOCRATIC and an AUTOCRATIC leadership style. State when each is most effective.

2.5 (7)

Explain TWO reasons why businesses choose to form a PRIVATE COMPANY rather than operating as a sole trader.

SECTION B -- Structured Questions [60 marks] -- Answer ONE**QUESTION 3 [60 marks]****OPTION 1: HUMAN RESOURCES AND LABOUR RELATIONS****3.1 (15)**

Thandi's Bakery has 15 employees. She wants to hire TWO more bakers. Describe the RECRUITMENT AND SELECTION process she should follow.

3.2 (15)

One of Thandi's bakers, Sipho, has been arriving late repeatedly. Outline the DISCIPLINARY PROCEDURE Thandi should follow before dismissing him, with reference to the Labour Relations Act.

3.3 (10)

Explain the role of the CCMA (Commission for Conciliation, Mediation and Arbitration) in resolving labour disputes.

3.4 (15)

Thandi wants to motivate her employees without a large budget. Suggest FIVE non-financial ways she can motivate them, with reference to motivation theory.

3.5 (5)

Describe THREE types of training Thandi could provide to her employees.

OR

QUESTION 4 [60 marks]**OPTION 2: MARKETING AND BUSINESS OPERATIONS****4.1 (16)**

Describe each element of the MARKETING MIX (4 Ps) for a new South African smoothie brand targeting health-conscious teenagers.

4.2 (8)

Explain the difference between ABOVE-THE-LINE and BELOW-THE-LINE advertising. Give TWO examples of each.

4.3 (10)

The smoothie brand is considering selling online. Discuss TWO advantages and TWO disadvantages of E-COMMERCE for this business.

4.4 (8)

Explain TOTAL QUALITY MANAGEMENT (TQM) and state why it is important for the smoothie brand.

4.5 (10)

Draw a SUPPLY CHAIN diagram for the smoothie brand from raw materials to the final customer. Explain each stage.

4.6 (8)

Describe the benefits of JUST-IN-TIME (JIT) inventory management for this business.

SECTION C -- Essay [30 marks] -- Answer ONE**QUESTION 5 [30 marks]****OPTION A: BUSINESS ETHICS AND CORPORATE GOVERNANCE**

Discuss the importance of BUSINESS ETHICS and CORPORATE GOVERNANCE for a South African company. In your essay:

- Define business ethics and corporate governance
- Explain the consequences of unethical behaviour (with South African examples)
- Describe at least THREE elements of King IV
- Explain how ethical leadership benefits stakeholders

Write 300-400 words.

QUESTION 5 [30 marks]

- Distinguish between an entrepreneur and an intrapreneur
- Explain FOUR characteristics of a successful entrepreneur
- Discuss the challenges facing entrepreneurs in South Africa
- Describe the components of a business plan
- Explain how government supports small businesses (SEDA, NEF, IDC)