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**GAUTENG DEPARTMENT OF EDUCATION**  
**EXEMPLAR**  
**2023**

**BUSINESS STUDIES**

**CONTROLLED TEST**

**QUESTION PAPER**

**GRADE : 10**

Duration: 1 hour

**NUMBER OF PAGES : 9**

## 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 carefully and take note of what is required.
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)
<b>A: Objective-type questions COMPULSORY</b>	<b>1</b>	<b>20</b>	<b>20</b>
<b>B: THREE direct/indirect-type questions CHOICE: Answer any TWO.</b>	<b>2</b> <b>3</b> <b>4</b>	<b>20</b> <b>20</b> <b>20</b>	<b>20</b> <b>20</b> <b>20</b>
<b>C: TWO essay-type questions CHOICE: Answer any ONE.</b>	<b>5</b> <b>6</b>	<b>40</b> <b>40</b>	<b>30</b> <b>30</b>
<b>TOTAL</b>		<b>100</b>	<b>90 Minutes</b>

7. 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 number (1.1.1–1.1.5) in the ANSWER BOOK, for example 1.1.6 E.
- 1.1.1 The business manager has No control over the components of the ... environment
- A Micro
  - B Market
  - C Formal
  - D Macro
- 1.1.2 The basic tasks of management are...
- A Production and stock taking
  - B Motivation and communication
  - C Leading and communication
  - D Planning and organising
- 1.1.3 The .... Act requires businesses to provide detail information about their products
- A National Credit Act,2005 (Act 34 of 2005)
  - B Broad Based Black Economic Empowerment Act, 2003 (Act 53 of 2003)
  - C Consumer Protection Act, 2008(Act 68 of 2008)
  - D Basic Conditions of Employment Act, 1997 (Act 75 of 1997)
- 1.1.4 Which of the following is not a method to indicate quality :
- A Grading
  - B Sample
  - C Public
  - D Grades
- 1.1.5 This Function is responsible for the release of positive statements in order to boost the image of the business :
- A Purchasing
  - B Public relations
  - C Marketing
  - D General management

**(2×5) (10)**

1.2 Complete the following statements by using the word(s) in the list below. Write only the word(s) next to the question number (1.2.1–1.2.5) in the ANSWER BOOK.

micro; opportunity; National Credit; threat; Ombudsman; Consumer Protection; capital; profit; labour court, macro
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- 1.2.1 The ... Act allows consumers to be given a reason why credit was refused.
- 1.2.2 Andries Consulting requires... to start a business.
- 1.2.3 Businesses have full control over the...environment.
- 1.2.4 Samu Trading identified an/a...when they bought additional stock due to high demand of their products.
- 1.2.5 The...investigates a violation of consumer rights by businesses. (2x5) (10)

**TOTAL SECTION A: 20**

**SECTION B**

**Answer ANY TWO questions in this section.**

**QUESTION 2: BUSINESS ENVIRONMENT**

2.1 Give FOUR examples of the organisational culture. (4)

2.2 Elaborate on the meaning of the meaning of the macro- environment. (2)

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

**SOLLY MANUFACTURERS (SM)**

Solly Manufactures specialises in the manufacturing of fashionable ladies' sneakers and jeans. Solly also wants to sell men's jackets and trousers in future. SM wants to become a word-class manufacturing business. The management of SM first identify the needs of their customers before they start producing their products.

2.3.1 Identify any TWO components of the micro-environment that applies to SM. Motivate your answer by quoting from the scenario. (6)

Use the table below as a GUIDE to answer QUESTION 2.3.1

<b>COMPONENTS OF THE MICRO-ENVIRONMENT</b>	<b>MOTIVATIONS</b>
<b>1</b>	
<b>2</b>	

2.4 Explain how the following components of the macro-environment pose a challenge to businesses:

2.4.1 Physical environment (2)

2.4.2 Technological environment (2)

2.5 Suggest strategies in which businesses can overcome competition in the market. (4)  
(20)

**QUESTION 3: BUSINESS OPERATIONS**

3.1. Name TWO sources of finance. (2)

3.2 Explain reason why business need finance. (2)

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

**REDDY LIMITED**

Reddy is the owner of Reddy Limited, the business specialises in selling designer bags. They have recently appointed Chris as the CEO, while Teddy was appointed as a supervisor.

3.3.1 Identify Any TWO levels of management from the scenario above. Motivate your answer by quoting from the scenario. (6)

Use the table below as a GUIDE to answer QUESTION 3.2.1

LEVELS OF MANAGEMENT	MOTIVATION
1	
2	

- 3.4. Elaborate on the meaning of quality. (2)
- 3.5. Outline difference between quality control and quality assurance. (4)
- 3.6. Advise businesses on the importance of quality for businesses. (4)
- (20)

#### QUESTION 4

##### BUSINESS ENVIRONMENTS

- 4.1 Name Any TWO factors that influence the organisation structure. (2)
- 4.2 Explain Any TWO types of resources. (6)
- 4.3 Advise businesses on the reasons why the macro-environment pose a challenge on their operations. (2)

##### BUSINESS OPERATIONS

4.4 Read the scenario below and answer the questions that follow:

**VUYISWA TRADING ENTERPRISE (VTE)**

Vuyiswa Trading Enterprise allows consumer to buy their products on credit. The management of VTE does not discriminate against customers. They also ensure that all contracts are written in a plain and understandable language. All customer who obtain credit are given a copy of credit agreement.

4.4.1 Quote TWO consumer right according to the National Credit Act from the scenario above. (2)

4.4.2 Outline the difference between leadership and management. (4)

4.5 Suggest quality indicators of the following business function:

4.5.1 Production function. (2)

4.5.2 Human resource function. (2)  
(20)

**TOTAL SECTION B :40**

## SECTION C

Answer ONE question in this section.

**NOTE:** Clearly indicate the QUESTION NUMBER of each question. EACH question must start on a NEW page, e.g. QUESTION 5 on a NEW page, QUESTION 6 on a NEW page.

### QUESTION 5: BUSINESS ENVIRONMENT (MARKET ENVIRONMENT)

Businesses need to identify the components of the market environment in order to be successful and sustainable. Business environments are interrelated. NGOs and CBOs plays an important role in the community. There should be a relationship between the business and its market environment

Write an essay on the market environment in which you include the following aspects:

- Elaborate on the meaning of market.
- Explain the following components of market environment:
  - Suppliers
  - Consumers
  - Competitors
  - Intermediaries
- Discuss roles of Community Based Organisations in the community and non-government organisations (NGO's)
- Advise businesses on the interrelationship between the business environments.

[40]

### QUESTION 6: BUSINESS OPERATIONS (BUSINESS FUNCTIONS)

Businesses realise the importance of the financial and purchasing functions in ensuring a smooth running of their operations. Some businesses argue that the financial function is the most important function as they need to identify the sources of finance. While others maintain that the purchasing function plays an important role in deciding whether to use buy materials on cash or credit.

Write as essay on the financial and purchasing functions in which you include the following aspects:

- Outline the purpose of the financial function
- Differentiate between owned and borrowed capital
- Discuss any FOUR steps of the purchasing procedure
- Evaluate the impact of credit purchasing on businesses.

[40]

**TOTAL SECTION C: 40**  
**GRAND TOTAL: 100**