education
DEPARTMENT: EDUCATION
MPUMALANGA PROVINCE

NATIONAL

SENIOR CERTIFICATE

GRADE 11

BUSINESS STUDIES

CONTROLLED TEST 2

SEPTEMBER 2022

MARKS : 100

TIME : 1 HOUR

This question paper consist of 7 pages including this page

INSTRUCTIONS AND INFORMATION

Read the following instructions carefully before answering the questions.

1. This question paper consists of THREE sections and covers term 3 topics as per ATP.

   SECTION A: COMPULSORY
   SECTION B: Consists of THREE questions.
   Answer TWO of the three questions in this section.
   SECTION C: Consists of TWO questions.
   Answer ONE of the two questions in this section.

2. Read the instructions for each question carefully and take particular 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)
A: Objective- type questions COMPULSORY	1	20	12 Min.
B: THREE direct/indirect- type question CHOICE: Answer any TWO.	2	20	12 Min.
	3	20	12 Min.
	4	20	12 Min.
C: TWO Essay- type questions CHOICE: Answer any ONE.	5	40	24 Min.
	6	40	24 Min.
	TOTAL	**100**	**60 Min.**

7. Begin the answer to EACH question on a NEW PAGE, e.g. QUESTION 1- new page, QUESTION 2 – new page, etc.

8. 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 to 1.1.5) in the ANSWER BOOK, e.g. 1.1.6 A.

1.1.1 Which one of the following is the quality of a successful entrepreneur

A. Laziness
B. Risk taking
C. Ignorance
D. Not energetic

1.1.2 Arranging things/tasks into order of importance is called…

A. routing
B. scheduling
C. plotting
D. prioritising

1.1.3 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

1.1.4 … is an example of a non- verbal presentation.

A. Radio interview
B. Written report
C. TV interview
D. Oral presentation

1.1.5 Comments about a presentation describes…

A. question
B. feedback
C. constraints
D. notation

(5x2) (10)

1.2. Choose a description from COLUMN B that matches a term in COLUMN A.
Write only the letter (A-J) next to the question number (1.2.1 – 1.2.5) in the ANSWER BOOK, e.g. 1.2.6 F

COLUMN A	COLUMN B
1.2.1 Good leadership	A. money owed by the business and must be paid back over a specified period.
1.2.2 Gantt Chart	B. a deliberate action to fix something
1.2.3 Equity capital	C. brings energy, enthusiasm and urgency to the workplace.
1.2.4 Tables	D. promotes unethical corruption in a business.
1.2.5 Corrective action	E. planning tool that indicates dates, duration and sequence.
	F. The end point in an activity.
	G. planning tool that indicates dates and sequence.
	H. money contributed by the owners of a business.
	I. a set of facts/figures systematically displayed, especially in columns.
	J. Two-dimensional drawing showing a relationship between two set of variables by means of a line/curve/bars.

(5x2) (10)

TOTAL SECTION A [20]

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: (TRANSFORMATION OF BUSINESS PLAN INTO ACTION PLAN START A BUSINESS VENTURE BASED ON AN ACTION PLAN)

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

A business plan is a written document describing the nature of the business, the sales and marketing strategy and a financial background, and contains a projected profit and loss statement. A business plan must be transformed into an action plan.

2.1.1. Explain the meaning of an action plan. (2)

2.1.2. Outline steps to follow when drawing up an action plan. (8)

2.2. Discuss reasons why businesses need funding. (4)

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

LANGA ENTERPRISE (LE)
Langa is ready to launch his business but he must first consider the start-up cost for his business. He drew up a plan of action for his business. Langa action plan includes his business budget and financial planning. He also trained his staff in order to achieve the desired outcomes.

2.3.1. Identify TWO aspects that Langa considered when initiating his business. Motivate your answer by quoting from the scenario above. (6)

Use the table below as a GUIDE to answer QUESTION 2.3.1.

ASPECTS FOR STARTING UP A BUSINESS	MOTIVATIONS
1)	
2)	

[20]

QUESTION 3: (ENTREPRENEURIAL QUALITIES AND SUCCESS FACTORS PRESENTATION OF BUSINESS INFORMATION)

3.1. Name FOUR qualities of a successful entrepreneur. (4)

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

KANDRA TRADERS (KT)
Kandra Traders attracts investors which enables the business to expand its activities. They also keep a record of the people buying their products. The management of KT struggle to keep their expenses low. Some of KT's products are similar to Feruza Traders products.

3.2.1. Identify KT's TWO key success factors. Motivate your answer by quoting from the scenario above. (6)

Use the table below as a GUIDE to answer QUESTION 3.2.1

SUCCESS FACTORS	MOTIVATION
1)	
2)	

3.3. Differentiate between verbal and non- verbal presentation. (4)

3.4. Outline factors that the presenter must consider when designing a presentation. (6)

[20]

QUESTION 4: (MISCELLANEOUS TOPICS)

4.1. Mention FOUR components of a business plan. (4)

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

TYRA ENTERPRISE (TE)
Tyra needed extra capital to start up his business. She drew more than what she deposited in his business bank account. She approached the owners of Soso Trading to finance her business in exchange for a share in her business.

4.2.1. Identify TWO sourcing of funding used by Tyra. Motivate your answer by quoting from the scenario above. (6)

Use the table below as a GUIDE to answer QUESTION 4.2.1

SOURCES OF FUNDING	MOTIVATIONS
1)	
2)	

4.3. Discuss strategies a business can use to remain profitable and sustainable in the market. (6)

4.4. Describe the guidelines the presenter must consider when preparing a poster. (4)

[20]

TOTAL SECTION B: [40]

SECTION C

Answer ONE question in this section.

NOTE: Clearly indicate the QUESTION NUMBER of the question chosen. The answer to the question must start on a NEW page, e.g. QUESTION 5 on a NEW page or QUESTION 6 on a NEW page.

QUESTION 5: TRANSFORMATION OF A BUSINESS PLAN INTO ACTION PLAN

Businesses conduct various projects that require proper planning and coordination of activities. Business need to be well conversant with the project planning steps and the importance of timelines. They must also know how to construct a Gantt chart.

Write an essay on action plan in which you include the following aspects:

- Elaborate on the meaning of project planning
- Explain the project planning steps
- Discuss the importance of timelines
- Advise businesses on how to construct a Gantt charts

(40)

QUESTION 6: PRESENTATION OF BUSINESS INFORMATION

Businesses are required to write reports on their performance. Some businesses follow the correct steps report writing to ensure that accurate information is presented to stakeholders. Many businesses make use of a flyer to advertise their products and services. Many businesses advise their presenter to handle feedback from the audience in a non-aggressive and professional manner.

Write an essay on presentation of business information in which you include the following aspects:

- Elaborate on the meaning of business reports
- Explain the steps in report writing
- Discuss factors that must be considered when composing a flyer
- Advise presenters on how they should handle feedback in a non-aggressive and professional manner after a presentation

(40)

TOTAL SECTION C: [40]

GRAND TOTAL: [100]