

# SMARTWIZ

## GRADE 10 BUSINESS STUDIES EXAM

**MARKS: 100**

MARKS	

**TIME: 2 hours**

**SCHOOL** \_\_\_\_\_

**CLASS (e.g. 4A)** \_\_\_\_\_

**SURNAME** \_\_\_\_\_

**NAME** \_\_\_\_\_

### Instructions for Learners:

- Read all the instructions carefully before you begin the exam.
- Write your name and learner number clearly on the answer sheet/booklet.
- Answer all the questions unless otherwise instructed.
- Show all your work/calculations where applicable.
- Write neatly and legibly.
- Use only blue or black ink. *Do not use correction fluid or tape.*
- No electronic devices (calculators, phones, etc.) are allowed unless explicitly permitted.
- Raise your hand if you have any questions.
- Do not talk to other learners during the exam.
- Any form of cheating will lead to disqualification.

**This test consists of 6 pages including the cover page.**

### QUESTION 1: MULTIPLE CHOICE (10 x 1 = 10 MARKS)

Choose the correct answer. Write only the letter (A–D) next to the number.

1.1 The act that promotes fair labour practices in the workplace is:

- A. Skills Development Act   B. Labour Relations Act   C. BCEA   D. EEA

Answer: \_\_\_\_\_

1.2 Which of the following is a feature of a public company?

- A. Owned by a single person   B. Shares not sold to public   C. Limited liability   D. Informal operation

Answer: \_\_\_\_\_

1.3 A business strategy used to attract customers through pricing is called:

- A. Penetration pricing   B. Psychological pricing   C. Price fixing   D. Demand pricing

Answer: \_\_\_\_\_

1.4 In the diagram below, what business function is represented by the shopping cart?



- A. Finance   B. Production   C. Marketing   D. Purchasing

Answer: \_\_\_\_\_

1.5 Which of the following BEST describes a mission statement?

- A. Future goals of the business  
B. Products offered  
C. Purpose and reason for existence  
D. Company slogan

Answer: \_\_\_\_\_

1.6 The term "BBBEE" stands for:

- A. Broad-Based Business Evaluation Enterprise  
B. Broad-Based Black Economic Empowerment  
C. Balanced Budget and Business Education  
D. Black Business and Empowerment Enterprise

Answer: \_\_\_\_\_

1.7 A successful entrepreneur is:

- A. Fearful of risk  
B. Afraid of change  
C. Goal-oriented and persistent  
D. Focused only on profit

Answer: \_\_\_\_\_

1.8 A bar graph showing sales growth over time is an example of:

- A. Verbal communication   B. Numerical report   C. Non-verbal feedback   D. Visual data

Answer: \_\_\_\_\_

1.9 Which one of the following businesses is part of the informal sector?

- A. Registered supermarket
- B. Street vendor
- C. Car dealership
- D. Fast-food franchise

Answer: \_\_\_\_\_




1.10 One advantage of a sole trader is:



- A. Limited liability
- B. Shared responsibility
- C. Quick decision-making
- D. Access to many investors

Answer: \_\_\_\_\_

## QUESTION 2: VISUAL MATCHING (5 x 1 = 5 MARKS)

Match the **images** in Column A with the **correct term** in Column B.

Column A: Visuals	Column B: Terms
<p>2.1</p> 	<p>A. Entrepreneur</p>
<p>2.2</p> 	<p>B. Marketing</p>
<p>2.3</p> 	<p>C. Business growth</p>

2.4		D. Invoice
2.5		E. Operations

2.1 \_\_\_\_\_ 2.2 \_\_\_\_\_ 2.3 \_\_\_\_\_ 2.4 \_\_\_\_\_ 2.5 \_\_\_\_\_

### QUESTION 3: TRUE OR FALSE (5 x 1 = 5 MARKS)

Write **TRUE** or **FALSE** next to each statement.

3.1 A vision statement explains the future goal of a business.

3.2 A business must register with SARS to operate in the formal sector.

3.3 The finance function handles staff recruitment.


3.4 The skills development act aims to improve employee performance.



3.5 Informal businesses always operate legally.





### SECTION B: SHORT QUESTIONS (40 MARKS)


### QUESTION 4: ANALYSIS OF A POSTER (10 MARKS)

Study the business poster below and answer the questions that follow:

 **BIZSHOP LAUNCH SALE**

 Starts: 1 June      Location: 55 Main Street

 50% off on all items       

 Follow us on Instagram @BizShopSA

4.1 Identify the marketing strategy used in the poster. (2)

---

4.2 Give **two** visual elements that help attract customers. (2)

---

4.3 List **two** business functions that would support this event. (2)

---

4.4 Suggest **two** possible risks associated with this launch. (2)

---

4.5 How can this promotion contribute to business growth? (2)

---

### QUESTION 5: BUSINESS OPERATIONS (10 MARKS)

5.1 Identify and explain **two** activities of the operations function. (4)

- \_\_\_\_\_
- \_\_\_\_\_

5.2 Describe the role of quality control in a business. (2)

---

5.3 Suggest **two** reasons why poor quality products can harm a business. (4)

- \_\_\_\_\_
- \_\_\_\_\_

---

## QUESTION 6: ENTREPRENEURSHIP (10 MARKS)

6.1 Use the table to complete the missing qualities of a successful entrepreneur:

Entrepreneur	Quality 1	Quality 2
Sipho	Creative thinker	
Lindiwe		Risk-taker

6.2 Explain how entrepreneurs can contribute to **job creation** in South Africa. (2)

6.3 Suggest **two** support structures available to young entrepreneurs. (2)

- \_\_\_\_\_
- \_\_\_\_\_

## QUESTION 7: BUSINESS ENVIRONMENTS (10 MARKS)

7.1 Identify **one** factor from each environment that could impact a clothing store:

- Micro: \_\_\_\_\_ (1)
- Market: \_\_\_\_\_ (1)
- Macro: \_\_\_\_\_ (1)

7.2 Explain the difference between the **market** and **macro** environments. (4)

7.3 Suggest **three** strategies a business can use to overcome macro-environment challenges. (3)

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## SECTION C: ESSAY (40 MARKS)

**Answer ONE** of the following essay questions in full sentences and paragraphs. Structure your essay using an **introduction**, **body**, and **conclusion**.

### QUESTION 8: Business Ownership

Discuss the different forms of ownership suitable for small and large businesses. Your essay should include:

- Sole trader
- Partnership
- Private company
- Public company
- Advantages and disadvantages of each

**OR**

### **QUESTION 9: Business Functions and Success**

Explain how the **human resources**, **finance**, and **marketing** functions work together to contribute to business success. Include examples of how these functions support growth and customer satisfaction.

---

**TOTAL: 100 MARKS**



**MEMO****SECTION A: COMPULSORY (20 MARKS)****QUESTION 1: MULTIPLE CHOICE (10 x 1 = 10)**

- 1.1 B ✓
  - 1.2 C ✓
  - 1.3 A ✓
  - 1.4 C ✓
  - 1.5 C ✓
  - 1.6 B ✓
  - 1.7 C ✓
  - 1.8 D ✓
  - 1.9 B ✓
  - 1.10 C ✓
- [10 MARKS]**
- 

**QUESTION 2: VISUAL MATCHING (5 x 1 = 5)**

- 2.1 C ✓
  - 2.2 D ✓
  - 2.3 E ✓
  - 2.4 A ✓
  - 2.5 B ✓
- [5 MARKS]**
- 

**QUESTION 3: TRUE OR FALSE (5 x 1 = 5)**

- 3.1 TRUE ✓
  - 3.2 TRUE ✓
  - 3.3 FALSE ✓ (This is the responsibility of the HR function.)
  - 3.4 TRUE ✓
  - 3.5 FALSE ✓ (Informal businesses often operate illegally or without registration.)
- [5 MARKS]**
- 

**SECTION B: SHORT QUESTIONS (40 MARKS)**



#### QUESTION 4: ANALYSIS OF A POSTER (10 MARKS)

4.1 Promotional strategy / Sale promotion (2)

4.2 Visual elements: emojis, 50% discount, Instagram handle, bold text (any 2 x 1) = 2

4.3 Functions: Marketing, Finance, Operations, HR (any 2 x 1) = 2

4.4 Risks: Low stock, too many customers, theft, underperformance, poor marketing (any 2 x 1) = 2

4.5 It attracts new customers and boosts sales. (Any relevant explanation = 2)

**[10 MARKS]**

#### QUESTION 5: BUSINESS OPERATIONS (10 MARKS)

5.1 Examples (any 2 x 2):

- Managing production schedules
  - Maintaining quality of goods/services
  - Managing resources/equipment
- (4)

5.2 Role of quality control: Ensures consistent quality of goods/services to meet standards and customer satisfaction. (2)

5.3 Consequences (any 2 x 2):

- Customer complaints and loss of trust
  - Negative brand image
  - Increase in returns and repairs
- (4)

**[10 MARKS]**

#### QUESTION 6: ENTREPRENEURSHIP (10 MARKS)

6.1

Entrepreneur	Quality 1	Quality 2
Sipho	Creative thinker	Determined ✓
Lindiwe	Innovative ✓	Risk-taker

(1 mark per correct answer x 2 = 2)

6.2 Creates businesses that hire people, reducing unemployment. (2)

6.3 Examples:

- NYDA
- SEDA
- Government grants
- Incubators or mentorship programs

(Any 2 x 1 = 2)

**[10 MARKS]**

## QUESTION 7: BUSINESS ENVIRONMENTS (10 MARKS)

7.1

- Micro: Employees / Management / Internal resources (1)
- Market: Competitors / Customers / Suppliers (1)
- Macro: Economic issues / Political laws / Technology (1)

7.2

- Market environment: External but interacts directly (e.g., suppliers, competitors).
- Macro environment: Broader external forces that affect all businesses (e.g., economic trends, political environment).

(Any clear distinction and explanation = 2 + 2 = 4)

7.3 Strategies (any 3):

- Conducting PESTLE analysis
- Risk management planning
- Flexible business planning
- Diversifying suppliers

(3 x 1 = 3)

**[10 MARKS]**

## SECTION C: ESSAY (40 MARKS)

Use the following rubric for either Question 8 or 9.

CRITERIA	MARKS
Introduction	3
Body: Relevant content	30
Conclusion	2
Logical structure & format	5
<b>TOTAL</b>	<b>40</b>

## QUESTION 8 – BUSINESS OWNERSHIP

Content to expect:

- Forms: Sole trader, partnership, private company, public company
- Definitions of each
- Advantages (e.g., quick decisions, limited liability, access to capital)
- Disadvantages (e.g., unlimited liability, shared profits, expensive registration)
- Suitability for small vs large businesses

**OR**

## QUESTION 9 – BUSINESS FUNCTIONS

Content to expect:

- Define HR, Finance, and Marketing
- Roles and examples of each
- How they coordinate (e.g., HR recruits salespeople, marketing generates sales that finance records)
- Impact on business success: customer satisfaction, sales, productivity

**TOTAL : 100**

MYST PATHWORKS