

SMARTWIZ

GRADE11 BUSINESS STUDIES EXAM

MARKS: 100

TIME: 2 HOURS

SCHOOL _____

CLASS (eg. 4A) _____

SURNAME _____

NAME _____

MARKS	
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Instructions for Learners:

- Read all instructions carefully before you begin the exam.
- Write your full name and student number clearly on the answer sheet/book.
- Answer all questions unless otherwise instructed.
- Show all your work/calculations where necessary.
- Write neatly and clearly.
- Use only a blue or black pen. Do not use correction fluid or tape.
- Electronic devices (calculators, cell phones, etc.) are not 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 result in immediate disqualification from the exam.

This exam consists of six pages, including the cover page.

SECTION A: MULTIPLE CHOICE & TERMINOLOGY (20 marks)

QUESTION 1: MULTIPLE CHOICE ($5 \times 1 = 5$ marks)

Choose the correct answer and write only the letter:

1.1 What is a **franchise**?

- A) A business that buys products wholesale
- B) A business that allows others to use its name and system
- C) A sole proprietorship
- D) A government-owned business

1.2 Which one is NOT part of the Marketing Mix (4 Ps)?

- A) Price
- B) Place
- C) Product
- D) Production

1.3 The legal document that regulates a company's operations is called:

- A) Memorandum of Incorporation
- B) Employment contract
- C) Marketing plan
- D) Share certificate

1.4 What is the main goal of a **cooperative**?

- A) Maximise profits for shareholders
- B) Serve members and community needs
- C) Pay fewer taxes
- D) Increase market share

1.5 Which of the following is an example of **direct marketing**?

- A) TV advertisement
- B) Door-to-door sales
- C) Billboard ads
- D) Radio commercial

QUESTION 2: TERMINOLOGY MATCH ($5 \times 1 = 5$ marks)

Match the word in Column A to the correct meaning in Column B. Write only the letter.

Column A	Column B
2.1 Revenue	A. Money earned from sales
2.2 Liability	B. Money owed by a business
2.3 Asset	C. Items owned with economic value

2.4 Entrepreneur	D. Person who starts a business
2.5 Dividend	E. Share of profits paid to shareholders

SECTION B: DATA INTERPRETATION & BUSINESS OPERATIONS (40 marks)

QUESTION 3: ANALYSE THE LINE GRAPH (10 marks)



3.1 In which quarter were sales highest?

3.2 Calculate the increase in sales from Q3 to Q4.

3.3 Describe the overall sales trend over the year.

3.4 Suggest TWO ways to improve sales in Q3.

3.5 Calculate the average quarterly sales.

QUESTION 4: BUSINESS FUNCTION ROLES (15 marks)

4.1 Explain the role of the Marketing Department in a business.

4.2 Name THREE tasks performed by the Finance Department.

4.3 Describe TWO challenges that the Operations Department may face.

QUESTION 5: BUSINESS ENVIRONMENTS (15 marks)

5.1 Identify TWO elements of the micro environment that affect a business.

5.2 Explain how government legislation can impact business operations.

5.3 How can technological changes affect businesses positively?

SECTION C: ESSAY (40 marks)

QUESTION 6: BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY (CSR)

Write an essay (250–300 words) on the following topic:

“The importance of ethics and corporate social responsibility in modern businesses.”

Include:

- Definitions of business ethics and CSR
 - Examples of ethical and unethical business behaviour
 - Benefits of CSR to society and business
 - Conclusion on why ethics and CSR matter for business success
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● **END OF EXAM**

TOTAL : 100



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SECTION A: MULTIPLE CHOICE & TERMINOLOGY (20 marks)

Question 1: Multiple Choice ($5 \times 1 = 5$ marks)

- 1.1 B – A franchise allows others to use its name and system.
 1.2 D – Production is not part of the Marketing Mix (4 Ps: Product, Price, Place, Promotion).
 1.3 A – Memorandum of Incorporation regulates a company's operations.
 1.4 B – Cooperatives serve members and community needs.
 1.5 B – Door-to-door sales is direct marketing.

[5 marks]

Question 2: Terminology Match ($5 \times 1 = 5$ marks)

- 2.1 Revenue – A
 2.2 Liability – B
 2.3 Asset – C
 2.4 Entrepreneur – D
 2.5 Dividend – E

[5 marks]

SECTION B: DATA INTERPRETATION & BUSINESS OPERATIONS (40 marks)

Question 3: Analyse the Line Graph (10 marks)

3.1 Highest sales in Q4 (600)
 (1 mark)

3.2 Increase from Q3 to Q4 = $600 - 480 = 120$ (R000)
 (2 marks)

3.3 Overall sales trend: Sales increased from Q1 to Q2, dropped in Q3, then rose sharply in Q4.
 (3 marks)

3.4 Ways to improve Q3 sales (any two valid):

- Launch marketing campaigns
- Offer discounts/promotions
- Improve product quality

- Expand customer base
(2 marks)

3.5 Average sales = $(450 + 520 + 480 + 600) \div 4 = 2050 \div 4 = 512.5$ (R000)
(2 marks)

Question 4: Business Function Roles (15 marks)

4.1 Marketing Department role:

- Identify customer needs
- Develop marketing strategies
- Promote products/services
- Conduct market research
(3 marks)

4.2 Finance Department tasks (any three):

- Manage cash flow
- Prepare budgets
- Keep financial records
- Control expenses
- Pay salaries
(3 marks)

4.3 Challenges for Operations Department (any two):

- Managing supply chain disruptions
 - Maintaining product quality
 - Controlling production costs
 - Meeting delivery deadlines
(3 marks)
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Question 5: Business Environments (15 marks)

5.1 Elements of micro environment (any two):

- Customers
- Suppliers
- Competitors
- Employees
(2 marks)

5.2 Government legislation impact:

- Imposes regulations that businesses must follow (e.g., labour laws, tax policies)
- Non-compliance can lead to fines or closure
- Can increase operating costs or restrict certain activities
(4 marks)

5.3 Positive effects of technological changes:

- Improved efficiency and productivity
- Access to new markets (e-commerce)
- Better communication and customer service
- Innovation of new products/services
(4 marks)

SECTION C: ESSAY (40 marks)

Question 6: Business Ethics and CSR

Marking guide:

Aspect	Marks
Definition of business ethics	4
Definition of CSR	4
Examples of ethical behaviour	5
Examples of unethical behaviour	5
Benefits of CSR to society/business	8
Conclusion and clarity of argument	8

Key points:

- **Business ethics:** Moral principles guiding behaviour of business and employees
 - **CSR:** Voluntary actions to improve social/environmental wellbeing
 - **Ethical behaviour examples:** Fair treatment, honesty, quality products
 - **Unethical behaviour examples:** Corruption, false advertising, pollution
 - **CSR benefits:** Improves reputation, customer loyalty, community support
 - **Conclusion:** Ethics and CSR build trust, sustainability, and long-term success
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Total: 100 marks