

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 & MATCHING TERMS (20 MARKS)

Question 1: Multiple Choice ($10 \times 1 = 10$ marks)

Write only the **letter** (A–D) next to the question number.

1.1 Which ONE of the following is a reason for business failure?

- A. Good cash flow
- B. Poor financial management
- C. Strong leadership
- D. High customer loyalty

1.2 The purpose of the mission statement is to:

- A. Describe day-to-day activities
- B. State the business's long-term dream
- C. Outline the company's short-term goals
- D. Define its core purpose and values

1.3 One way to deal with unethical behaviour in the workplace is to:

- A. Avoid reporting it
- B. Encourage bribery
- C. Have a whistleblowing policy
- D. Ignore the issue

1.4 A **proxy** in a shareholders' meeting:

- A. Hires new staff
- B. Attends and votes on behalf of another
- C. Leads financial audits
- D. Signs the partnership contract

1.5 A person who owns and operates a franchise is called a:

- A. Shareholder
- B. Franchisor
- C. Partner
- D. Franchisee

Question 2: Match the Concepts ($10 \times 1 = 10$ marks)

Match **Column A** with **Column B** by writing only the correct letter.

Column A	Column B
2.1 Leadership style	A. Buying and selling of shares
2.2 Ethics	B. A system of moral principles
2.3 Tertiary sector	C. Service industries

2.4 JSE	D. Includes autocratic and democratic styles
2.5 Diversification	E. Spreading investments across products

Example: 2.1 – D

SECTION B: SCENARIO-BASED QUESTIONS (40 MARKS)

Question 3: Entrepreneurship (10 marks)

Read the scenario and answer the questions:

Nomfundo started a mobile car wash business in her township. She uses water-saving technology and employs 3 local youth. Her service is growing because of her innovative marketing and community outreach.

3.1 Identify TWO entrepreneurial actions Nomfundo has taken. (2)

3.2 Name ONE socio-economic issue she is helping to address. (1)

3.3 Explain ONE benefit of employing local youth. (2)

3.4 List TWO challenges she might face as a small business owner. (2)

3.5 Suggest TWO ways she could grow her business sustainably. (3)

Question 4: Business Functions (10 marks)

4.1 Which business function is responsible for:

- (a) Planning and budgeting
- (b) Advertising the product
- (c) Training staff
- (d) Delivering goods to customers

(4 marks)

Write your answers here:

- a) _____
- b) _____
- c) _____
- d) _____

4.2 Explain the difference between the **marketing** and **production** functions. (4)

4.3 Suggest TWO ways the HR function can improve staff morale. (2)

Question 5: Ethics and Professionalism (10 marks)

 Visual prompt:



5.1 What ethical issue is shown in this cartoon? (2)

5.2 Suggest ONE way the company can fix this issue. (2)

5.3 Define **professionalism**. (2)

5.4 List TWO characteristics of a professional employee. (2)

5.5 Why is ethical behaviour important for business reputation? (2)

Question 6: Quality and Customer Satisfaction (10 marks)

6.1 Define the term “customer satisfaction.” (2)

6.2 List THREE factors that influence customer satisfaction. (3)

6.3 Explain the relationship between quality control and business image. (3)

6.4 Suggest ONE method to get customer feedback. (2)

**SECTION C: ESSAY QUESTION (20 MARKS)****Question 7: Business Environment Adaptation****Essay Topic:**

Businesses operate in changing environments and must adapt to survive.

Write an essay in which you:

- Identify the three types of business environments.
- Discuss ONE challenge from each environment.
- Suggest how a business can respond to these challenges.
- Include a local or real-life business example.
- End with a brief conclusion.

Write approximately 250–300 words.

END OF EXAM

TOTAL: 100

MEMO**✓ SECTION A: MULTIPLE CHOICE & MATCHING TERMS (20 MARKS)****Question 1: Multiple Choice ($10 \times 1 = 10$)**

- 1.1 B ✓
 1.2 D ✓
 1.3 C ✓
 1.4 B ✓
 1.5 D ✓
 1.6 A ✓
 1.7 B ✓
 1.8 C ✓
 1.9 D ✓
 1.10 A ✓

[10 marks]**Question 2: Match the Concepts ($10 \times 1 = 10$)**

- 2.1 – D ✓
 2.2 – B ✓
 2.3 – C ✓
 2.4 – A ✓
 2.5 – E ✓

[10 marks]**🧠 SECTION B: SCENARIO-BASED QUESTIONS (40 MARKS)****Question 3: Entrepreneurship (10 marks)**

3.1

- Started a unique business
- Uses water-saving technology
- Innovative marketing (*Any $2 \times 1 = 2$ marks*)

3.2

- Unemployment (*1 mark*)

3.3

- Creates income and opportunities for locals
- Reduces crime, empowers youth (*1 × 2 = 2 marks*)

3.4

- Limited funding
- Competition
- Lack of experience (*Any 2 × 1 = 2 marks*)

3.5

- Offer loyalty programs
- Partner with eco-friendly suppliers
- Expand to nearby areas (*Any 2 relevant and sustainable methods = 3 marks*)

[10 marks]

Question 4: Business Functions (10 marks)

4.1

- Financial
- Marketing
- Human Resources
- Logistics (*4 × 1 = 4 marks*)

4.2

- Marketing promotes and sells products
- Production makes the product (*4 marks for both correct explanations*)

4.3

- Recognise performance
- Provide training and development opportunities (*Any 2 = 2 marks*)

[10 marks]

Question 5: Ethics and Professionalism (10 marks)

5.1

- Discrimination / Unequal opportunity (2 marks)

5.2

- Implement inclusive hiring practices / Sensitivity training (2 marks)

5.3

- Acting respectfully and responsibly in a work setting (2 marks)

5.4

- Punctual
- Honest
- Reliable (Any 2 = 2 marks)

5.5

- Builds trust with customers
- Protects brand reputation (Any valid point = 2 marks)

[10 marks]

Question 6: Quality and Customer Satisfaction (10 marks)

6.1

- Meeting or exceeding customer expectations (2 marks)

6.2

- Product quality
- Service experience
- Price fairness (Any 3 = 3 marks)

6.3

- Good quality improves business image, increases customer loyalty (3 marks)

6.4

- Surveys, suggestion boxes, online reviews (Any valid method = 2 marks)

[10 marks]

SECTION C: ESSAY QUESTION (20 MARKS)

Question 7: Business Environment Adaptation


Mark Allocation:

Criteria	Marks
Identify 3 environments	3
Describe 1 challenge from each	6
Response strategy for each challenge	6
Relevant business example	3
Logical structure and conclusion	2
Total	20

Expected Content:

- **Micro Environment:** Challenge – Labour issues → Response: Staff development.
- **Market Environment:** Challenge – New competition → Response: Improve marketing.
- **Macro Environment:** Challenge – Load shedding → Response: Invest in generators.
- **Example:** A local fast-food outlet adapting to delivery trends during COVID-19.
- **Conclusion:** Adapting ensures sustainability and success.

[20 marks]

 **TOTAL: 100 MARKS**