

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: SHORT-FORM QUESTIONS (20 MARKS)

QUESTION 1: MULTIPLE CHOICE ($4 \times 1 = 4$ marks)

Choose the correct answer and write only the letter (A–D):

1.1 A business that operates across multiple provinces in South Africa is known as:

- A. Local business
- B. National business
- C. Informal business
- D. Private enterprise

1.2 The process of planning, organising, leading and controlling is called:

- A. Management
- B. Marketing
- C. Financing
- D. Staffing

1.3 Which ONE of the following is a social responsibility initiative?

- A. Increasing sales
- B. Paying staff
- C. Hosting food drives for the community
- D. Launching a new product

1.4 The main aim of a public company is to:

- A. Serve a charity
- B. Make a profit
- C. Sell directly to farmers
- D. Avoid taxes

QUESTION 2: TERMINOLOGY MATCH ($6 \times 1 = 6$ marks)

Match the concept in **Column A** to the correct definition in **Column B**. Write only the letter (A–F).

Column A	Column B
2.1 Vision	A. The future goal of the business
2.2 Stakeholder	B. A system to track income and expenses
2.3 Productivity	C. Output per worker or input
2.4 Budget	D. Person with interest in the business
2.5 Branding	E. A legal requirement
2.6 UIF	F. Creating a unique identity for products

QUESTION 3: ANALYSE THE CHART (10 marks)

Study the graph below and answer the questions:

Grade Number of Students

Grade 10  (120)

Grade 11  (90)

Grade 12  (70)

3.1 Which grade had the highest number of students? (1)

3.2 Describe the overall trend in the number of students. (2)

3.3 Suggest ONE reason for the decrease in numbers. (2)

3.4 How could the school encourage more learners to take Business Studies? (2)

3.5 What is the **average** number of students across the three grades? (3)

◆ SECTION B: APPLICATION & SCENARIOS (40 MARKS)

QUESTION 4: MANAGEMENT & LEADERSHIP (10 marks)

4.1 Define **autocratic leadership**. (2)

4.2 Give ONE advantage and ONE disadvantage of this style. (4)

Advantage: _____

Disadvantage: _____

4.3 Read the scenario:

Sipho owns a popular bakery. He makes all the decisions himself and rarely consults his staff. Although the bakery performs well, workers feel frustrated.

Identify Sipho's leadership style and suggest ONE way he could improve employee morale. (4)

QUESTION 5: BUSINESS OPERATIONS (10 marks)

5.1 Name TWO functions of the Human Resources department. (2)

5.2 Describe TWO consequences of poor recruitment. (4)

5.3 Suggest ONE way technology can assist in recruitment. (2)

5.4 What is the difference between job description and job specification? (2)

QUESTION 6: ENTREPRENEURSHIP & INNOVATION (10 marks)

6.1 Define “innovation.” (2)

6.2 Study the image below and answer the question:



6.2.1 Identify TWO innovative features from the image. (2)

6.2.2 What type of business ownership is most likely for this business? (1)

6.2.3 List TWO advantages of this type of ownership. (2)

6.2.4 Suggest ONE way this business can expand. (3)

QUESTION 7: CORPORATE SOCIAL RESPONSIBILITY (CSR) (10 marks)

7.1 Define CSR. (2)

7.2 Name TWO ways a business can contribute to society. (2)

7.3 Why is CSR important for reputation? (2)

7.4 Read the scenario:

A tech company sponsors local school computer labs but dumps electronic waste illegally.

7.4.1 Identify the contradiction in the company's behaviour. (2)

7.4.2 Suggest a more ethical way to dispose of e-waste. (2)

◆ SECTION C: ESSAY QUESTION (20 MARKS)

QUESTION 8: ANALYSING BUSINESS ENVIRONMENTS

Write an essay of **250–300 words** on the topic:

“How businesses adapt to the changing macro-environment in South Africa.”

In your essay, include:

- Definition of macro environment
- Three examples of macro challenges (e.g., inflation, load-shedding, unemployment)
- Practical responses or adaptations

- Real or fictional business example
 - Conclusion on the importance of adaptability
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● **END OF PAPER**

TOTAL : 100



MEMO

◆ SECTION A: SHORT-FORM QUESTIONS (20 MARKS)

Question 1: Multiple Choice ($4 \times 1 = 4$)

- 1.1 B ✓
 1.2 A ✓
 1.3 C ✓
 1.4 B ✓

[4 marks]

Question 2: Terminology Match ($6 \times 1 = 6$)

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

[6 marks]

Question 3: Analyse the Chart (10 marks)

- 3.1 Grade 10 ✓ (1)
 3.2 The number of students decreases as the grades go up ✓ (2)
 3.3 Academic difficulty / lack of interest / other subject choices ✓ (Any valid = 2)
 3.4 Host business fairs / invite speakers / provide subject guidance ✓ (Any valid = 2)
 3.5 $(120 + 90 + 70) \div 3 = 280 \div 3 = 93.3$ (accept 93–94) ✓ (3)

[10 marks]

◆ SECTION B: APPLICATION & SCENARIOS (40 MARKS)

Question 4: Management & Leadership (10)

4.1 Giving orders and making decisions without consulting others ✓ (2)

4.2

- Advantage: Fast decision-making ✓ (2)
 - Disadvantage: Demotivates staff / no input from employees ✓ (2)
- 4.3
- Autocratic leadership ✓ (2)
 - Suggestion: Involve employees / hold team meetings ✓ (2)

[10 marks]

Question 5: Business Operations (10)

5.1

- Hiring and recruitment
 - Training staff ✓ (Any 2 = 2 marks)
- 5.2
- Increased staff turnover
 - Poor performance ✓ (Any 2 = 4 marks)
- 5.3
- Online job platforms / social media ads ✓ (2)
- 5.4
- Job description = duties of the job
 - Job specification = skills needed ✓ (2)

[10 marks]

Question 6: Entrepreneurship & Innovation (10)

6.1 Introducing something new or improving existing products/services ✓ (2)

6.2.1

- Solar power
- Healthy meals / mobile setup ✓ (Any 2 = 2 marks)

6.2.2 Sole proprietorship ✓ (1)

6.2.3

- Easy to start
- Full control ✓ (Any 2 = 2 marks)

6.2.4

- Open more trucks / offer delivery service / partner with colleges ✓ (3)

[10 marks]

Question 7: Corporate Social Responsibility (CSR) (10)

7.1 Actions taken by businesses to improve society and environment ☒ (2)

7.2

- Sponsoring events
- Donating resources ☒ (Any 2 = 2 marks)

7.3 Builds public trust / improves reputation ☒ (2)

7.4.1 Helping schools but harming the environment = contradiction ☒ (2)

7.4.2 Partner with recycling companies / follow legal disposal methods ☒ (2)

[10 marks]



SECTION C: ESSAY (20 MARKS)

Question 8: Macro Environment Essay

(Allocate marks as follows:)

Criteria	Marks
Define macro environment	2
Identify 3 macro challenges	6
Explain how business can adapt	6
Use a relevant example	4
Logical structure & conclusion	2
TOTAL	20

☒ Example challenges:

- Load shedding → use generators or solar
- Inflation → adjust pricing strategies
- Unemployment → train and hire locally

[20 marks]

☒ **TOTAL: 100 MARKS**

MAP

MYST PATHWORKS

IVII