

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.

SECTION A: COMPULSORY (20 MARKS)

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

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

1.1 Which one of the following forms of ownership has unlimited liability?

- A. Private company
- B. Public company
- C. Sole trader
- D. Close corporation

Answer: _____

1.2 The role of the human resources function includes:

- A. Selling goods to consumers
- B. Managing employees and their benefits
- C. Delivering stock
- D. Organising stock levels

Answer: _____

1.3 A **retailer** operates in which sector of the economy?

- A. Primary
- B. Secondary
- C. Quaternary
- D. Tertiary

Answer: _____

1.4 An entrepreneur is someone who:

- A. Works for a salary only
- B. Is only focused on farming
- C. Starts a business and takes risks
- D. Is employed by the government

Answer: _____

1.5 Which of the following is an example of an **internal** business resource?

- A. Interest rate
- B. Employee skills
- C. Exchange rate
- D. Supplier availability

Answer: _____

1.6 Which law ensures **minimum working conditions** in South Africa?

- A. Consumer Protection Act
- B. Basic Conditions of Employment Act
- C. Labour Union Act
- D. Employment Equity Act

Answer: _____

1.7 A good mission statement should describe:

- A. The customer's race and income
- B. The long-term government budget
- C. The reason the business exists
- D. The amount of tax the business pays

Answer: _____

1.8 Identify the term that refers to a detailed future financial plan:

- A. Sales strategy
- B. Budget
- C. Transaction
- D. SWOT

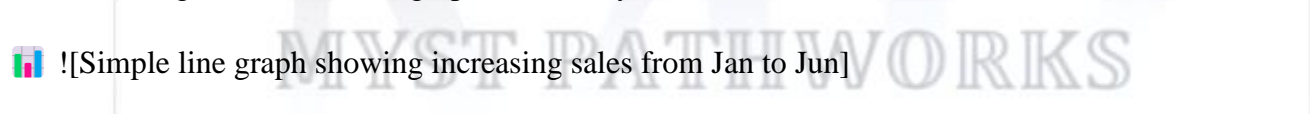
Answer: _____

1.9 Which of the following is **not** a component of the market environment?

- A. Suppliers
- B. Customers
- C. Government
- D. Competitors

Answer: _____

1.10 The image below shows a graph of monthly sales. What trend does it show?



- A. Declining sales
- B. Constant sales
- C. Fluctuating sales
- D. Increasing sales

Answer: _____

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

Match Column A with the correct option from Column B. Write only the correct letter (A–E) next to the number.

Column A	Column B
2.1 A business owned by one person	A. Public company
2.2 The process of identifying weaknesses	B. Sole trader
2.3 External threats to a business	C. SWOT analysis
2.4 A business that sells shares to public	D. Macro environment
2.5 Trains and recruits employees	E. Human Resources

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 the number.

3.1 A private company can sell shares to the general public. _____

3.2 Recruitment is part of the marketing function. _____

3.3 The production function focuses on making goods or services. _____

3.4 Economic conditions affect the macro environment. _____

3.5 Cash flow problems are caused by poor financial planning. _____

SECTION B: SHORT QUESTIONS (40 MARKS)

QUESTION 4: PRODUCTION AND QUALITY (10 MARKS)

4.1 Define the **production function** in a business. (2)

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4.2 Name any **three inputs** required for production. (3)

- _____
- _____
- _____

4.3 Explain the difference between **quantity** and **quality** in production. (2)

4.4 State **three consequences** of poor-quality products. (3)

- _____
- _____
- _____

QUESTION 5: BUSINESS PLAN (10 MARKS)

5.1 What is the purpose of a business plan? (2)

5.2 List **four main components** of a business plan. (4)

- _____
- _____
- _____
- _____

5.3 Study the following extract from a fictional business plan:

“Happy Cupcakes will sell affordable cupcakes to school learners. We will market on social media and sell during breaks. Ingredients will be bought locally.”

Identify:

- (a) The target market: _____ (1)
- (b) The marketing strategy: _____ (1)
- (c) A competitive advantage: _____ (1)
- (d) A supplier-related detail: _____ (1)



QUESTION 6: LEGISLATION (10 MARKS)

6.1 What is the purpose of the **Basic Conditions of Employment Act**? (2)

6.2 Mention **three provisions** covered by the BCEA. (3)

- _____
- _____
- _____

6.3 Name **two reasons** why businesses must follow labour laws. (2)

- _____
- _____

6.4 Identify the Act described in each case below: (3)

- (a) Promotes equality in the workplace: _____
- (b) Protects consumers from unfair contracts: _____
- (c) Helps businesses be environmentally responsible: _____

QUESTION 7: ENTREPRENEURSHIP (10 MARKS)

7.1 List any **four sources of funding** for a small business. (4)

- _____
- _____
- _____
- _____

7.2 Describe two risks an entrepreneur faces when starting a business. (4)

7.3 Mention **two reasons** why entrepreneurship is important in South Africa. (2)

- _____
- _____



SECTION C: ESSAY (40 MARKS)

Answer **ONE** of the following questions. Structure your essay with an introduction, body and conclusion.

QUESTION 8: BUSINESS FUNCTIONS

Write an essay in which you discuss the roles and importance of **three business functions** in a business. Your answer should include:

- Definitions of the chosen functions
- Examples of how each supports business goals
- Problems that may arise if each function fails
- How the functions work together

OR

QUESTION 9: SWOT ANALYSIS AND STRATEGY

Write an essay in which you:

- Explain the purpose of a **SWOT analysis**
- Define Strengths, Weaknesses, Opportunities, and Threats
- Provide examples of each

- Suggest strategies a business could use based on the SWOT

TOTAL: 100 MARKS



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

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

[10 MARKS]

QUESTION 2: MATCHING ITEMS (5 x 1 = 5 MARKS)

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

[5 MARKS]

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

- 3.1 FALSE ✓ (Only public companies sell shares to the public)
- 3.2 FALSE ✓ (Recruitment is part of Human Resources)
- 3.3 TRUE ✓
- 3.4 TRUE ✓
- 3.5 TRUE ✓

[5 MARKS]

SECTION B: SHORT QUESTIONS (40 MARKS)

QUESTION 4: PRODUCTION AND QUALITY (10 MARKS)

- 4.1 Turning inputs into finished goods/services (2)
 4.2 Any 3: Raw materials, labour, capital, equipment, time, information ($3 \times 1 = 3$)
 4.3 Quantity = amount produced; Quality = standard of what is produced (2)
 4.4 Any 3: Customer dissatisfaction, product returns, loss of income, damaged reputation ($3 \times 1 = 3$)
[10 MARKS]
-

QUESTION 5: BUSINESS PLAN (10 MARKS)

- 5.1 A roadmap that outlines the vision, structure, and operation of a business (2)
 5.2 Any 4: Executive summary, marketing plan, operations plan, financial plan, SWOT, ownership ($4 \times 1 = 4$)
 5.3
 (a) School learners ✓
 (b) Social media and selling during breaks ✓
 (c) Low-cost cupcakes ✓
 (d) Ingredients will be bought locally ✓
 ($4 \times 1 = 4$)
[10 MARKS]
-

QUESTION 6: LEGISLATION (10 MARKS)

- 6.1 Protects workers' rights and sets minimum standards for employment (2)
 6.2 Any 3: Working hours, leave, notice period, overtime, rest breaks ($3 \times 1 = 3$)
 6.3 Ensures fair treatment and avoids legal consequences ($2 \times 1 = 2$)
 6.4
 (a) Employment Equity Act ✓
 (b) Consumer Protection Act ✓
 (c) NEMA (National Environmental Management Act) ✓
 ($3 \times 1 = 3$)
[10 MARKS]
-

QUESTION 7: ENTREPRENEURSHIP (10 MARKS)

- 7.1 Any 4: Bank loans, investors, government grants, crowdfunding, personal savings, family/friends ($4 \times 1 = 4$)
 7.2 Any 2 risks explained: Financial loss, competition, failure, lack of demand, theft, regulation ($2 \times 2 = 4$)
 7.3 Any 2: Creates jobs, stimulates innovation, boosts economy, reduces poverty ($2 \times 1 = 2$)
[10 MARKS]

SECTION C: ESSAY (40 MARKS)

Mark **QUESTION 8 OR 9** according to the following guideline:

Criteria	Marks
Introduction	3
Content – facts and explanations	30
Conclusion	2
Structure, flow, format	5
TOTAL	40

QUESTION 8 Expected Content: Business Functions

- Define 3 functions (e.g., HR, Marketing, Production, Finance, Admin)
 - Explain the purpose of each
 - Give practical examples
 - Explain what happens if each fails
 - Show how they depend on each other
-

QUESTION 9 Expected Content: SWOT and Strategy

- Define SWOT
- Describe S, W, O, T individually with examples
- Explain how a business can respond using a strategy (e.g., use strengths to overcome threats, improve weaknesses)

TOTAL : 100