

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

1.1 Which business function is mainly responsible for recording and managing income and expenses?

A. Marketing B. Finance C. Human Resources D. Administration

Answer: _____

1.2 A **cash flow problem** in a business usually means:

A. No stock to sell
B. Too many workers
C. Not enough money to pay expenses
D. Poor advertising

Answer: _____

1.3 What does the abbreviation **SMME** stand for?

A. Small Medium Micro Enterprise
B. South African Major Manufacturers' Economy
C. Society for Monthly Marketing Entrepreneurs
D. Small Municipal Market Environment

Answer: _____

1.4 A logo, slogan and packaging all form part of a business's:

A. Income strategy B. Brand identity C. Tax registration D. Inventory list

Answer: _____

1.5 Which act ensures that people are not unfairly treated because of race, gender or disability?

A. NCA B. LRA C. BCEA D. EEA

Answer: _____

1.6 The diagram below shows a basic supply chain. What is **Step 3**?

FARM → FACTORY → ____ → CUSTOMER

A. Wholesaler B. Retailer C. Supplier D. Labour

Answer: _____

1.7 Which one is an **internal** factor that affects the micro environment?

A. Government policy B. Workers' skills C. Competitors D. Technology trends

Answer: _____

1.8 A vision statement describes:

A. Daily operations
B. What the business hopes to achieve in the future
C. Employee rules

D. How products are priced

Answer: _____

1.9 Which one of the following is NOT a business resource?

A. Raw materials B. Staff C. Land D. Shopping mall

Answer: _____






1.10 Which business form allows anyone to buy shares on the JSE?

A. Sole trader B. Private company C. Public company D. Franchise

Answer: _____

QUESTION 2: IDENTIFY FROM VISUALS (5 x 1 = 5 MARKS)

Study the images and match them to the correct business terms below.

Image	Business Term
2.1 	A. Finance
2.2 	B. Marketing
2.3 	C. Production
2.4 	D. Training
2.5 	E. Business plan

Write only the letter (A–E) next to the number:

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 question number.

3.1 The macro environment includes competitors and customers.

3.2 All businesses must have a detailed business plan to operate legally.

3.3 Employees are part of the micro environment.

3.4 A private company can have between 1 and 50 shareholders.

3.5 A good mission statement helps give direction to a business.

SECTION B: SHORT QUESTIONS (40 MARKS)

QUESTION 4: BUSINESS DOCUMENTS AND STRUCTURE (10 MARKS)

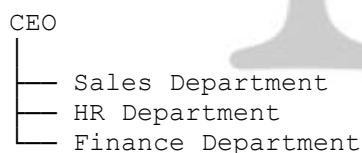
4.1 Name **two** legal documents needed when registering a formal business. (2)

4.2 List **three** departments typically found in a medium-sized business. (3)

- _____
- _____
- _____

4.3 Briefly explain **why it is important** for a business to have an organisational structure. (2)

4.4 Look at the diagram below and answer the question:



Who reports directly to the CEO in this structure? (1)

Answer: _____

4.5 Suggest **two benefits** of having clearly defined roles in a business. (2)

- _____
 - _____
-
-

QUESTION 5: MARKETING & CONSUMER AWARENESS (10 MARKS)

5.1 What is meant by the term **target market**? (2)

5.2 Name **four** common methods used by businesses to promote products. (4)

- _____
- _____
- _____
- _____

5.3 Explain **why businesses must be honest** in their advertising. (4)

QUESTION 6: ENTREPRENEURIAL ACTION (10 MARKS)

6.1 Complete the table below:

Entrepreneur	Type of Business	Sector
Ayanda	Selling clothing	_____
Mpho	Online tutoring	_____

(2)

6.2 Mention **two challenges** a young entrepreneur might face. (2)

- _____
- _____

6.3 Describe how a **business incubator** supports entrepreneurs. (2)

6.4 Name **two characteristics** of a good entrepreneur. (2)

- _____
- _____

QUESTION 7: BUSINESS RESPONSIBILITY (10 MARKS)

7.1 What is the meaning of **corporate social responsibility** (CSR)? (2)

7.2 Suggest **three CSR activities** that a business can do in its community. (3)

- _____
- _____

7.3 Study the image and answer the question:



What is the business doing wrong in terms of social responsibility? (2)

7.4 Explain **why CSR is important** for long-term business success. (3)

SECTION C: ESSAY (40 MARKS)

Answer **ONE** of the following essay questions.

QUESTION 8: Business Environments

Write an essay in which you discuss the three business environments:

- Define the **micro**, **market**, and **macro** environments
- Provide **at least two examples** of factors for each environment
- Explain **how these environments impact a business**

OR

QUESTION 9: Entrepreneurial Qualities and Contributions

Write an essay on how entrepreneurs contribute to the South African economy.
Include the following in your answer:

- Definition of an entrepreneur
- Key characteristics of successful entrepreneurs

- Contributions such as job creation and innovation
 - Challenges faced and support structures available
-

TOTAL: 100 MARKS



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

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

[10 MARKS]**QUESTION 2: IDENTIFY FROM VISUALS (5 x 1 = 5 MARKS)**

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

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

- 3.1 FALSE ✓ (Competitors and customers are part of the *market* environment.)
- 3.2 FALSE ✓ (A business plan is important, but not legally required to operate in all sectors.)
- 3.3 TRUE ✓
- 3.4 TRUE ✓
- 3.5 TRUE ✓

[5 MARKS]

SECTION B: SHORT QUESTIONS (40 MARKS)

QUESTION 4: BUSINESS DOCUMENTS AND STRUCTURE (10 MARKS)

- 4.1 Any 2: Business license, company registration documents, SARS registration, CIPC documentation (2×1) = 2
- 4.2 Any 3: HR, Finance, Sales, Production, Marketing, Administration (3×1) = 3
- 4.3 Helps define roles, avoids confusion, improves accountability, ensures smoother operations (Any 1 \times 2) = 2
- 4.4 Sales, HR, and Finance Departments (1)
- 4.5 Any 2: Better coordination, higher productivity, clear reporting structure, reduces conflict (2×1) = 2
- [10 MARKS]**
-

QUESTION 5: MARKETING & CONSUMER AWARENESS (10 MARKS)

- 5.1 A specific group of customers the business aims to sell to (2)
- 5.2 Any 4: Advertising, social media, posters, billboards, radio, promotions, influencers (4×1) = 4
- 5.3
- Builds consumer trust
 - Prevents misleading information
 - Encourages long-term customer loyalty
 - Avoids legal action (Any valid explanation – 4×1) = 4
- [10 MARKS]**
-

QUESTION 6: ENTREPRENEURIAL ACTION (10 MARKS)

- 6.1 Ayanda: Tertiary
- Mpho: Quaternary (or Tertiary is acceptable for tutoring) (2×1) = 2
- 6.2 Any 2: Lack of capital, inexperience, market competition, limited support (2×1) = 2
- 6.3 Offers resources, mentorship, funding, training to help new businesses grow (2)
- 6.4 Any 2: Risk-taker, creative, self-motivated, persistent (2×1) = 2
- [10 MARKS]**
-

QUESTION 7: BUSINESS RESPONSIBILITY (10 MARKS)

- 7.1 When businesses act in ways that benefit society and the environment (2)
- 7.2 Any 3: Sponsoring schools, clean-up campaigns, donations, skills development (3×1) = 3
- 7.3 Polluting near homes—affecting health and environment (2)
- 7.4
- Builds brand reputation

- Helps community development
 - Encourages customer and employee loyalty (Any 3×1) = 3
- [10 MARKS]**

SECTION C: ESSAY (40 MARKS)

Use this marking grid for **Question 8 or 9**:

Criteria	Marks
Introduction	3
Content – accurate and relevant (at least 6–8 points with explanation/examples)	30
Conclusion	2
Logical flow, format & structure	5
TOTAL	40

QUESTION 8: Business Environments

Expect:

- Definitions of micro, market, and macro environments
- 2 examples of factors in each (e.g., Micro: employees, resources; Market: suppliers, competitors; Macro: political, legal, economic)
- Explanation of how each affects operations and decision-making

QUESTION 9: Entrepreneurial Qualities & Contributions

Expect:

- Definition of entrepreneurship
- Characteristics: initiative, creativity, leadership, etc.
- Contributions: job creation, innovation, GDP growth
- Challenges: access to funding, competition
- Support: SEDA, NYDA, business incubators

TOTAL : 100