

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 from the options given. Write only the letter (A–D) next to the question number.

1.1 The main aim of the financial function in a business is to:

- A. Advertise products
- B. Manage human resources
- C. Control money and spending
- D. Transport goods

Answer: _____

1.2 A **co-operative business** is owned and operated by:

- A. Government
- B. Shareholders
- C. Customers
- D. Its members

Answer: _____

1.3 Which ONE of the following is **NOT** part of the micro environment?

- A. Management
- B. Organisational culture
- C. Inflation
- D. Resources

Answer: _____

1.4 The main purpose of the **marketing function** is to:

- A. Recruit employees
- B. Control quality
- C. Satisfy customer needs
- D. Monitor competitors

Answer: _____

1.5 Which business structure is taxed separately from its owner?

- A. Sole trader
- B. Partnership
- C. Private company
- D. Informal trader

Answer: _____

1.6 The **Skills Development Act** encourages businesses to:

- A. Increase profits
- B. Train and upskill employees
- C. Pay tax
- D. Avoid strikes

Answer: _____

1.7 A **decrease in interest rates** is an example of a change in the:

- A. Micro environment
- B. Market environment
- C. Macro environment
- D. Business structure

Answer: _____

1.8 Which of the following is an example of a **primary sector** business?

- A. Bank
- B. Farming
- C. Retail store
- D. Courier service

Answer: _____

1.9 A **vision statement** describes the business's:

- A. Target market
- B. Daily operations
- C. Long-term future goals
- D. Rules and policies

Answer: _____

1.10 Study the visual and answer the question below:



What does the business need to investigate based on this visual?

- A. Growth opportunities
- B. Sales increase
- C. Decrease in demand or rising costs
- D. New marketing trends

Answer: _____

QUESTION 2: IDENTIFY THE FUNCTION (5 x 1 = 5 MARKS)

Match the business function in Column A with the correct role in Column B.

Column A (Function)	Column B (Role)
2.1 Production	A. Handles financial statements
2.2 Administration	B. Manufactures goods and services
2.3 Finance	C. Manages recruitment and labour issues

2.4 Human Resources	D. Maintains records and systems
2.5 Marketing	E. Promotes and sells products

- 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.
 Correct the statement if FALSE.

- 3.1 A public company's name ends with "(Pty) Ltd". _____
 3.2 Macro environment factors are fully controlled by the business. _____
 3.3 Advertising is part of the financial function. _____
 3.4 The purpose of a SWOT analysis is to identify internal and external factors. _____
 3.5 Strike action is a possible labour-related challenge. _____



SECTION B: SHORT QUESTIONS (40 MARKS)

QUESTION 4: BUSINESS ENVIRONMENTS (10 MARKS)

- 4.1 Define the **market environment**. (2)
 4.2 List **three components** of the market environment. (3)
 4.3 Explain two ways in which competitors can affect a business. (4)
 4.4 Name one method a business can use to manage the threat of new competitors. (1)

QUESTION 5: FORMS OF OWNERSHIP (10 MARKS)

- 5.1 Define a **partnership**. (2)
 5.2 List two **advantages** and two **disadvantages** of a partnership. (4)
 5.3 Identify whether the following are **formal** or **informal** businesses: (4)
 (a) Spaza shop
 (b) Hair salon with a business license
 (c) Taxi service operating without registration
 (d) Supermarket chain



QUESTION 6: BUSINESS OPERATIONS (10 MARKS)

- 6.1 What is the main purpose of the **purchasing function** in a business? (2)
 6.2 State two responsibilities of the **administration** function. (2)
 6.3 Suggest two examples of **poor financial management**. (2)
 6.4 Study the following scenario and answer the questions:

A business stores customer data on paper in a filing cabinet. Recently, it lost three customer orders due to missing files.

- (a) Identify the business function that failed. (1)
 (b) Suggest one improvement to avoid this issue in future. (1)
 (c) What could be a consequence of such poor record-keeping? (2)

QUESTION 7: ENTREPRENEURSHIP (10 MARKS)

- 7.1 Define an entrepreneur. (2)
 7.2 List **three characteristics** of successful entrepreneurs. (3)
 7.3 Explain how entrepreneurship can reduce unemployment in South Africa. (3)
 7.4 Name two sources of support available to small businesses. (2)

SECTION C: ESSAY (40 MARKS)

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

QUESTION 8: LEGISLATION AND THE LABOUR FORCE

Write an essay in which you:

- Identify three major labour laws in South Africa
- Explain the purpose of each law
- Discuss how each one protects both employers and employees
- Provide examples of how a business can comply with these laws

OR

QUESTION 9: STRATEGIC PLANNING AND SWOT

Write an essay in which you:

- Define a strategic plan
- Explain the role of a SWOT analysis in planning
- Provide practical examples of Strengths, Weaknesses, Opportunities, and Threats
- Discuss how a business can use this analysis to create a competitive strategy

TOTAL: 100 MARKS



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

- 1.1 C – Control money and spending
 - 1.2 D – Its members
 - 1.3 C – Inflation
 - 1.4 C – Satisfy customer needs
 - 1.5 C – Private company
 - 1.6 B – Train and upskill employees
 - 1.7 C – Macro environment
 - 1.8 B – Farming
 - 1.9 C – Long-term future goals
 - 1.10 C – Decrease in demand or rising costs
-

QUESTION 2: IDENTIFY THE FUNCTION (5 x 1 = 5 MARKS)

- 2.1 B – Manufactures goods and services (Production)
 - 2.2 D – Maintains records and systems (Administration)
 - 2.3 A – Handles financial statements (Finance)
 - 2.4 C – Manages recruitment and labour issues (Human Resources)
 - 2.5 E – Promotes and sells products (Marketing)
-

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

- 3.1 FALSE – A public company's name ends with "Ltd" or "Limited" (Pty) Ltd is for private companies
 - 3.2 FALSE – Macro environment factors are largely outside the control of the business
 - 3.3 FALSE – Advertising is part of marketing function
 - 3.4 TRUE
 - 3.5 TRUE
-

SECTION B: SHORT QUESTIONS (40 MARKS)**QUESTION 4: BUSINESS ENVIRONMENTS (10 MARKS)**

- 4.1 Market environment = The immediate external factors that affect a business and its ability to serve customers. (2)

4.2 Three components: Customers, competitors, suppliers (3×1)

4.3 Examples:

- Competitors can lower prices to attract customers
- Competitors can introduce new products to gain market share

(Any 2 explanations $\times 2$ marks = 4)

4.4 Strategy: Product differentiation, competitive pricing, improved customer service, etc. (1)

QUESTION 5: FORMS OF OWNERSHIP (10 MARKS)

5.1 Partnership = A business owned by two or more people who share profits and responsibilities. (2)

5.2 Advantages:

- Shared capital/resources
- Shared workload and skills

Disadvantages:

- Unlimited liability
- Possible conflicts between partners

(2 advantages + 2 disadvantages = 4 marks)

5.3 (1 mark each)

- Informal
- Formal
- Informal
- Formal

QUESTION 6: BUSINESS OPERATIONS (10 MARKS)

6.1 Purchasing function = To buy the correct quantity and quality of goods and services at the best price. (2)

6.2 Administration responsibilities: Record keeping, correspondence, office management, communication, filing systems. (Any 2×1)

6.3 Poor financial management examples:

- Overspending
- Not keeping accurate records

(Any 2×1)

6.4 Scenario:

- Administration function failed (1)
- Improve by using digital record systems or backup (1)
- Consequences: Loss of sales, customer dissatisfaction, damage to reputation (2)

QUESTION 7: ENTREPRENEURSHIP (10 MARKS)

7.1 Entrepreneur = A person who starts and runs a business, taking on financial risks in the hope of profit. (2)

7.2 Characteristics (any 3): Risk-taking, creativity, leadership, perseverance, problem-solving. (3 × 1)

7.3 Entrepreneurship reduces unemployment by creating new businesses that provide jobs and stimulate the economy. (3)

7.4 Support sources: Government grants, business incubators, banks, mentorship programmes. (2 × 1)

SECTION C: ESSAY (40 MARKS)

Marking guide for either essay question:

- Introduction: 3 marks
- Content: 30 marks (facts, explanations, examples, depth)
- Conclusion: 2 marks
- Structure, flow, language: 5 marks

QUESTION 8: LABOUR LEGISLATION EXAMPLES

- Labour Relations Act – promotes fair labour practices, protects collective bargaining
- Basic Conditions of Employment Act – sets minimum employment conditions (working hours, leave)
- Employment Equity Act – prevents discrimination, promotes equality
- Explanation of protection for employer and employee (e.g., fair dismissal procedures, fair treatment)
- Examples of compliance (contracts, policies, training)

QUESTION 9: STRATEGIC PLANNING AND SWOT

- Definition of strategic planning (long-term goal setting and resource allocation)
- SWOT analysis definition and importance
- Examples for each SWOT category:
 - Strength: Skilled workforce
 - Weakness: Limited capital
 - Opportunity: New market trends
 - Threat: New competitors
- Using SWOT to create strategies, e.g., leveraging strengths, improving weaknesses, exploiting opportunities, avoiding threats

TOTAL : 100