

# 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 A legal document that gives a person the right to start a business in a certain area is called a:

A. Lease B. License C. Contract D. Partnership

Answer: \_\_\_\_\_

1.2 Which of the following is an example of a macro environment factor?

A. Suppliers B. Competitors C. Economic conditions D. Customers

Answer: \_\_\_\_\_

1.3 A person who starts a business and takes on financial risks is called a/an:

A. Consumer B. Entrepreneur C. Manager D. Investor

Answer: \_\_\_\_\_

1.4 Which function ensures that employees are paid correctly and on time?

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

Answer: \_\_\_\_\_

1.5 A strategy used by a business to overcome competition is known as a:

A. Risk B. Plan C. Tactic D. Competitive advantage

Answer: \_\_\_\_\_

1.6 The legislation that protects the environment in South Africa is:

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

Answer: \_\_\_\_\_

1.7 A SWOT analysis helps a business to identify its:

A. Products B. Suppliers C. Strengths and weaknesses D. Staff problems

Answer: \_\_\_\_\_

1.8 An employee who is dismissed without a valid reason is protected under:

A. Labour Relations Act B. Skills Development Act C. Basic Conditions of Employment Act D. Broad-Based BEE Act

Answer: \_\_\_\_\_

1.9 A business plan is used to:

A. Advertise products B. Train employees C. Guide operations D. Store data

Answer: \_\_\_\_\_

1.10 Which one of the following is not a form of ownership?

A. Sole trader B. Partnership C. Public company D. Service department

Answer: \_\_\_\_\_

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

Match the descriptions in **Column A** with the terms in **Column B**. Write only the correct letter (A–E) next to the question number.

Column A	Column B
2.1 A summary of income and expenses	A. Marketing
2.2 Strategy used to promote a product	B. Budget
2.3 An external factor affecting business	C. Entrepreneur
2.4 A person who takes risks in business	D. Macro environment
2.5 Process of hiring staff	E. Recruitment

- 2.1 \_\_\_\_\_  
 2.2 \_\_\_\_\_  
 2.3 \_\_\_\_\_  
 2.4 \_\_\_\_\_  
 2.5 \_\_\_\_\_

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

Write only **TRUE** or **FALSE** next to the question number.

- 3.1 The micro environment is beyond the control of the business.

- 3.2 Capital is a financial input in business operations.

- 3.3 A partnership has limited liability.

- 3.4 Good customer service increases brand loyalty.

- 3.5 A mission statement describes long-term business goals.

## SECTION B: SHORT QUESTIONS (40 MARKS)

### QUESTION 4 (10 MARKS)

4.1 Define the term "business environment". (2)

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4.2 List any four components of the macro environment. (4)

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4.3 Explain two ways the micro environment can influence business success. (4)

1. 

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2. 

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### **QUESTION 5 (10 MARKS)**

5.1 Define an entrepreneur. (2)

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5.2 State any three characteristics of a successful entrepreneur. (3)

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5.3 Explain the importance of a business plan for a new business. (5)

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### **QUESTION 6 (10 MARKS)**

6.1 Differentiate between the formal and informal business sectors. (4)

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6.2 Give three examples of informal businesses. (3)

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

6.3 State three challenges faced by informal businesses. (3)

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### QUESTION 7 (10 MARKS)

7.1 What is the role of the marketing function in a business? (2)

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7.2 Identify four marketing tools businesses use to promote products. (4)

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

7.3 Explain the impact of unethical marketing on consumers. (4)

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## SECTION C: ESSAY (40 MARKS)

**Answer ONE** of the following questions. Write your answer in full sentences and paragraphs. Your essay must include an introduction, body, and conclusion.

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### QUESTION 8

Discuss the differences between the micro, market, and macro environments. In your answer, include:

- Definitions of each environment
- Examples of factors influencing each
- How these environments impact the business

**Answer:**

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(Continue on the back if necessary)

**OR**

**QUESTION 9**

Discuss the importance of entrepreneurship in South Africa. Your answer should include:

- Definition of entrepreneurship
- Characteristics of entrepreneurs
- Contributions to the economy
- Challenges entrepreneurs face

**Answer:**

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(Continue on the back if necessary)

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**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 B ✓
- 1.4 D ✓
- 1.5 D ✓
- 1.6 D ✓
- 1.7 C ✓
- 1.8 A ✓
- 1.9 C ✓
- 1.10 D ✓

**[10 MARKS]**

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

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

**[5 MARKS]**

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

- 3.1 FALSE ✓ (It is the macro environment that is beyond control.)
- 3.2 TRUE ✓
- 3.3 FALSE ✓ (Partnership has unlimited liability.)
- 3.4 TRUE ✓
- 3.5 FALSE ✓ (That's a vision statement; mission = current purpose.)

**[5 MARKS]**

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

- 4.1 Definition of "business environment":



- The surrounding conditions or forces that influence the functioning and success of a business. (2)

#### 4.2 Components of macro environment (any 4):

- Political
  - Economic
  - Social
  - Technological
  - Environmental
  - Legal
- (4 x 1 = 4)

#### 4.3 Two ways micro environment affects business (any 2 × 2):

- Poor management leads to inefficiency.
  - Limited resources reduce production capacity.
  - Employee morale affects productivity.
  - Weak internal communication leads to misunderstandings.
- (2 x 2 = 4)

**[10 MARKS]**

### QUESTION 5 (10 MARKS)

#### 5.1 Definition:

- An entrepreneur is a person who identifies a business opportunity and takes the risk to start and manage a business. (2)

#### 5.2 Characteristics (any 3):

- Risk-taker
  - Innovative
  - Goal-oriented
  - Resilient
  - Hardworking
- (3 x 1 = 3)

#### 5.3 Importance of a business plan (any 5):

- Guides operations and goals
  - Helps attract investors
  - Assesses feasibility
  - Sets financial projections
  - Reduces risk by planning ahead
- (5 x 1 = 5)

**[10 MARKS]**

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**QUESTION 6 (10 MARKS)**

6.1 Difference:

- **Formal sector** is registered with the government and pays tax.
  - **Informal sector** is unregistered and operates outside of regulations.
- (2 x 2 = 4)

6.2 Examples (any 3):

- Street vendors
  - Spaza shops
  - Hair salons
  - Car washers
- (3 x 1 = 3)

6.3 Challenges (any 3):

- Lack of funding
  - No legal protection
  - Poor infrastructure
- (3 x 1 = 3)

[10 MARKS]

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**QUESTION 7 (10 MARKS)**

7.1 Role of marketing function:

- Creates awareness and promotes the business's products/services. (2)

7.2 Marketing tools (any 4):

- Advertising
  - Sales promotions
  - Social media
  - Public relations
  - Sponsorships
- (4 x 1 = 4)

7.3 Impact of unethical marketing (any 2 x 2):

- Misleading adverts can lead to distrust.
  - Exploitation of vulnerable consumers.
  - Can result in legal consequences.
- (2 x 2 = 4)

[10 MARKS]

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### SECTION C: ESSAY (40 MARKS)

**Marking Rubric** (for **QUESTION 8** or **QUESTION 9**):

- **Introduction:** 3 marks
  - **Body: 30 marks** (logical flow, relevance, facts)
  - **Conclusion:** 2 marks
  - **Layout/structure:** 5 marks
- Total: 40 marks*
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#### QUESTION 8 – ENVIRONMENTS

Expect:

- Definitions of **micro**, **market**, and **macro** environments
- Examples:
  - Micro: vision, mission, employees
  - Market: competitors, customers
  - Macro: economic, political, legal
- Impact of each: how they help/hinder business success
- Essay structure must be clear

**OR**

#### QUESTION 9 – ENTREPRENEURSHIP

Expect:

- Definition of entrepreneurship
- Characteristics (e.g., innovation, resilience)
- Economic contributions: employment, innovation, GDP growth
- Challenges: funding, regulation, competition
- Clear structure and conclusion

[40 MARKS]

**TOTAL : 100**