

SMARTWIZ

GRADE 12 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 dishonesty will result in immediate disqualification from the exam.

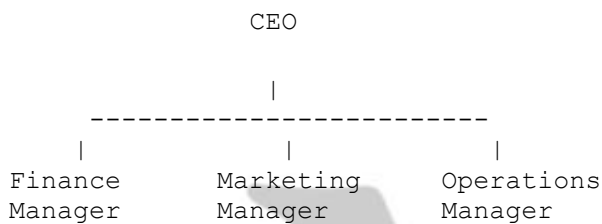
This exam consists of Eight pages, including the cover page.

SECTION A: BUSINESS STRUCTURES AND ORGANISATIONS (30 marks)

QUESTION 1: BUSINESS STRUCTURES (15 marks)

Below is an organisational chart of a company called **Sunshine Clothing Ltd.**

Visual: Organisational Chart



1.1 Identify the type of organisational structure shown above. (2)

1.2 Name TWO advantages of this type of structure. (4)

1.3 Explain the role of the **Operations Manager** in this company. (4)

1.4 Suggest TWO challenges this organisational structure might face. (5)

SECTION B: BUSINESS FINANCE (25 marks)

QUESTION 2: INTERPRETING FINANCIAL STATEMENTS (25 marks)

The table below shows a summary of **Sunshine Clothing Ltd's** financial figures for 2024:

Item	Amount (ZAR)
Sales Revenue	2,500,000

Cost of Goods Sold	1,500,000
Operating Expenses	600,000
Interest Expense	100,000
Tax Expense	80,000

2.1 Calculate the **Gross Profit**. Show workings. (5)

2.2 Calculate the **Net Profit**. Show workings. (7)

2.3 Explain TWO ways the company could increase its net profit. (6)

2.4 Discuss the importance of preparing accurate financial statements for business owners. (7)

SECTION C: MARKETING (25 marks)

QUESTION 3: MARKET RESEARCH (25 marks)

3.1 Define **market research**. (3)

3.2 Identify and explain TWO methods of collecting primary data for market research. (6)

3.3 Below is a bar graph showing customer satisfaction ratings for Sunshine Clothing Ltd's products (out of 100 customers surveyed).

Visual: Customer Satisfaction Bar Graph

Product	Satisfaction (%)
T-Shirts	85%
Jeans	75%
Jackets	60%

Accessories	90%
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3.4 Which product has the highest satisfaction rating? (1)

3.5 Suggest TWO reasons why the **Jackets** product line might have a lower satisfaction rating. (4)

3.6 Recommend TWO marketing strategies Sunshine Clothing Ltd could use to improve the sales of Jackets. (6)

SECTION D: BUSINESS ENVIRONMENT (20 marks)

QUESTION 4: LEGAL ENVIRONMENT AND BUSINESS (20 marks)

4.1 Explain the term **business legislation**. (3)

4.2 Identify TWO pieces of legislation that protect consumers in South Africa. (4)

4.3 Discuss TWO ways compliance with business legislation benefits a company. (6)

4.4 Explain how failure to comply with business laws can impact a company. (7)

TOTAL: 100 MARKS

MEMO

SECTION A: BUSINESS STRUCTURES AND ORGANISATIONS (30 marks)

1.1 Type of organisational structure:

- Functional organisational structure (2)

1.2 Two advantages:

- Clear division of roles and responsibilities (2)
- Employees can specialise in their functional areas (2)

1.3 Role of Operations Manager:

- Oversees production and day-to-day business activities (2)
- Ensures products are made efficiently and meet quality standards (2)

1.4 Two challenges:

- Communication gaps between departments (3)
- Possible departmental silos leading to lack of cooperation (2)

SECTION B: BUSINESS FINANCE (25 marks)

2.1 Gross Profit calculation:

Sales Revenue – Cost of Goods Sold = Gross Profit

2,500,000 – 1,500,000 = 1,000,000 (5)

2.2 Net Profit calculation:

Gross Profit – Operating Expenses – Interest Expense – Tax Expense = Net Profit

1,000,000 – 600,000 – 100,000 – 80,000 = 220,000 (7)

2.3 Ways to increase net profit:

- Increase sales revenue through marketing or product diversification (3)
- Reduce operating costs by improving efficiency or cutting unnecessary expenses (3)

2.4 Importance of accurate financial statements:

- Helps owners make informed business decisions (3)
- Essential for obtaining loans or attracting investors (2)
- Helps track financial performance and compliance with laws (2)

SECTION C: MARKETING (25 marks)

3.1 Market research definition:

- The process of gathering and analysing information about consumers' needs and preferences. (3)

3.2 Two methods of collecting primary data:

- Surveys/questionnaires: Asking customers directly about their opinions. (3)
- Interviews: Conducting face-to-face or phone discussions for detailed feedback. (3)

3.4 Highest satisfaction rating product:

- Accessories (1)

3.5 Reasons for lower Jackets satisfaction:

- Possible quality issues like fabric or stitching problems. (2)
- Limited size options or poor fit for customers. (2)

3.6 Marketing strategies to improve Jackets sales:

- Offer discounts or promotions on Jackets. (3)
- Improve product quality based on customer feedback. (3)

SECTION D: BUSINESS ENVIRONMENT (20 marks)

4.1 Business legislation explanation:

- Laws and regulations that govern how businesses operate and interact with stakeholders. (3)

4.2 Two consumer protection laws in South Africa:

- Consumer Protection Act (CPA) (2)
- National Credit Act (NCA) (2)

4.3 Benefits of compliance:

- Builds consumer trust and brand reputation (3)
- Avoids legal penalties and fines (3)

4.4 Impact of non-compliance:

- Legal consequences such as fines or lawsuits (3)
 - Damage to company reputation and loss of customers (4)
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TOTAL: 100 MARKS

