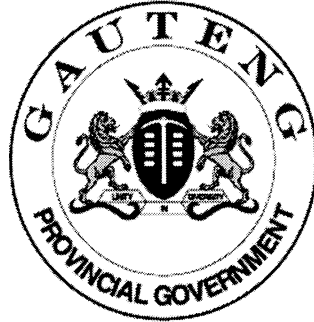


**SENIOR CERTIFICATE
EXAMINATION
*SENIORSERTIFIKAAT-EKSAMEN***



**FEBRUARY / FEBRUARIE
*MARCH / MAART***

2005

BUSINESS ECONOMICS

***BEDRYFS-
EKONOMIE***

SG

402-2/0

BUSINESS ECONOMICS SG



402 2 0

SG

**12 pages
*12 bladsye***

X05



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GAUTENGSE DEPARTEMENT VAN ONDERWYS
SENIORSERTIFIKAAT-EKSAMEN

BEDRYFSEKONOMIE SG

TYD: 3 uur

PUNTE: 300

INSTRUKSIES:

- Beantwoord Vraag 1 (VERPLIGTEND) en enige VYF ander vrae.
 - Let asseblief op: Moenie meer as SES vrae beantwoord nie. **Slegs** die eerste SES vrae sal nagesien word.
 - Antwoorde moet korrek genommer word en moet in ooreenstemming wees met die numering wat op hierdie vraestel gebruik is.
 - Begin elke nuwe vraag op 'n skoon bladsy en laat minstens 'n reël oop tussen onderafdelings.
 - Netheid en 'n sistematiese uiteensetting van feite is 'n vereiste. Beantwoord vrae, waar moontlik, puntsgewys.
-

VRAAG 1
VERPLIGTEND

Dui die korrekte antwoord aan deur 'n kruisie (X) oor die toepaslike letter op die **antwoordblad** aan die binnekant van die omslag van jou **antwoordboek** te trek.

- 1.1 Watter ondernemingsvorm moet ontbind wanneer een van die eienaars/lede sterf?
- A. 'n Vennootskap
 - B. 'n Beslote korporasie
 - C. 'n Publieke maatskappy
 - D. 'n Private maatskappy
- 1.2 Wanneer 'n onderneming voldoende kontant het om vir sy lopende uitgawes te betaal, staan dit bekend as _____.
- A. winsgewendheid
 - B. solvabiliteit
 - C. likiditeit
 - D. rentabiliteit

GAUTENG DEPARTMENT OF EDUCATION
SENIOR CERTIFICATE EXAMINATION

BUSINESS ECONOMICS SG

TIME: 3 hours

MARKS: 300

INSTRUCTIONS:

- Answer Question 1 (COMPULSORY) and any FIVE other questions.
 - Please note: Do not answer more than SIX questions. **Only** the first SIX questions will be marked.
 - Answers must be numbered properly in accordance with the numbering system used in this question paper.
 - Start each new question on a new page and leave at least one line open between subsections.
 - Neatness and a systematic presentation of facts are essential. Where possible, answer questions in point form.
-
-

QUESTION 1
COMPULSORY

Indicate the correct answer by making a cross (X) over the appropriate letter on the **answer sheet** on the inside cover of your **answer book**.

- 1.1 Which form of ownership must be dissolved when one of the owners/members dies?
- A. A partnership
 - B. A Close corporation
 - C. A Public company
 - D. A Private company
- 1.2 When an undertaking has sufficient cash resources to pay for general expenses, this is known as _____.
- A. profitability.
 - B. gearing.
 - C. liquidity.
 - D. rentability.

- 1.3 'n Nadeel van die lynorganisasiestruktuur is dat...
- A. funksionele gebiede gekombineerd is, wat daartoe aanleiding gee dat daar minder persone in die middelvlakbestuur is.
 - B. topbestuur met werk oorlaai word.
 - C. besluite vinnig geneem kan word.
 - D. advies van adviseurs vinnig versprei word.
- 1.4 Die koop en verkoop van aandele is van toepassing op die
- A. Reserwebank.
 - B. Suid-Afrikaanse Buro vir Standaarde.
 - C. Johannesburgse Sekuriteitebeurs (JSE).
 - D. Sakekamer.
- 1.5 Die minimum subskripsie van aandele moet binne _____ dae na uitreiking van die prospektus ontvang word.
- A. 35
 - B. 40
 - C. 60
 - D. 90
- 1.6 Die inkomste wat aandeelhouers op hulle belegging kry, staan bekend as _____
- A. wins.
 - B. bonus.
 - C. rente.
 - D. dividende.
- 1.7 Die basiese distribusiekanaal vir verbruikergoedere begin by die _____
- A. verbruiker.
 - B. produsent.
 - C. kleinhandelaar.
 - D. groothandelaar.
- 1.8 Die besluit van BMW om vragmotors, motorvoertuie en busse te vervaardig, is een wat die _____ van die produkreeks affekteer.
- A. diepte
 - B. verwantskap
 - C. omvang
 - D. breedte

- 1.3 A disadvantage of the line organisation structure is that
- A. functional areas are combined, resulting in fewer people in middle management.
 - B. top management is overloaded with work.
 - C. decisions can be made quickly.
 - D. advice of advisors is disseminated easily.
- 1.4 The buying and selling of shares applies to the
- A. Reserve Bank.
 - B. South African Bureau of Standards.
 - C. Johannesburg Securities Exchange (J.S.E.).
 - D. Chamber of Commerce.
- 1.5 The minimum subscription of shares must be received within ____ days after issuing of the prospectus.
- A. 35
 - B. 40
 - C. 60
 - D. 90
- 1.6 The income received by shareholders on their investments is known as
- A. profits.
 - B. bonus.
 - C. interest.
 - D. dividends.
- 1.7 The basic distribution channel for consumer goods begins with the
- A. consumer.
 - B. producer.
 - C. retailer.
 - D. wholesaler.
- 1.8 The decision by BMW to manufacture trucks, motor cars and buses is one which affects the _____ of the product range.
- A. depth
 - B. relationship
 - C. extent
 - D. width

1.9 Die behoefte aan bedryfskapitaal vermeerder met die aankoop van meer

- A. grondstof.
- B. toerusting.
- C. masjinerie.
- D. geboue.

1.10 'n Kenmerk van 'n private maatskappy is dat

- A. aandele op die Johannesburgse Sekuriteitebeurs (JSE) verhandel kan word.
- B. aandele vrylik verhandelbaar is.
- C. dit geen voortbestaan het nie.
- D. die finansiële state nie aan die publiek gepubliseer hoef te word nie.

10x2=(20)

Kies uit die volgende lys 'n woord wat pas by elke sin.

Skryf die ontbrekende woord(e) teenoor die betrokke vraagnommer in jou antwoordboek neer.

sederling	personeel
vertikaal	inligting
faktoring	data
horisontaal	rekordhouding
voorkomende	beplanning
voorwaardelike	horisontaal
subrogasie	solvabiliteitsverhouding

- 1.11 Die kwaliteit van _____ kan die besluit om te sentraliseer of te desentraliseer beïnvloed.
- 1.12 Die reg wat 'n persoon op 'n polis het, kan aan 'n ander persoon oorgedra word en dit staan bekend as _____.
- 1.13 Begrotings word hoofsaaklik deur bestuur as 'n vorm van _____ gebruik.
- 1.14 _____ beteken om debiteure te finansier deur die uitstaande rekening van 'n firma aan 'n buitestaander teen 'n afslagprys te verkoop.
- 1.15 Wanneer ondernemings wat dieselfde produk lewer amalgameer, staan dit bekend as _____ samesmelting/amalgamasie terwyl ondernemings wat nie dieselfde produk lewer wanneer hulle amalgameer nie, bekend staan as _____ amalgamasie/samesmelting.
- 1.16 _____ instandhouding is onderhoud wat uitgevoer word op die basis van inspeksie en die meting van die toestand van die toerusting.
- 1.17 Die insameling van feite en syfers soos nommers, name en adresse staan bekend as _____.
- 1.18 Die _____ staan bekend as die verhouding tussen eie en geleende kapitaal van die onderneming.

9x2=(18)

1.9 The need for working capital increases with the purchase of more _____.

- A. raw material.
- B. equipment.
- C. machines.
- D. buildings.

1.10 A characteristic of a private company is that _____.

- A. shares can be listed on the Johannesburg Security Exchange (J.S.E.).
- B. shares are freely transferable.
- C. it has no continuity.
- D. the financial statements need not be made public.

10x2=(20)

Choose out of the following list, a word that will fit in with each sentence.

Write down only the missing word/s next to the appropriate question number in your answer book.

cession	staff
vertical	information
factoring	data
horizontal	record keeping
preventive	planning
conditional	horizontal
subrogation	capital ratio

1.11 The quality of _____ can influence the decision to centralize or decentralize administrative activities.

1.12 The right a person has to a policy, can be transferred to another person and is known as _____.

1.13 Budgeting is mainly used by management as a form of _____.

1.14 _____ is a means to finance debtors by selling the outstanding account of a firm to an outsider at a discount.

1.15 When business enterprises which offer the same product amalgamate, it is known as _____ combination/amalgamation, while those who don't offer the same product when they amalgamate are known as _____ combination/amalgamation.

1.16 _____ maintenance is maintenance performed on the basis of inspecting and measuring the state of the equipment.

1.17 The gathering of facts and figures such as numbers, names and addresses is referred to as _____.

1.18 The _____ is known as the ratio between the own and the borrowed capital of the business.

9x2=(18)

Dui aan of die volgende stellings WAAR or ONWAAR is. Indien dit ONWAAR is, gee dan die korrekte woord vir die vetgedrukte woord.

- 1.19 **Data** is verwerkte inligting wat betekenisvol gebruik en geïnterpreteer kan word deur navorsers.
- 1.20 **Ononderbroke produksie** vind plaas wanneer verskillende bestellings, elk met sy eie hoeveelheid, kwaliteit, ens. geproduseer word.
- 1.21 Die **funksionele organisasiestruktuur** is die oudste en natuurlikste organisasiestruktuur.
- 1.22 Persone wat die onderneming Shimmy en Dogter stig, word **direkteure** genoem.

(12)
[50]

VRAAG 2 ONDERNEMINGSVORME

- 2.1 Pas die soort ondernemingsvorm uit KOLOM B by die voorbeelde uit KOLOM A. Skryf slegs die korrekte letter A, B, C, D of E teenoor die ooreenstemmende vraagnommer neer, bv. 2.1.5 F.

	KOLOM A		KOLOM B	
2.1.1	Rika Viljoen, kunstenaars in eie diens	A	Publieke maatskappy	
2.1.2	Bimbos Groothandelaars Bpk.	B	Eenmansaak	
2.1.3	Trevor, Motshabi en Moodley Bouers	C	Beslote Korporasie	
2.1.4	Vukani Drukkers BK	D	Vennootskap	
		E	Private maatskappy	(8)

- 2.2 Cell C het 'n publieke maatskappy gestig. Verduidelik die **minimum subskripsie** in die stigtingsprosedure. (4)
- 2.3 Gee EEN woord/term vir elk van die volgende:
- 2.3.1 'n Wettige dokument wat die interne reëls van die maatskappy uiteensit
- 2.3.2 Die persone wat die maatskappy stig of floteer
- 2.3.3 Die dokument wat onder andere 'n klousule oor die naam van 'n maatskappy bevat
- 2.3.4 'n Uitnodiging aan die publiek om aandele en/of skuldbriewe in die maatskappy te koop
- 2.3.5 'n Wettige dokument wat ingevul moet word wanneer 'n beslote korporasie gestig word (10)

Indicate whether the following statements are TRUE or FALSE. If FALSE, give the correct word for the word in bold.

- 1.19 **Data** is processed information which can be used and interpreted for meaningful use by research workers.
- 1.20 **Continuous production** occurs when separate orders, each with its own requirements in respect of quantity, quality, etc. are produced.
- 1.21 The **functional organization structure** is the oldest and most natural organisational structure.
- 1.22 The people who establish the enterprise Shimmy and Daughter, are called **directors**.

(12)
[50]

QUESTION 2
FORMS OF OWNERSHIP

- 2.1 Match the form of ownership from COLUMN B to the examples in COLUMN A. Write only the correct letter A, B, C, D or E, next to the appropriate question number. e.g. 2.1.5 F.

	COLUMN A		COLUMN B	
2.1.1	Rika Viljoen self-employed artist.	A	Public company	
2.1.2	Bimbos Wholesalers Ltd	B	Sole proprietorship	
2.1.3	Trevor, Motshabi and Moodley Builders	C	Close Corporation	
2.1.4	Vukani Press CC	D	Partnership	
		E	Private company	(8)

- 2.2 Cell C formed a public company. Explain the **minimum subscription** in the formation procedure. (4)
- 2.3 Give ONE term/word(s) for each of the following:
- 2.3.1 A legal document stipulating the internal rules of the company
- 2.3.2 The persons who form or float a company
- 2.3.3 The document which contains, among others, a clause on the name of a company
- 2.3.4 An invitation to the public to buy shares and/or debentures in the company
- 2.3.5 A legal document to be completed and accepted when establishing a close corporation (10)

- 2.4 Beefeaters (Edms.) Bpk. is 'n onderneming wat selfone bemark. (2)
- 2.4.1 Watter tipe ondernemingsvorm is dit? (2)
- 2.4.2 Noem VYF kenmerke van hierdie ondernemingsvorm. (10)
- 2.5 Jy het aandele in Sanlam Bpk.
- 2.5.1 Wat is 'n **aandeel**? (2)
- 2.5.2 Noem VIER soorte aandele wat jy moontlik kan hê. (8)
- 2.6 Tshimane en Wessie is vennote en het onderskeidelik kapitaal van R200 000 en R125 000 bygedra. Noem enige SES soorte inligting wat hulle in die vennootskapsooreenkoms moet insluit. (6)
- [50]**

VRAAG 3 BEMARKINGSFUNKSIE

- 3.1 Identifiseer in elk van die volgende gevalle die soort verpakkingsvorm.
- 3.1.1 Twee of meer verwante produkte word saam in een houer verpak
- 3.1.2 Verpakking in houters wat agterna vir ander doeleindes gebruik kan word
- 3.1.3 Verpakking wat voortdurend verander om 'n reeks van 'n sekere tema te vorm
- 3.1.4 Verpakking wat die deftige aard van die produk beklemtoon (8)
- 3.2 Omskryf die volgende begrippe:
- 3.2.1 Verbruikersgoedere
- 3.2.2 Geriefsgoedere
- 3.2.3 Uitsoekgoedere
- 3.2.4 Spesialiteitsgoedere
- 3.2.5 Industriële goedere (10)
- 3.3 Een van die partye wat Beefeaters (Edms.) Bpk. in gedagte moet hou wanneer pryse bepaal moet word, is die staat/regering. Noem enige DRIE ander partye. (6)

- 2.4 Beefeaters (Pty) Ltd is an enterprise in the marketing of cellphones.
- 2.4.1 What type of ownership is this? (2)
- 2.4.2 State FIVE characteristics of this form of ownership. (10)
- 2.5 You have shares in Sanlam Ltd.
- 2.5.1 What is a **share**? (2)
- 2.5.2 Name FOUR types of shares that you may be holding. (8)
- 2.6 Tshimane and Wessie are partners and have contributed capital of R200 000 and R125 000, respectively. Name any SIX kinds of information that they will include in the partnership agreement.
- (6)
[50]

QUESTION 3
MARKETING FUNCTION

- 3.1 In each of the following cases, identify the form/type of packaging.
- 3.1.1 Two or more related products packed in one container.
- 3.1.2 Packaging in containers which can be used for other purposes afterwards
- 3.1.3 Packaging that changes constantly to reflect a series of a particular theme
- 3.1.4 Packaging which emphasizes the elegant nature of the product (8)
- 3.2 Describe the following concepts:
- 3.2.1 Consumer goods
- 3.2.2 Convenience goods
- 3.2.3 Select goods
- 3.2.4 Speciality goods
- 3.2.5 Industrial goods (10)
- 3.3 One of the parties to be considered by Beefeaters (Pty) Ltd when setting prices is the government. Name THREE other parties. (6)

3.4 Skryf slegs die antwoord teenoor die vraagnommer neer.

3.4.1 Noem die kortste distribusiekanaal.

3.4.2 Wat word die kommissie genoem wat 'n makelaar verdien?

3.4.3 'n Agent is 'n skakel tussen _____ en _____.

3.4.4 Wat word die ontwerp genoem wat deur 'n vervaardiger op goedere geplaas word sodat die koper kan weet wie die goedere vervaardig het?

3.4.5 Hierdie soort reklame is gratis en het 'n hoë graad van geloofwaardigheid.

(12)

3.5 Noem DRIE onetiese reklamepraktyke.

(6)

3.6 Noem VIER basiese vereistes waaraan 'n goeie advertensie op die televisie of radio moet voldoen.

(8)

[50]

VRAAG 4 **FINANSIËLE FUNKSIE**

4.1 Pas die korrekte beskrywing uit KOLOM B by die begrip konsep in KOLOM A. Skryf slegs die korrekte letter teenoor die betrokke vraagnommer in jou antwoordboek neer, bv. 4.1.5 F.

	KOLOM A		KOLOM B	
4.1.1	Kapitaalbegroting	A	Kontant moet beskikbaar wees om lopende uitgawes te betaal.	
4.1.2	Waardevermindering	B	Goedere word in paaielemente betaal en die goedere word die eienaar s'n nadat die laaste paaielement betaal is.	
4.1.3	Transaksiemotief	C	'n Vorm van krediet wat deur groothandelaars en kleinhandelaars gebruik word	
4.1.4	Afbetalingsverkoopstransaksie	D	Dui die bedrag van die langtermynkapitaal aan wat nodig is vir die vaste kapitaal.	
		E	Kontant wat afgeskryf word op die kosprys as 'n produk oor sy lewensduur is	(8)

4.2 Me. Pillay wil 'n selfoon by Cell C op krediet koop. Noem SES bronne van inligting wat Cell C kan nader om me. Pillay se kredietwaardigheid vas te stel.

(12)

- 3.4 Write only the answer next to the question number.
- 3.4.1 Name the shortest channel of distribution.
- 3.4.2 What is the commission of a broker known as?
- 3.4.3 An agent is a link between _____ and _____.
- 3.4.4 What is the design called that is placed on goods by manufacturers indicating to the buyer who manufactured the goods?
- 3.4.5 This kind of advertising is free and has a high degree of credibility. (12)
- 3.5 Name THREE unethical advertising practices. (6)
- 3.6 Name FOUR basic requirements of a good advertisement on television or radio. (8)
- [50]**

QUESTION 4
FINANCIAL FUNCTION

- 4.1 Choose the correct description from COLUMN B to match the concept/term in COLUMN A. Write only the correct letter next to the number of the question in your answer book, e.g. 4.1.5 F.

	COLUMN A		COLUMN B	
4.1.1	Capital budget	A	Cash must be available to meet current expenses.	(8)
4.1.2	Depreciation	B	Goods paid for in instalments and the buyer becomes the owner when the last instalment has been paid.	
4.1.3	Transaction motive	C	Form of credit used by wholesalers and retailers.	
4.1.4	Instalment sale transaction	D	Indicate the amount of long-term capital needed for fixed capital.	
		E	Cash that represents the writing off of the cost price of an asset over its lifespan	

- 4.2 Mrs Pillay wants to buy a cellphone from Cell C on credit. Name SIX sources of information which Cell C can approach to verify Mrs Pillay's creditworthiness. (12)

- 4.3 Noem SES voordele wat genoegsame voorraad vir 'n onderneming inhou. (12)
- 4.4 Onderskei tussen oor- en onderkapitalisasie. (6)
- 4.5 Noem SES faktore wat die bedryfskapitaal van 'n onderneming bepaal. (12)
- [50]**

VRAAG 5
VERSEKERING EN ADMINISTRATIEWE FUNKSIES

- 5.1 'n Motorvoertuig is gewaardeer vir R40 000 en verseker vir R50 000.
- 5.1.1 Die awery klousule verwys hierna as _____ versekering. (3)
- 5.1.2 Watter reg kan die versekeraar toepas indien die motor in 'n ongeluk afgeskryf word? (3)
- 5.2 Definieer kortliks die volgende terme:
- 5.2.1 Die beginsel van skadeloosstelling (4)
- 5.2.2 Herversekering (2)
- 5.2.3 Brandkasklousule (4)
- 5.2.4 Subrogasie (4)
- 5.3. Noem DRIE faktore wat die risiko van brand vir 'n onderneming in Gauteng sal bepaal. (6)
- 5.4 Met verwysing na die administratiewe funksie, identifiseer die konsepte wat in die volgende sinne beskryf word.

N.B. Skryf slegs die woorde(e) van jou keuse teenoor die toepaslike vraagnommer neer.

Kontrole	tydloosheid
Konstante monitor	rekenkundige rekords
Statistiek	bestuursinligting
Data	

- 5.4.1 Dit word deurentyd gedoen, ongewenste praktyke en afwykings kan geïdentifiseer word sodat korrektiewe stappe toegepas kan word.
- 5.4.2 Dit is verwerkte data wat gebruik en vir sinvolle aanwending deur bestuur of navorsers benut kan word.

- 4.3 Give SIX advantages in keeping adequate stock to an organisation. (12)
- 4.4 Distinguish between over- and undercapitalization. (6)
- 4.5 Name SIX factors which determine the working capital requirements of a business. (12)

[50]

QUESTION 5
INSURANCE AND ADMINISTRATION FUNCTIONS

- 5.1 A car is valued at R40 000 and is insured for R50 000.
- 5.1.1 The average clause refers to this as _____ insurance. (3)
- 5.1.2 What right can insurer use if the vehicle has been written off in an accident? (3)
- 5.2 Briefly define the following terms:
- 5.2.1 Principle of indemnification (4)
- 5.2.2 Re-insurance (2)
- 5.2.3 Iron safe clause (4)
- 5.2.4 Subrogation (4)
- 5.3 Name THREE factors that will determine the risk of fire insurance for a business in Gauteng. (6)
- 5.4 In connection with the administration function, identify the concepts described in the following sentences.

N.B. Write down only the word(s) of your choice next to the appropriate question number.

Control	Timeliness
Constant monitoring	Accounting records
Statistics	Management information
Data	

- 5.4.1 If it is exercised timeously, unfavourable trends and tendencies can be identified and corrective measures can be applied.
- 5.4.2 It is processed data which can be used and interpreted for meaningful use by management or research workers.

5.4.3 Dit beteken die rekordhouding van alle transaksies in boeke of registers. (6)

5.5 Om te sentraliseer of te desentraliseer is 'n besluit wat Beefeaters in die nabye toekoms sal moet neem.

5.5.1 Noem VIER nadele wat desentralisasie vir Beefeaters inhou. (8)

5.5.2 Noem VYF faktore wat die besluit van Beefeaters om te sentraliseer of te desentraliseer sal beïnvloed. (10)
[50]

VRAAG 6

BEMARKING EN PRODUKSIEFUNKSIE

6.1 Skryf slegs die KORREKTE term langs elke vraagnommer neer.

6.1.1 Die firma of individue wat spesialiseer in die uitwerk van 'n reklameveldtog namens klante, word _____ genoem.

6.1.2 Die vraag wat baie min verander ten spyte van 'n prysverandering, word _____ genoem.

6.1.3 Die metode wat adverteerders gebruik om met 'n massa gehore te kommunikeer, word _____ genoem.

6.1.4 Die beleid wat vervaardigers gebruik in die bemarking van hulle produkte en die metodes wat gebruik word om hulle produkte aan verbruikers bekend te stel, word _____ genoem. 4x2=(8)

6.2 Noem VYF faktore wat pryse van produkte in die verbruikersmark beïnvloed. (10)

6.3 Noem VIER vereistes van 'n handelsmerk van Colgate Produkte. (8)

6.4 Noem VIER redes / voordele vir toetrede tot die informele sektor. (8)

6.5 Met verwysing na produksiekoste, verduidelik die volgende konsepte:

6.5.1 Direkte arbeidskoste (2)

6.5.2 Vaste koste (2)

6.5.3 Veranderlike koste (2)

6.5.4 Bokoste (2)

6.6 Noem VIER maatreëls wat 'n groot kettingwinkel se bestuurder moet toepas om die veiligheid van verbruikers en werkers te verseker. (8)
[50]

5.4.3 It means recording of all transactions in books or registers. (6)

5.5 To centralize or decentralize is a decision which Beefeaters must exercise in the near future.

5.5.1 Give FOUR disadvantages of decentralization for Beefeaters. (8)

5.5.2 Name FIVE factors which can influence the decision to centralize or decentralize by Beefeaters. (10)
[50]

QUESTION 6 MARKETING AND PRODUCTION FUNCTIONS

6.1 Write down ONLY the correct term next to each question number.

6.1.1 The firm or individuals who specialise in working out an advertising campaign on behalf of clients, is called _____.

6.1.2 Demand which changes very little in spite of a price change, is known as _____.

6.1.3 The method used by advertisers to communicate with mass audiences is called _____.

6.1.4 The policy used by manufacturers in the marketing of their products and the methods used to introduce consumers to their products is called _____.

4x2=(8)

6.2 Name FIVE factors which affect the prices of products in the consumer market. (10)

6.3 Give FOUR requirements of a trade mark of Colgate Products. (8)

6.4 Give FOUR reasons / advantages for entering the informal sector. (8)

6.5 With reference to the production costs, describe the following concepts:

6.5.1 Direct labour costs (2)

6.5.2 Fixed costs (2)

6.5.3 Variable costs (2)

6.5.4 Overhead costs (2)

6.6 Name FOUR measures that the manager of a large supermarket must enforce in order to ensure the safety of his customers and workers. (8)
[50]

VRAAG 7
PRODUKSIEFUNKSIE

- 7.1 Baie kettingwinkels het 'n binnehuise bakkery-afdeling waar hulle verskillende tipes brood en koek bak.
- 7.1.1 Reeksproduksie sal gebruik word om 'n verskeidenheid brood, bv. wit brood en broodrolletjies te bak.
Noem VIER kenmerke van reeksproduksie. (8)
- 7.1.2 Noem EEN voorbeeld van die soort masjiene wat in 'n massaproduksiestelsel gebruik word. (2)
- 7.2 Een voordeel van massaproduksie is dat dit goedkoper en vinniger is.
Noem enige DRIE ander voordele. (6)
- 7.3 Noem DRIE voordele van kwaliteitsbeheer in die bakkery van Selimathunzi-Bakkery. (6)
- 7.4 Die volgende is kostes van Selimathunzi-bakkery.
- | | |
|------------------|---------|
| Voorraad gebruik | R50 000 |
| Direkte arbeid | R40 000 |
| Bokoste | R10 000 |
| Elektrisiteit | R 2 000 |
- Indien 20 000 witbrode gebak word, bereken die volgende:
- 7.4.1 Primêre koste (4)
- 7.4.2 Totale koste (4)
- 7.4.3 Eenheidskoste (4)
- 7.5 Noem VIER redes waarom koste so belangrik vir die vervaardiger is. (8)
- 7.6 Noem VIER voordele wat produkspesifikasie vir Selimathunzi-bakkery inhou. (8)

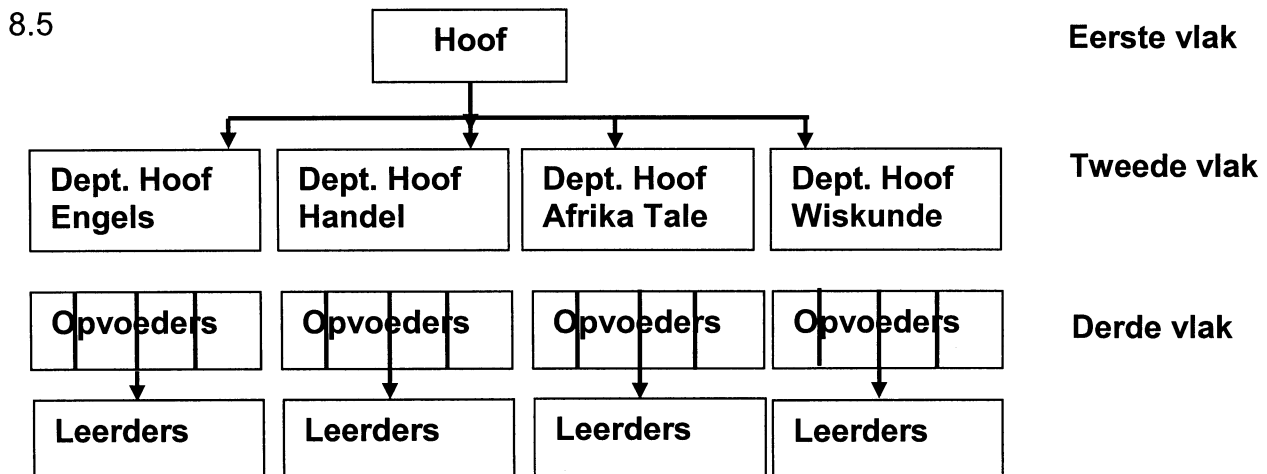
[50]

QUESTION 7
PRODUCTION FUNCTION

- 7.1 Many supermarkets have their own in-house bakery section where various types of bread and cakes are baked.
- 7.1.1 Batch production would be used to bake a variety of bread, e.g. white bread and rolls.
Name FOUR characteristics of batch production. (8)
- 7.1.2 Give ONE example of the kind of machines that would be used in a mass production system. (2)
- 7.2 One advantage of mass production is that it is cheaper and faster. Give THREE other advantages. (6)
- 7.3 Name THREE advantages of quality control in the bakery of Selimathunzi Bakeries. (6)
- 7.4 The following are the costs of Selimathunzi Bakeries.
- | | |
|---------------|---------|
| Stock used | R50 000 |
| Direct labour | R40 000 |
| Overheads | R10 000 |
| Electricity | R 2 000 |
- If 20 000 loaves of white bread are baked, calculate the following:
- 7.4.1 Primary costs (4)
- 7.4.2 Total costs (4)
- 7.4.3 Unit cost (4)
- 7.5 List FOUR reasons why costs are so important to the manufacturer. (8)
- 7.6 State FOUR advantages of product specification for Selimathunzi Bakeries. (8)
- [50]**

VRAAG 8
ALGEMENE BESTUUR / DIE ONDERNEMING EN SY OMGEWING

- 8.1 Noem VIER basiese elemente van die bestuurstaak. (8)
- 8.2 Beplanning sluit die formulering van doelwitte in wat gedurende die volgende jaar bereik wil word. Noem VYF beginsels van effektiewe beplanning. (10)
- 8.3 Jy en jou vriende het 'n onderneming in die Oos-Rand begin. By watter organisasie sal julle aansluit met die doel om met ander mense kontak te maak, beskerming te verkry en gemeenskaplike belange op sakegebied te deel. Noem VYF dienste wat deur hierdie organisasie gelewer word. (10)
- 8.4 Die doel van die Suid-Afrikaanse Buro vir Standaarde is om standaardisasie in die handel en nywerheid te bevorder. Noem VIER dienste wat deur die SABS gelewer word. (8)

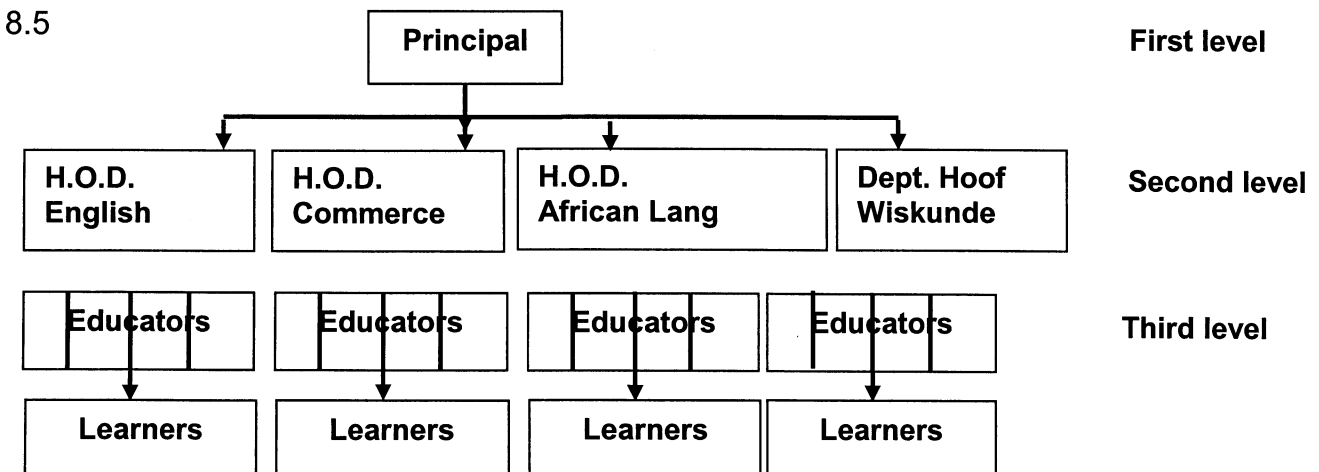


- 8.5.1 Identifiseer die organisasiestructuur. (2)
- 8.5.2 Noem DRIE voordele van hierdie soort organisasiestructuur. (6)
- 8.5.3 Noem die **laaste vlak** van bestuur en die tipe besluit wat op hierdie vlak geneem word. (4)
- 8.5.4 Watter soort besluit word op die **eerste** vlak geneem? (2)

[50]

QUESTION 8
GENERAL MANAGEMENT / THE ENTERPRISE
AND ITS ENVIRONMENT

- 8.1 Name FOUR basic elements of the management task. (8)
- 8.2 Planning involves formulating aims which the organisation would like to reach during the next year. Name FIVE principles of efficient planning. (10)
- 8.3 You and your friends have started a business on the East Rand. What organisation would you join in order to make contact with others, to obtain and to share in business affairs of mutual interest? Name FIVE services rendered by this organisation. (10)
- 8.4 The purpose of the South African Bureau of Standards is to promote standardisation in trade and industry. Name FOUR services rendered by SABS. (8)



- 8.5.1 Identify the organisation structure. (2)
- 8.5.2 Give THREE advantages of this form of organisation structure. (6)
- 8.5.3 Name the **last** level of management and the kind of decision taken at this level. (4)
- 8.5.4 What kind of decision is taken at the **first** level? (2)

[50]

VRAAG 9
ALGEMEEN

- 9.1 Noem VIER sake wat in die statuut voorkom. (8)
- 9.2 Verduidelik enige VIER vereistes wat in ag geneem moet word wanneer die naam van 'n publieke maatskappy gekies word. (8)
- 9.3 Watter persentasie van die aandelekapitaal word deur die volgende maatskappy gehou?
- 9.3.1 Beheermaatskappy (4)
- 9.4 Om 'n eenmansaak te bedryf, het sekere nadele. Noem enige VIER van hierdie nadele. (8)
- 9.5 Een van die bykomende elemente van 'n bestuurstaak is besluitneming. Noem VIER ander bykomende elemente van bestuur. (8)
- 9.6 Wanneer voorraadvorming plaasvind, is daar altyd risiko's wat in ag geneem moet word. Noem DRIE nadele van voorraadvorming. (6)
- 9.7 Een van die redes waarom vervaardigers die middelman wil uitskakel, is vanweë die hoë pryse wat die verbruiker uiteindelik moet betaal. In die lig van bogenoemde, noem VIER maniere waarop die middelman uitgeskakel kan word. (8)
- [50]**
- TOTAAL: 300**

QUESTION 9
GENERAL

- | | | |
|-------|--|-------------|
| 9.1 | Name FOUR details included in the Articles of Association. | (8) |
| 9.2. | Explain any FOUR requirements that must be complied with when choosing the name of a public company. | (8) |
| 9.3 | What percentage of the equity shares is owned by the following company? | |
| 9.3.1 | Controlling company | (4) |
| 9.4 | Being a sole trader has disadvantages. Name any FOUR of these disadvantages. | (8) |
| 9.5 | One of the additional elements of the management tasks is decision-making. Name FOUR other additional elements of management. | (8) |
| 9.6 | When stockpiling takes place, there are naturally always risks to be considered. State THREE disadvantages of stockpiling. | (6) |
| 9.7 | One of the reasons why manufacturers bypass middlemen is because of the high prices consumers ultimately pay. In view of the above statement, state FOUR ways in which the manufacturer can cut out the middleman. | (8) |
| | | [50] |
| | TOTAL: | 300 |

END