



EXAMINATIONS COUNCIL OF SWAZILAND JUNIOR CERTIFICATE EXAMINATION

CANDIDATE
NAME

CENTRE
NUMBER

CANDIDATE
NUMBER

**Business Studies
Paper 2**

**521/02
October/November 2013
1 hour 45 Minutes**

READ THESE INSTRUCTIONS FIRST

1. Write your Name, Centre Number and Candidate Number on the spaces provided.
2. Answer all questions.
3. Write your answers using a dark blue or black pen in the spaces provided.
4. Marks are given in [] at the end of each question or part question.
5. Name(s) of businesses/persons used in this paper are fictitious.

For Examiner's use	
1.	
2.	
3.	
4.	
5.	
TOTAL	

This paper consists of **12** printed pages.

BD ENTERPRISE

BD Enterprise is owned by a young successful entrepreneur who operates business locally and abroad. The products have tight competition which leads to frequent price changes. BD Enterprise owner believes in proper planning and controlling. He sometimes refers to his business plan.

Communication with branch managers is usually through telephone but wants to try the use of electronic mail (e-mail). Recently he had a discussion with an overseas sales agent through video conferencing on possibilities of getting a market for his products.

BD Enterprise had the following demand schedule for the products in June.

Schedule 1

Price E/Kg	Quantity demanded (units)
10	100
20	80
30	60
40	40
50	20

BD Enterprise owner encourages managers to involve employees when taking decisions to beat competition. The young entrepreneur believes that workers can work unsupervised. Due to tight competition BD Enterprise schedule changed within six months to the following:

Schedule 2

Price E/Kg	Quantity demanded (units)
4	200
10	160
15	120
20	80
25	40

QUESTION 1

The price for BD Enterprise products often changes.

(a) (i) Explain what is demand.

.....
.....
.....
..... [2]

(ii) Draw up a demand curve for BD Enterprise products using schedule 1 on the space provided below.

[6]

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(iii) On the **same graph in (a) (ii)** draw a new demand curve using schedule 2. [3]

(b) (i) From your graph in (a) (ii), state whether the change resulted in an increase or decrease in demand. [1]

Support your answer [2]

(ii) Explain **three** factors that can cause a change in demand. [6]

Factor 1

Factor 2

Factor 3

[Total 20]

QUESTION 2

(a) BD Enterprise products have tight competition.

(i) State the **two** sectors of business in Swaziland.

.....
.....
..... [2]

(ii) Under which sector is BD Enterprise classified?

Give a reason for your answer.

Type of sector

Reason

..... [3]

(iii) Explain **three** benefits of the market economic system.

Benefit 1

.....

Benefit 2

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Benefit 3

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[6]

(b) The economic system of Swaziland consists of two sectors.

(i) Explain the type of economic system that operates in Swaziland.

Give examples for your answer.

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..... [5]

(ii) Explain the type of economic system that does not allow competition.

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..... [4]

[Total 20]

QUESTION 3

(a) BD is an entrepreneur.

(i) Explain the term entrepreneur.

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..... [2]

(ii) List **four** characteristics of an entrepreneur.

Characteristic 1
Characteristic 2
Characteristic 3
Characteristic 4 [4]

(iii) Explain any two roles of an entrepreneur in business.

Role 1
.....
.....
Role 2
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..... [4]

(b) (i) The young entrepreneur considers using the laissez-faire style of leadership.

Advise BD Enterprise owner about the use of this leadership style.

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..... [6]

(ii) State the leadership style used in the following instances: Give a reason for your answer.

- BD Enterprise owner emphasized that managers should always consult employees when taking decisions.

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- BD instructed managers to have longer business hours.

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[4]

[Total 20]

QUESTION 4

BD Enterprise believes that workers can work unsupervised, although there are times when different theories of motivating workers are used.

(a) (i) State the first **three** levels of Maslow's hierarchy of needs.

Need 1

Need 2

Need 3 [3]

(ii) Explain any **four** differences between McGregor's theory X and theory Y.

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.....[8]

(b) BD Enterprise discussed various methods of promoting products with the sales agent.

(i) List **three** methods of promoting a product.

Method 1

Method 2

Method 3 [3]

(ii) No business can succeed without promoting its products. Do you agree?

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[6]

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[Total 20]

QUESTION 5

BD Enterprise communicates monthly with branches locally and abroad.

(a) (i) Explain any **three** reasons why businesses need to communicate.

Reason 1

.....

Reason 2

.....

Reason 3

..... [6]

(ii) Messages are sent by telephone.

State which element of the communication process is the telephone.

Give a reason for your answer.

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..... [2]

(b) Discussions with the Sales agent were through video conferencing.

(i) Explain what is meant by the term video conferencing.

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..... [2]

(ii) Explain **two** advantages of video conferencing to BD Enterprise.

Advantage 1

.....

Advantage 2

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[4]

(iii) The use of an electronic mail (e-mail) could be of benefit to BD Enterprise than the telephone.
Do you agree? Discuss.

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[6]

[Total 20]

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