

The City School

Unified Mid-Year Examinations

2018 - 2019

Class 9



SCHOOL NAME

INDEX NUMBER

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DATE

BUSINESS STUDIES

Paper 2 Case Study

7115/22

1 hour 30 minutes

You must answer on the question paper.

You will need: Insert

INSTRUCTIONS

- Answer all questions.
- Use a black or dark blue pen. You may use a pencil for any diagrams or graphs.
- Write your School name, Index number and Date in the spaces provided.
- Write your answer to each question in the space provided.
- Do not use an erasable pen or correction fluid.
- You may use a calculator.

INFORMATION

- The total mark for this paper is 80.
- The number of marks for each question or part question is shown in brackets [].
- The Insert contains the case study.

Invigilated By: _____ Checked By: _____ Marks Tallied By: _____

This document consists of 9 printed pages, 3 blank pages and 1 Insert.

1 (a) Explain **two** characteristics that have made Tabansi a successful entrepreneur.

Characteristic 1:

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Explanation:

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Characteristic 2:

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Explanation:

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[8]

(b) Consider the following business objectives and recommend which of these is the most important for Tabansi's business. Justify your answer.

Profit:

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Growth:

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Survival:

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Recommendation:

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[12]

2 (a) Explain two benefits to Tabansi of being a sole trader.

Benefit 1:

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Explanation:

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Benefit 2:

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Explanation:

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..... [8]

3 (a) Explain two reasons why new businesses like Tabansi are at a greater risk of failure.

Reason 1:

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Explanation:

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Reason 2:

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Explanation:

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..... [8]

(b) Consider the importance of the following elements of a business plan for Tabansi.

Description of the business:

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Product and services:

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The market:

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..... [12]

4 (a) Explain two benefits to Tabansi's business of added value.

Benefit 1:

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Explanation:

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Benefit 2:

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Explanation:

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..... [8]

(b) There are several stakeholder groups who will be interested in the success of Tabansi's business. Why do you think the following stakeholders will be interested in Tabansi's business? Justify your answer.

Lenders:

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Suppliers:

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Customers:

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Government:

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..... [12]