

POSSIBLE ANSWERS FOR:**BUSINESS ECONOMICS SG****MARKS: 300****QUESTION 1
COMPULSORY**

- | | | |
|------|--|------------|
| 1.1 | Monopoly | |
| 1.2 | Capital budget | |
| 1.3 | Reinstatement | |
| 1.4 | Specialised machines/custom build machines | |
| 1.5 | Memorandum of association | |
| 1.6 | Motor vehicle accident fund/(third party)/road accident fund | 6x2 = (12) |
| 1.7 | Seven | |
| 1.8 | Preferences shares | |
| 1.9 | Breadth/width | |
| 1.10 | Control | |
| 1.11 | Fixed costs | |
| 1.12 | Remedial | |
| 1.13 | Processed | |
| 1.14 | Turn over rate | |
| 1.15 | Articles of association | 9x2 = (18) |
| 1.16 | A | |
| 1.17 | C | |
| 1.18 | B | |
| 1.19 | A | |
| 1.20 | B | 5x2 = (10) |
| 1.21 | False | |
| 1.22 | True | |
| 1.23 | True | |
| 1.24 | False | |
| 1.25 | False | 5x2 = (10) |
- [50]**

QUESTION 2
FORMS OF OWNERSHIP

2.1 Disadvantages of partnership

- There is a limit to the continuity of the partnership on account of the fact that it is terminated with the death, insolvency or resignation of a partner or the admission of a new partner.
- Differences between partners can make the management of the partnership difficult.
- The number of partners is limited to 20 hence they cannot raise large capital to establish really large concerns.
- No prescribed ways of management, therefore irresponsible management can occur.
- Urgent decisions cannot always be made quickly because all partners have to be consulted first.
- Not a legal entity
- Partners are jointly and severally liable for the debts of the partnership thus involving even their private possessions.
- Each partner is an agent of the business and as such binds his co-partners by his actions.
- The success of a partnership is largely dependent on the trust and understanding existing between the partners.

any 6x2 = (12)

2.2 Characteristics of Close Corporations

- One or more but a maximum of ten members may form a CC.
- Easy to establish. Just need to register the founding statement.
- A CC is a legal person apart from members.
- CC pay tax on profit and members are taxed on salaries from the CC.
- A company or another CC cannot hold an interest in a CC.
- Interest expressed as a %

- A CC is particularly suitable for smaller business enterprises where the members are all actively involved in the management of the CC.
- Name ends with capital CC
- The continuity of a CC is unlimited.
- Profit sharing according to percentage interest.
- The members of a CC have limited liability.
- A CC has no share capital and therefore no shareholders. Members have a member contribution. any 6x2 = (12)

2.3.1 Holding company

2.3.2 Founding statement/Certificate of incorporation/CK1

2.3.3 Participating Preference Shares

2.3.4 Directors

2.3.5 Registrar of companies 5x2 = (10)

2.4

2.4.1

- Minimum subscription: is the minimum number of shares that must be sold to pay for preliminary expenses.
- Must be received within 60 days after the first distribution of the prospectus

2.4.2 Partnership articles is a contract stating the terms and conditions upon which the partners have agreed.

2.4.3 Interim dividend is declared first within the financial year/extra dividend

2.4.4 Redeemable debentures:

The loan is repayable after a specified number of years. 4x4 = (16)
[50]

QUESTION 3 MARKETING FUNCTION

3.1.1

- The choice of a product.
- Scope of the product range.
- Breadth of range
- The design, the style, the size and the colour of the product or products.
- The packaging of the product.
- The trademark and the labelling of the product.
- Which products will be manufactured or purchased by the enterprise.
- The service and / or after-sales services which will accompany the product. any 6x2 = (12)

3.1.2

- It must reflect the salient features of the product, such as its characteristics, its quality and its utility.
- It must be reflected in good, simple language so that the salient features of the product can easily be understood.
- It must be easily pronounced and remembered by consumers.
- It must be distinct from the names or trademarks of related products to avoid confusion. (Punch washing powder)
- It must be such that new products can easily be added to the range.
- It must be such that it can be easily registered to enjoy legal protection.
- Must be acceptable to the public.
- Must not be misleading.

Any 5x2 = (10)

3.1.3

- Manufacturer – consumer
- Manufacturer – retailer – consumer
- Manufacturer – wholesaler – retailer – consumer
- Manufacturer – agent – retailer – consumer
- Manufacturer – agent – wholesaler – retailer – consumer

} or diagram

5x2 = (10)

3.1.4

- The need to demonstrate the goods, to undertake complicated negotiations, or to provide specialised after-sales service.
- The lack of active selling by wholesalers, dealers and agents of a particular product.
- Inability of the manufacturer to persuade wholesalers in retailers to carry stock.
- Unduly high profit margins claimed by the wholesalers, retailers or agents/cost is too high
- Inability of middlemen to transport goods to the consumer
- Wholesaler and retailers cannot deliver product quickly.
- Wholesalers and retailers may be prescribable to the manufacturer.

5x2 = (10)

3.5.1

- Using false and deceptive advertising
- Selling rebuilt or second-hand goods as new articles.
- Making false statements about a competitor's goods.
- Giving goods deceptive names.
- To discredit the image of the advertising business
- Promoting of materialism and mock needs/persuade the consumer to buy something that he didn't need/emotional/influence.
- Abusing children's inability to understand the contents of the advertisement.
- Advertisements in bad taste
- Cultural pollution/tampering with cultural norms of society.

any 4x2 = (8)

[50]

QUESTION 4
FINANCIAL FUNCTION

4.1

4.1.1 False

4.1.2 True

4.1.3 True

4.1.4 True

4x2 = (8)

4.2

- The Companies Act determines that a minimum number of shares must be sold.
- This is equivalent to an amount which will be sufficient to enable the company to operate efficiently and successfully.
- If the minimum number of shares, (minimum subscription,) is not received within 60 days – the application money must be refunded – the promoters will have to meet all expenses – company cannot exist.
- If the undertaking has good prospects for success, financial institutions such as banks will undertake to place shares.
- They also give a guarantee that they will take any shares remaining unsold after the closing date, so that the minimum subscription is obtained.

any 5x2 = (10)

4.3

- Nature of the business
- Size
- Stage of development
- Time of production
- Rate of turnover of stock or manufactured goods
- Buying and selling terms/credit policy
- Seasonal stock/-consumption
- Seasonal production

(Any five) 5x2 = (10)

4.4

- Open account
- Instalment sale transactions/hire purchase
- Supplier's credit
- Contractors credit
- Factoring of debtors
- Credit cards
- Bills of exchange

any 3x2 = (6)

4.5

- Make the maximum profit
- Increase the profitability of the business in general
- Have sufficient cash available to meet current expenses
- Maintain a favourable ratio between own capital and borrowed capital

4x2 = (8)

4.6

- Business reference/credit references
 - Bank reference
 - Credit agencies/credit buro
 - Chambers of Commerce
 - Employers
 - Application form for credit
- Any four 4x2 = (8)
[50]

QUESTION 5 PRODUCTION FUNCTION

5.1

- 5.1.1 Rent, salaries, insurance, depreciation, etc. any 2x2 = (4)
- 5.1.2 Water, electricity, petrol, cleaning material, indirect material any 2x2 = (4)
- 5.1.3 Direct labour, direct material/or example 2x2 = (4)

5.2

Direct costs	:	raw material	+	manufacturing labour		
	:	R20 000	+	R30 000	=	R50 000 (primary costs)
Overhead costs:	:	Fixed costs	+	Variable costs	=	
	:	R40 000	+	R10 000		R50 000
Total costs	:	Direct costs	+	Overheads		
	=	R50 000	+	R50 000	=	R100 000
TOTAL COSTS =		R100 000	/	10 000	=	R10 per cap

(8)

5.3

5.3.1

- Ensure that products of reliable standard and uniform quality are produced.
 - Control of the material, workmanship, machines and working conditions.
(use discretion)
- 2x2 = (4)

5.3.2

- It encourages workers to continue to produce quality products.
 - It can serve as basis for the introduction of reliable wage incentive schemes.
 - Dealers and consumers are assured that the quality of the goods they purchase is of the required standard.
 - Production costs can be reduced through the elimination of poor products which have to be sold as rejects.
 - The continuous testing of quality and standards can lead to improved product design and quality.
- 5x2 = (10)

5.4

- Human error
- Structural safety
- Technical errors
- Fire
- Poor factory layout
- Protection of workers from machinery.

any 3x2 = (6)

5.5 Advantages for the undertaking

- Unnecessary movement of workers is eliminated.
- Fewer labourers are required.
- Workers yield a higher production.
- It results in lower labour costs.
- Fewer materials are wasted.
- Maintenance costs of machines are lower.
- It also ensures better production control.
- Better quality of products ensured.
- Lower transport costs.
- Production process which runs smoothly involves less working capital.
- Safety in the factory is promoted.
- A smaller investment in stock is necessary.

Candidate
gets 10
marks(Any five) 5x2 = (10)
[50]

QUESTION 6 INSURANCE

6.1

- 6.1.1 C
- 6.1.2 D
- 6.1.3 A
- 6.1.4 B

4x2 = (8)

6.2

- Insurance form obtainable from the company or agent.
- A proposal form, must be filled in by the customer.
- Good faith (honesty)/uberaemi fedi
- The agent quotes a premium.
- The insured pays the premium, usually annually.
- Receives a receipt which serves as a preliminary policy (cover note).
- The insurance policy is posted or handed to the insured.

any 6x2= (12)

6.3.1

- * Workmen's compensation
- The purpose is to cover both the employees and employer against disability
 - in case of injuries sustained or diseases contracted in the course of their employment.
- 2x2 = (4)

6.3.2

- * Unemployment insurance
- To insure workers against loss of earning from unemployment.
 - and to provide them with financial support during their efforts to find new employment/while they are unemployed
- 2x2 = (4)

6.4.1

$$\frac{R80\ 000 \times R10\ 000}{R100\ 000} \text{ OR } \frac{\text{insured value}}{\text{full market value}} \times \frac{\text{damage}}{1}$$

= R8 000 (4)

- 6.4.2 Average clause/awery clause (2)

6.5

- * **Good faith**
- The insured is bound to disclose everything to insurer.
 - All questions asked must be answered honestly.
 - Otherwise the policy may be declared void.
- 3x2 = (6)

* **Insurable interest**

- A person must have insurable interest in an object.
 - A person must be able to show that he derives a real financial benefit from the object.
 - Stand to lose financially if destroyed.
 - One Example:
 - Individual in his own life/assets
 - Married woman in the life of her husband
 - A partner in the lives of his partners
 - A creditor in the lives of his debtors
 - A mortgager in the property of the mortgagee.
- 5x2 = (10)
[50]

QUESTION 7 THE MARKETING FUNCTION

7.1

- Open sales offices or branches/Retail network
 - Mail orders
 - Travelling agents
 - Sell directly to retailers
- 4x2 = (8)

7.2

- The design or development of product ideas.
- The sifting or selecting of product ideas.
- The design and testing of product concept.
- Redevelopment of product concept
- Commercialising of product/product launch.
- Ongoing development of product.
- The design and testing of actual product.
- The analysis of the profitability of the product concept.
- The test marketing. Any 5x2 = (10)

7.3.

7.3.1 Consumers goods

7.3.2 Oligopoly

7.3.3 These are goods which are used in the manufacturing process to produce other goods. 3x2 = (6)

7.4

- Speciality packaging
i.e. expensive watches, jewelry, etc.
- Packaging for double use
Eg plastic containers, glass bottles, etc.
- Combination packaging – related products e.g. shirt and tie together, gift packets etc.
- Continually changing packaging (kaleidoscopic) e.g. breakfast cereals.
- Packaging for immediate consumption
- Example: Tin of cold drink, chips, etc.
- Resale/repackaging
- Example: mealimeel, rice, etc. Any 4 (name = 2 + example = 1) (12)

7.5

- Attract attention.
- Arouse interest.
- Create a desire for the possession of the article.
- Lead to action. 4x2 = (8)

7.6

- Radio
- Press
- Cinema
- Television
- Catalogues/price lists
- Circulars/Handbills
- Displays
- Competitions
- Packaging material
- Advertisements on vehicles
- Illuminations
- Sales
- Internet
- Free samples/gifts
- Telephone advertisements
- Demonstrations
- Programmes/Tickets
- Letterheads
- Trade marks
- Show / Exhibitions

any 6x1 = (6)
[50]

QUESTION 8 GENERAL MANAGEMENT FUNCTION

8.1 Disadvantages of line organisation structure

- If the undertaking becomes too large, this system becomes ineffective.
- Gradually certain top officials can become overloaded with work, resulting in weaker management.
- Problems with co-ordination lead to ineffective management.
- Certain top executives may later develop into key men, which may create problems if they resign.

4x2 = (8)

8.2

- Verbal orders
- Written Communications such as newsletters
- Announcements on noticeboards
- Social functions

4x2 = (8)

8.3

- Define the problem / Recognition of problem.
- Setting objectives / clear description of the problem.
- Searching for possible alternative / Analysis of the problem solutions / Alternatives.
- Formulate clear hypotheses of that which could be achieved.
- Comparing and evaluating / analysis of possible solutions
- Choosing the best solution from the alternatives.
- Implementing the chosen alternative.
- Follow-up and control.

any 6x2 = (12)

- 8.4
 8.4.1 Disciplinary Action
 8.4.2 Decision making
 8.4.3 Budget
 8.4.4 Lower level management
 8.4.5 Leading 5x2 = (10)

8.5

8.5.1

- Top management makes strategic decisions
- Aimed at the future of the organisation
- Long term + correct example any 2x2 = (4)

8.5.2

- Influence staff to act
- work towards the goals of the organisation.
 Example of motivation: bonus, extra leave, holidays, etc. any 2x2 = (4)

8.5.3

- Implies the delegation of authority.
- From a senior person to a subordinate.
- Responsibility can't be delegated
- Dividing/sharing of tasks. any 2x2 = (4)
[50]

QUESTION 9

ADMINISTRATIVE FUNCTION / ENTERPRISE AND ITS ENVIRONMENT

9.1

9.1.1

Data

- Is raw information
- Has no significance
- Which must be processed into information to be meaningful. any 2x2 = (4)

9.1.2

Statistics

- The science of collecting,
- classifying data
- Interpreting numerical data. any 2x2 = (4)

9.1.3

Management Information

- This entails information which has been scientifically processed.
- To suit the needs of management for - decision-making. any 2x2 = (4)

9.1.4

Administration

- The management of a business enterprise
 - The control of all administrative activities.
 - Especially the technical/financial aspects
- any 2x2 = (4)

9.1.5

- In one central office.
- (4)

9.2

- Completeness
 - Economy
 - Usefulness and efficiency
 - Timeliness
 - Accuracy and reliability
 - Conformity with legal requirements.
- 5x2 = (10)

9.3

- 9.3.1 C
- 9.3.2 A
- 9.3.3 E
- 9.3.4 D
- 9.3.5 B
- 9.3.6 F
- 9.3.7 G

7x2 = (14)

9.4

- Promote standardisation in industry.
 - Prepare specifications and codes of practice.
 - Provide facilities for testing
 - Control the use of standardisation marks.
 - Undertake education work in connection with standardisation.
 - Assist departments / authorities in the preparation of codes.
 - Cooperate with industry.
- any 3x2 = (6)

[50]

TOTAL: 300

END

MOONTLIKE ANTWOORDE VIR:

BEDRYFSEKONOMIE SG

PUNTE: 300

VRAAG 1 VERPLIGTEND

- | | | | |
|------|--|-------|-------------|
| 1.1 | Monopolie | | |
| 1.2 | Kapitaalbegroting | | |
| 1.3 | Herinbesitstelling/Reg van vervanging | | |
| 1.4 | Gespesialiseerde masjiene/eendoelige masjiene | | |
| 1.5 | Akte van Oprigting | | |
| 1.6 | Motorvoertuigongelukfonds/(derdepartyversekering)/padongelukke fonds | 6x2 = | (12) |
| 1.7 | Sewe | | |
| 1.8 | Voorkeuraandele | | |
| 1.9 | Breedte | | |
| 1.10 | Beheer | | |
| 1.11 | Vaste koste | | |
| 1.12 | Remediërende | | |
| 1.13 | Verwerkte | | |
| 1.14 | Omsetsnelheid | | |
| 1.15 | Statuut | 9x2 = | (18) |
| 1.16 | A | | |
| 1.17 | C | | |
| 1.18 | B | | |
| 1.19 | A | | |
| 1.20 | B | 5x2 = | (10) |
| 1.21 | Onwaar | | |
| 1.22 | Waar | | |
| 1.23 | Waar | | |
| 1.24 | Onwaar | | |
| 1.25 | Onwaar | 5x2 = | (10) |
| | | | [50] |

VRAAG 2 ONDERNEMINGSVORME

2.1 NADELE

- Die kontinuïteit is beperk, as 'n vennoot sterf of uittree, moet die vennootskap ontbind en 'n nuwe gevorm word.
- Verskille tussen vennote kan die bestuur van die vennootskap bemoeilik.
- Die getal vennote is beperk tot 20, met die gevolg dat kapitaal nie voldoende is om 'n werklike groot onderneming te stig nie.
- Daar bestaan geen wetlike voorskrifte t.o.v. bestuur, dus kan nalatigheid verbloem word.
- Belangrike besluite word onnodig vertraag, aangesien al die vennote eers geraadpleeg en oortuig moet word.
- Nie 'n regs persoon
- 'n Vennoot bind sy medevennote deur sy daade.
- Is gesamentlik en afsonderlik aanspreeklik vir die skuld van die onderneming, selfs met hulle private eiendom.
- Die sukses van 'n vennootskap is grootliks afhanklik van die vertroue en samewerking wat moet ontstaan tussen vennote. enige 6x2 = (12)

2.2 KENMERKE VAN 'N BESLOTE KORPORASIE

- Een tot tien persone kan 'n BK oprig.
- Oprigting is eenvoudig. Slegs 'n stigtingsverklaring moet geregistreer word.
- 'n BK is 'n regs persoon apart van sy lede.
- BK betaal belasting op wins en lede slegs op salaris uit die BK.
- Die voortbestaan van 'n BK is onbeperk/onbepaald
- Ledebelang uitgedruk as %

- Die lede van die BK het beperkte aanspreeklikheid.
- Naam eindig op hoofletters BK.
- Die BK het geen aandele kapitaal nie en geen aandeelhouders / lede gee 'n ledebydrae.
- Winsverdelign volgens ledebelang.
- 'n Maatskappy of 'n ander BK mag nie belang in 'n BK hê nie.
- Is veral geskik vir kleiner ondernemings waar die lede almal aktief gemoeid is met die bestuur. enige 6x2 = (12)

2.3.1 Houermaatskappy

2.3.2 Stigtingsverklaring/sertifikaat van inlywing/CK1

2.3.3 Deelnemende voorkeuraandele

2.3.4 Direkteure/Direksie

2.3.5 Registrateur van maatskappye 5x2 = (10)

2.4

2.4.1

- Minimum inskrywing (subskripsie) is die minimum getal aandele wat verkoop moet word om die voorlopige onkoste te dek.
- Moet ontvang word binne 60 dae na eerste uitreiking van prospektus.

2.4.2 Vennootskapoooreenkoms – waarin die voorwaardes waarom die vennootskap gestig is, uiteengesit word.

2.4.3 Tussentydse dividend – verklaar binne die finansiële jaar/bykomende dividend

2.4.4 Aflosbare skuldbriewe – die hoofsaaklik word na 'n vasgestelde aantal jare terugbetaal. 4x4 = (16) [50]

VRAAG 3 DIE BEMARKINGSFUNKSIE

3.1.1 PRODUKBELEID

- Die keuse van 'n produk – breedte van produkreeks – Omvang van die produkreeks
- Die ontwerp, die styl, grootte, kleur van die produk.
- Die verpakking van die produk.
- Die handelsmerk en etiket op die produk.
- Watter produkte die onderneming self sal vervaardig of aankoop.
- Die diens / naverkoopdiens wat saam met die produk voorsien sal word. enige 6x2 = (12)

3.1.2 VEREISTES

- Dit moet die voordele (dienswaardes) van die produk weerspieël.
- Die moet in gepaste, beskrywende taal weergegee word.
- Dit moet maklik deur verbruikers uitgespreek en onthou word.
- Dit moet onderskeidend van die name van verwante produkte wees om verwarring te voorkom. (Punch – waspoeier)
- Nuwe produkte van dieselfde reeks moet maklik daarin opgeneem word.
- Dit moet maklik registreerbaar wees, sodat dit die nodige wetlike beskerming geniet.
- Moet byval vind by publiek
- Nie misleidend wees nie.

Enige 5x2 = (10)

3.1.3 DISTRIBUSIEKANALE

- Fabrikant – verbruiker
 - Fabrikant – kleinhandelaar – verbruiker
 - Fabrikant – groothandelaar – kleinhandelaar – verbruiker
 - Fabrikant – agent – groothandelaar – verbruiker
 - Fabrikant – agent – groothandelaar – kleinhandelaar – verbruiker
- } of skematiese voorstelling

5x2 = (10)

3.1.4 DIREKTE VERSPREIDING

- Wenslikheid om die goedere te demonstreer / naverkoopdiens te lewer.
- Onwilligheid van groothandelaars ens. om verkope van 'n bepaalde produk afsonderlik te bevorder.
- Onvermoë van die fabrikant om groothandelaars te oorreed om sy goedere te bemark.
- Onbillike hoë winsgrense waarop groothandelaars ens. soms aandring/koste van tussenpersone is te hoog
- Onvermoë van middelman om goedere na die verbruiker te vervoer.
- Tussenpersone kan produk nie vinnig genoeg aflewer nie
- Tussenpersone kan 'n magsoorsig kry en fabrikante voorskryf.

5x2 = (10)

3.1.5 ONETIESE PRAKTYKE

- Dit is onbillik om valse en misleidende advertensies onder die aandag van die kopers te bring.
- Dit is oneerlik en oneties om opgeknapte gebruikte goedere as nuwe goedere te adverteer.
- Dit is oneties om valse bewerings oor mededingers se goedere te maak.
- Dit is oneties om goedere misleidende name te gee
- Om die naam van die reklamebedryf skade aan te doen.
- Bevordering van materialisme en skynbehoefte/oortuig verbruiker om iets te koop wat nie regtig nodig is nie/emosionele beïnvloeding
- Misbruik van kinders se onvermoë om die inhoud van 'n advertensie te begryp.
- Advertensies met 'n swak smaak.
- Kulturele besoedeling/aantasting van publiek se morele waardes

(8)

[50]

4x2 =

VRAAG 4 FINANSIËLE FUNKSIE

4.1

- 4.1.1 Onwaar
- 4.1.2 Waar
- 4.1.3 Waar
- 4.1.4 Waar

4x2 = (8)

4.2

- Die Maatskappywet bepaal dat 'n minimum√√ aantal aandele verkoop moet word.
- Dit is gelyk aan 'n bedrag genoegsaam om die maatskappy suksesvol√√ van stapel te stuur.
- Indien die minimum aantal aandele, (minimuminskrywing), nie binne 60√√ dae ontvang word nie – moet aansoekgelde√√ terugbetaal word – en die promotors moet alle uitgawes betaal/MPY moet ontbind.
- As die onderneming goeie vooruitsigte op sukses het, waarborg finansiële instellings soos banke om self in te skryf√√ vir die aandele wat nog opgeneem moet word.
- Hulle waarborg ook om alle aandele wat nog nie teen die sluitingsdatum verkoop is nie, self op te neem ten einde die minimumsubskripsie te verkry. enige 5x2 = (10)

4.3

- Aard van die onderneming
- Grootte
- Ontwikkelingstadium
- Produksietydperk
- Omsetsnelheid van voorraad of goedere
- Inkoop- en verkooptermes/kredietbeleid
- Seisoensvoorraad/-verbruik
- Seisoensproduksie

Enige 5x2 = (10)

4.4

- Krediet op ope rekening
- Krediet deur leweransiers toegestaan/leweransierskrediet
- Afnemerskrediet
- Faktoring van debiteure
- Kredietkaarte
- Wissels
- Afbetalingsverkoop-ooreenkoms/krediet-ooreenkoms/huurkoop

3x2 = (6)

4.5

- Maksimum wins te maak.
- Winstgewendheid te verhoog (rentabiliteit).
- Voldoende kontant beskikbaar om lopende uitgawes te dek (likiditeit).
- Gunstige verhouding tussen die eie en geleende kapitaal te handhaaf (solvabiliteit)

4x2 = (8)

4.6

- Sakeverwysings/kredietverwysings
 - Bankverwysings
 - Kredietagentskappe/kredietburo
 - Kamers van koophandel/sakekamers
 - Werkgewers
 - Kredietaansoekvorm
- Enige 4x2 = (8)
[50]

VRAAG 5 PRODUKSIE FUNKSIE

5.1

- 5.1.1 Huur; salaris; versekering; waardevermindering. Enige 2x2 = (4)
- 5.1.2 Water, elektrisiteit, brandstof, skoonmaakmiddels, indirekte grondstof Enige 2x2 = (4)
- 5.1.3 Direkte arbeid; direkte materiaal/grondstof of voorbeeld 2x2 = (4)

5.2

Direkte koste:	Grondstof	R20 000			
	Arbeid	30 000	=	R50 000	(Primêre koste)
		:			
Bokoste	: Vaste koste	R40 000			
	Veranderlike koste	10 000	=	R50 000	
Totale koste:	Direkte koste	R50 000			
	Bokoste	R50 000	=	R100 000	
	<u>100 000</u>				
	10 000		=	R10 per pet	

(8)

5.3

5.3.1

- Verseker dat produkte van 'n betroubare en eenvormige gehalte gelewer word.
- Beheer van materiaal, vakmanskap, masjiene en werktoestande
(merk wyd/gebruik diskresie) 2x2 = (4)

5.3.2

- Dit spoor werkers aan om kwaliteit produkte te lewer.
- Dien as basis vir aansporingsloonstelsel.
- Handelaars en verbruikers is seker dat die gehalte van die ware aan die vereiste standaard voldoen.
- Dit verminder produksiekoste deur die uitskakeling van swak produkte wat as afgekeurde goed verkoop moet word.
- Dit lei tot verbeterde produkontwerp en kwaliteit. 5x2 = (10)

5.4

- Menslike oordeel (foute)
 - Konstruksieveiligheid
 - Tegniese foute
 - Brand
 - Swak fabrieksuitleg
 - Beveiliging van werkers teen masjiene
- enige 3x2 = (6)

5.5 Vir die onderneming

- Uitskakeling van onnodige beweging van werkers. – Minder werkers benodig.
 - Hoër produktiwiteit.
 - Laer arbeidskoste.
 - Beter benutting van grondstowwe.
 - Laer instandhoudingskoste van masjinerie.
 - Laer vervoerkoste.
 - Beter gehalte produkte.
 - Beter produksiebeheer.
 - Kleiner bedryfskapitaal.
 - Fabrieksveiligheid word bevorder.
 - Kleiner belegging in voorraad word benodig.
- Kandidaat
kry 10
punte
- Enige 5x2 = (10)
[50]

VRAAG 6 VERSEKERING

6.1

- 6.1.1 C
- 6.1.2 D
- 6.1.3 A
- 6.1.4 B

4x2 = (8)

6.2

- Aansoekvorm wat by maatskappy of agent verkrygbaar is.
 - Die aansoeker vul 'n aansoekvorm in.
 - Goeie trou (eerlik)/uberaemi fidei
 - Die agent kwoteer die premie.
 - Die versekerde betaal die premie gewoonlik jaarliks.
 - 'n Kwitansie wat dien as 'n voorlopige polis (deknota) word aan hom oorhandig.
 - Die versekeraar stel die brandpolis op en oorhandig dit aan die versekerde.
- enige 6x2 = (12)

6.3

6.3.1

– Werkliede-skadeloosstelling

*Die doel is om sowel die werknemers as die werkgewers te dek teen ongeskiktheid om te werk,

*vanweë ongelukke of siektes opgedoen in die werksituasie.

2x2 = (4)

6.3.2

– Werkloosheidsversekering

- Om werkers teen verlies van inkomste vanweë werkloosheid te verseker en finansiële steun te verleen

- terwyl hulle na nuwe werk soek/werkloos is

2x2 = (4)

6.4.1

$$\frac{R80\ 000 \times R10\ 000}{R100\ 000} \quad \text{OF} \quad \frac{\text{versekerde waarde}}{\text{werklike waarde}} \times \frac{\text{skade}}{1}$$

$$= R8\ 000$$

(4)

6.4.2 Gemiddelde klousule/awery klousule

(2)

6.5

* Goeie trou

– Die versekerde mag geen feite verswyg wat die versekeraar in staat stel om te bepaal hoe groot die risiko is nie.

– Alle vrae moet korrek en eerlik beantwoord word.

– Anders kan die hof die kontrak ongeldig verklaar.

3x2 = (6)

* Versekerbare belang

– 'n Persoon moet versekerbare belang in die voorwerp wat hy verseker, hê.

– Hy moet kan bewys dat hy geldelike voordeel uit die voortbestaan daarvan trek.

– Geldelike skade by die vernietiging daarvan.

– EEN Voorbeeld

- Persoon in sy eie lewe/besittings
- Getroude vrou in haar man se lewe
- Vennote in mekaar se lewens
- Skuldeiser in lewe van skuldenaar
- Verbandgewer in eiendom van skuldenaar.

5x2 = (10)
[50]

VRAAG 7 BEMARKINGSFUNKSIE

7.1

– Die stigting van verkoopskantore of takke/eie kleinhandelsorgorganisasies

– Posbestellings

– Reisende agente

– Direkte verkope aan kleinhandelaars

4x2 = (8)

7.2

- Ontwerp of ontwikkeling van produkidees.
- Sifting of seleksie van produkidees.
- Ontwerp en toetsing van die produkkonsep.
- Herontwikkel produkkonsep
- Kommersialisering van produk
- Voortdurende ontwikkeling van die produk.
- Ontleding van die winsgewendheid van die produkontwerp.
- Ontwerp en toetsing van die werklike produk.
- Toetsbemarking. enige 5x2 = (10)

7.3

7.3.1 Verbruikersgoedere

7.3.2 Oligopolie

- 7.3.3 Dit is goedere wat in die vervaardigingsproses van ander goedere gebruik word. 3x2 = (6)

7.4

- Spesialiteitsverpakking
voorbeeld: Juweliersware, duur horlosies, ens.
- Verpakking vir dubbele gebruik
voorbeeld: plastiese houers, glasbottels, ens.
- Gesamentlike verpakking
voorbeeld: geskenkpak, hemp en das, ens.
- Verpakking wat voortdurend gewissel word / Kaleidoskopiese
voorbeeld: ontbytgraankosverpakking
- Verpakking vir onmiddellike gebruik
voorbeeld: blikkie koeldrank, aartappelskyfies, ens.
- Herverkoop / herverpakking
voorbeeld: mieliemeel, rys, ens. enige 4 x (noem = 2 + voorbeel 1) (12)

7.5

- Die aandag trek.
- Belangstelling wek.
- Begeerte ontstaan om die artikel te besit.
- Dit moet tot optrede lei. 4x2 = (8)

7.6

- Radio
- Pers
- Bioskoop
- Televisie
- Katalogusse/pryslys
- omsendbriewe/strooibiljette
- uitstallings
- wedstryde
- verpakkingsmateriaal
- Ligreklame
- Advertensies op voertuie
- Internet
- Gratis monsters/geskenke
- Telefoonreklame
- Demonstrasies
- Programme/kaartjies
- Spesiale aanbiedings/uitverkopings
- Briefhoofde
- Handelsmerk
- Skoue/uitstallings

enige 6x1= (6)
[50]

VRAAG 8 FUNKSIE VAN ALGEMENE BESTUUR

8.1 Nadele van lynorganisasiestruktuur

- As die onderneming te groot word, word hierdie stelsel ondoeltreffend.
- Bepaalde topamptenare kan met werk oorlaai word wat tot swakker bestuur aanleiding kan gee.
- Probleme met koördinasie lei tot ondoeltreffende bestuur.
- Sekere topamptenare kan sleutelpersone word en as hulle bedank, skep dit probleme.

4x2 = (8)

8.2

- Mondelinge opdrag
- Geskrewe mededelings soos nuusbriewe
- Mededelings op kennisgewingborde.
- Sosiale gesellighede.

4x2 = (8)

8.3

- Verkry duidelikheid oor die probleem.
- Kry volledige inligting van alle moontlike aktiwiteite.
- Ontleed en orden inligting vir betroubare vertolking.
- Formuleer duidelike veronderstellings oor wat moontlik bereik kan word.
- Bepaal verskillende planne of alternatiewe.
- Kies die beste plan.
- Beplan die verloop van die plan en die tydsberekening daarvan./implementeer plan
- Volg voortdurend op en kontroleer.

6x2 = (12)

8.4

8.4.1 Dissiplinerig

8.4.2 Besluitneming

8.4.3 Begroting

8.4.4 Laervlakbestuur

8.4.5 Leiding

5x2 = (10)

8.5

8.5.1

- Topbestuur neem strategiese besluite
- Toekomsgerig
- van 'n langtermyn aard + enige korrekte voorbeeld

enige 2x2 = (4)

8.5.2

- Om personeel tot aksie of optrede aan te spoor
- om die doelstellings van die organisasie te verwesenlik.
- Voorbeeld van motivering: bonus, ekstra verlof, vakansies, ens.

enige 2x2 = (4)

8.5.3

- Impliseer die oordrag van gesag.
- Deur 'n senior persoon aan 'n ondergeskikte.
- Verantwoordelikheid kan nie gedelegeer word nie.
- Verdeling van take

enige 2x2 = (4)
[50]**VRAAG 9****ADMINISTRATIEWE FUNKSIE / ONDERNEMING EN SY OMGEWING**

9.1

9.1.1

Data

- Dit is onverwerkte inligting,
- nog nie betekenis het nie,
- moet verwerk word na inligting

enige 2x2 = (4)

9.1.2

Statistiek

- Dui op 'n metode of wetenskap.
- Wat gegewens versamel en
- in getalle uitdruk.

enige 1x2 = (2)

9.1.3

Bestuursinligting

- Dit is inligting wat wetenskaplik,
- volgens behoeftes van bestuur verwerk is,
- en vir bestuursdoeleindes aangewend word.

enige 2x2 = (4)

9.1.4

Administrasie

- Die bestuur van 'n sakeonderneming
 - Die beheer van alle kantoorwerkzaamhede.
 - Veral die tegniese/finansiële sy daarvan
- enige 2x2 = (4)

9.1.5

Sentralisering

- administratiewe aktiwiteite in een sentrale kantoor.
- (4)

9.2

- Volledigheid
 - Ekonomie
 - Nuttigheid en doeltreffendheid
 - Tydigheid
 - Noukeurigheid
 - Wetlike voorskrifte.
- 5x2 = (10)

9.3.1 C

9.3.2 A

9.3.3 E

9.3.4 D

9.3.5 B

9.3.6 F

9.3.7 G

7x2 = (14)

9.4

- Standaardisasie in die nywerheid en handel te bevorder.
 - Spesifikasies en gebruikskodes op te stel.
 - Fasiliteite beskikbaar te stel vir die toets van handelsware.
 - Die gebruik van standaardmerke te beheer.
 - Voorligtingswerk in verband met standaardisasie aan te moedig.
 - Hulp te verleen aan departemente / owerhede by die opstel van spesifikasies.
 - Met die nywerheid saam te werk.
- enige 3x2 = (6)

[50]

TOTAAL: 300

EINDE