GAUTENG DEPARTMENT OF EDUCATION
SENIOR CERTIFICATE EXAMINATION
POSSIBLE ANSWERS FOR : BUSINESS ECONOMICS HG

QUESTION 1

1.1 Own
1.2 Industrial / CAPITAL goods / manufacturing
1.3 Inelastic demand
1.4 Gearing
1.5 Suretyship contract
1.6 Controlling
1.7 Statistics or statistical data
1.8 Work measurement
1.9 Dividends
1.10 Short 10x2=(20)
1.11 Debentures
1.12 Rate of stock turnover / (ratio)
1.13 Working capital (floating)
1.14 Disciplinary action
1.15 Discount (bulk discount)
1.16 Trader (Retailer)
1.17 Market research / marketing research
1.18 Iron-safe clause
1.19 Chambers of Commerce / Sakekamers
1.20 Capital budget 10x2=(20)

1.21	Any	1.26	B	1.31	D	1.36	B	
1.22	D	1.27	B	1.32	B	1.37	D	
1.23	A	1.28	B	1.33	D	1.38	D	
1.24	C	1.29	B	1.34	B	1.39	B	
1.25	A	1.30	C	1.35	B	1.40	D	20X3=(60)

TOTAL FOR SECTION A: [100]

QUESTION 2

ANSWER IS PARTNERSHIP√√ (2)

1. **CHARACTERISTICS OF A PARTNERSHIP**

- A partnership consists of a minimum of two√ and a maximum of twenty√ partners or any number.
- A partnership can be entered into orally or in writing.
- A partnership is not a legal person and cannot sue or be sued. The individual partners themselves bear all legal liability.
- The partners are jointly and severally liable for the debts of the business.
- When a partner dies or retires the partnership is dissolved. In such a case the other partners have to form a new partnership.
- A partner is an agent of the firm and binds his co-partners by his actions, provided he acts in a responsible manner. If, however, he exceeds the scope of his authority and involves the firm in losses, he is liable for making good such losses.
- Contribution of labour; capital or skills.

Max (10)

2. **THE RIGHTS AND DUTIES OF A PARTNER**

- As partners are agents of the firm and bind their co-partners by their√√ actions.
- Each partner becomes the agent of the partnership and it follows that each partner bind his co-partners and the firm.
- A partnership is a contract of the utmost good faith, i.e. partners should be sincere and honest in their dealings with their co-partners and other firms.
- The partners are jointly and severally liable for the debts of the partnership.
- The relationship between partners is one of mutual trust and confidence, and consequently no partner may acquire and retain for himself any benefit.
- If a partner commits a criminal act in furtherance of the interest of the partnership, each member of the partnership is deemed to be guilty.
- Each partner is entitled to full information regarding the affairs of the partnership and / or his adviser(s) must have free access to be books and accounts.

Max (10)

3. ADVANTAGES OF GENERAL PARTNERSHIPS

- The combining of capital strengthens the financial position of the business and enables it to expand.
- The partners combine their special skills and abilities and each one can specialise.
- The formalities and procedures involved in commencing a partnership are simple and inexpensive.
- Because partners are jointly and severally liable for the debts of a partnership, it is easy to raise loans or obtain credit.
- The unlimited liability of the partners acts as an incentive to each to do his best to make the venture a success.
- Partners work with their own money only, they are free of all the legal restrictions and supervisory measures.
- The capital of partnerships can be increased, reduced or withdrawn without the legal procedures.
- Partnership does not pay tax. Max (10)

4. DISADVANTAGES OF GENERAL PARTNERSHIPS

- The number of partners is limited to 20, cannot raise capital
- There is no continuity. When a partner retires or dies, the partnership has to be dissolved and a new one formed.
- Each partner is an agent of the business and as such he binds his co-partners by his actions.
- The partners are jointly and severally liable for the debts of the partnership, thus involving even their private possissions.
- Urgent decisions cannot always be made quickly, because all the partners have to be consulted first. Max (8)

5. THE FORMATION OF A PARTNERSHIP

- Def: of a partnership agreement (2)
- It is, nevertheless, advisable to draw up a written contract. (2)

Partnership articles contain the following:

The name of partners and name of partnership
The aim of the business.
The amount of capital contributed by each partner
The proportion in which profits and losses are to be divided
Which partners are to manage the business, and sign and endorse cheques?
The manner in which disputes are to be settled (arbitration clause)
The duration of the partnership
The rate of interest payable on capital and drawings
Salaries payable to managing partners and amounts partners are allowed to draw
Procedure to be followed when the partnership is dissolved Max (10)

[50]

QUESTION 3
FINANCIAL FUNCTION

SOURCES OF OBTAINING CAPITAL

A The money market (credit market) √√ (2)

B The capital market√√ (2)

SOURCES OF FIXED CAPITAL

The sale of shares√
The issue of debentures√
Long-term loans (with a bond as security) √
Reserve funds (accumulated funds) in the form of bonus shares issued to shareholders. √
4 x 1 = (4)
(8)

SOURCES OF WORKING CAPITAL

Credit allowed by producers, manufacturers and traders (also known as suppliers' credit or credit on open account) √

Overdraft facilities at a commercial bank√

Short-term loans from a commercial bank√

Bill of exchange√

Bank acceptances√

Factoring of debtors√

Loan on the security of warehouse receipts√ max. 7 x 1 = (7)

Instalment sale transaction contracts

Sale / lease agreement

Factors which determine the capital requirements

Capital requirements

1. *The nature of the business*√

   Factories invest far more capital in buildings and machinery than do trading enterprises. An undertaking which provides electricity, e.g. ESCOM, spents millions on buildings, machinery, electric power lines and electrical √√installations, while the running costs and maintenance are met out of current income. Some businesses can get by with little or no fixed capital, especially where a building is leased and the assets consist of trading stock and debtors. √√ (5)

2. *The size of an undertaking*√

The amount of fixed capital required by an undertaking depends on its size. The bigger the organisation, the more fixed capital it has to invest in premises, machinery, installations and equipment. √√

3. *The stage of development of an undertaking*

A business or factory that has reached it's optimum size will not need fixed capital to finance further expansion, whereas growing concern will have to find additional capital to erect new buildings and so on. Max (11)

Working capital

1. *Size*√

The need for working capital grows with the size of the business, since salaries, taxes, rent, trading stock, raw materials, book debts, etc. of a large enterprise is more than a small business. √√

2. *Stage of development*√

Growing businesses require more working capital than well-established ones, because increasing expenses and larger purchases always precede increased sales. √√

3. *Time of production*√

If the final product of a manufacturing concern is large and expensive and it takes a long time to complete (e.g. ships) a large amount of working capital is√√ required. The reason for this is that large amounts are paid out is wages and raw materials and revenue (income) is caught up in incomplete products for a long time. √√

4. *Rate of turnover of stock or manufactured goods*√

The faster the goods are disposed of the more quickly the money comes in with which new stock can be purchased and operating cost can be covered and the less operating capital is required. √√

5. *Buying and selling terms*√

Firms that buy on credit and sell for cash require a minimum of working capital, because the cash sales pay for the credit purchases. On the other hand, firms that buy for cash and sell on credit will need a lot of working √√ capital, because purchases must be paid for before money becomes available from sales. Hence, the collection period of debtors and the payment period of creditors. √√

6. *Seasonal consumption*√√

Producers of seasonal goods, such as summer clothes or coal, are faced with the difficulty of having to keep their factories or mines working the whole year, √√ whereas their peak sales take place during one season only. In such cases their capital is locked up in stock for a long time, resulting in them needing more working capital. √√

7. *Seasonal production*√

Crops are havested during a short season only, but they are consumed the whole year round (e.g. corn). Such crops have therefore to be financed and warehoused from the time of production until they are consumed, requiring more working capital√√

Max (24)
[50]

QUESTION 4
MARKETING FUNCTIONS

Measuring advertising results

Marketing management nowadays uses advanced methods to measure the profitability or whether the specific objectives of the advertisement have been achieved. The impact of advertisements can be assessed by memory and recognition tests, as well as questionnaires and other forms of market research.

The effectiveness of the advertisement is measured according to the following criteria:

(a) To what extent the target market becomes increasingly aware of the message conveyed by the advertisement?
(b) How much of the message the target market remembers.
(c) The measure in which the advertisement has changed the attitude and opinion of the target market.
(d) To what extent the target market believes the message conveyed by the advertisement.
(e) The number of enquiries which have been received as a result of the advertisement.

Marketing communications mix

Advertising√√

Advertising can be defined as any paid√ form√ of presentation and promotion of ideas, goods or services in a non-personal way by a business√√ enterprise.

Distinctive qualities

Public presentation√ – Advertising is a legitimate means of communication and suggests a sales offer in a standardised form. √√

Pervasive medium√ – Advertising is a pervasive medium because the seller is allowed to repeat the same message many times. √√

Increased expressiveness√ – Advertising provides the advertisers opportunities to increase or amplify the expressiveness of their advertisements by means of the artful use of print, sound and colour. √√

Impersonality√ – Advertisements are directed at the masses and the audience is not obliged to respond. Personal selling is, for example, more compelling. √√

Personal selling

Characteristics

The oral presentation of goods or services in a conversation.
A live interaction between people. The buyer and seller are in a live communicative relationship.

Personal interest

Personal selling is based on sound human relations and salesmen must show personal interest in prospective buyers and keep their long-run interests at heart.

Attention and response

Personal selling puts the prospective buyer under some obligation to attend and to respond to the sales talk of the salesman.

Sales promotion

This include all the short term incentives where the buyer is encouraged to buy the product.

Characteristics

Insistent appeal

An insistent appeal is directed to buyers to buy products.

Anxious to sell

Certain actions carry out the message because the seller is anxious to sell. It must be done discreetly.

Publicity

Publicity can be defined as the stimulation of demand for a product or service on a non-personal basis by feeding news regarding the product to a publisher (press).

Receiving favourable reports of it over the radio or television which is not paid for by the seller.

Business concerns naturally seek to obtain *free* publicity in the news media in order to publicise the firm and thereby promote the image of the product.

Although the publicity is free, the business concern has hardly any control over the nature of the article/report.

Publicity has greater **news value** or **credibility** than advertising and it can therefore be very effectively applied if it is handled judiciously. Publicity can be very favourable or positive.

The Public Relations department plays an important role.

On the other hand, publicity can be negative or very damaging, if matters develop unfavourably.

Distinctive qualities

Higher degree of credibility – Reports on products or services in the media seem to have a higher degree of credibility than if advertised by the business enterprise.

The message is news and not sales talk – Many prospective buyers who, as a rule, avoid salesmen or do not read advertisements, are reached as the message is considered to be news.

Image booster – Publicity contributes to the favourable image of the business enterprise and stimulates the demand for its products – services that are not paid for. **[50]**

QUESTION 5

The lay-out of the factory

Once the matter of the site of the factory has been settled, consideration must be given to its layout. √√

Proper factory lay-out means:

the optimum use of space, √
elimination of unnecessary movement of√ both materials and workers,
higher productivity and√
lower production costs. √

A more economical production unit√
A badly designed factory causes huge losses in terms of time√ and money
and contribute to unhappy working conditions for workers. √

Description of the factory lay-out

The building and layout of the factory embrace the designing of the factory so as

* to create the most favourable production arrangements; √√
* the arranging of the most suitably machinery in the correct √√ production bays and in the most suitable places;
* ensure that the product will be manufactured in the most economical and effective manner. √√ Max (10)

Advantages of proper factory lay-out

For the workers:

* Less physical exertion and exhaustion. √√
* Less handling of materials, parts, etc. √√
* Less movement required to bring together all the necessary parts and materials at the work place. √√
* Fewer accidents because incorrect placing, which cause accidents, is eliminated. √√
* Pleasant working conditions is created and it ensures a happy, productive work force. √√
* Encourage higher productivity and larger earnings. √√ Max (10)

For the undertaking:

* Unnecessary movement of workers is eliminated. Fewer labourers are required. √√
* The workers yield a higher production. √√
* It results in lower labour costs as well as other advantages, e.g. less material is wasted, the maintenance cost of machinery is lower, the transport cost in the factory is lower and products of a better quality is produced.

* It also ensures better production control, because storerooms are more favourably situated, stocks are brought more easily to the right places and work flow is better.
* Production processes, which run smoothly, involve less working capital.
* Safety in the factory is promoted.
* A smaller investment in stock is necessary. Max (10)

Types of machinery

Standard machines√

* These are machines built to standard specifications on a large scale for delivery to numerous similar factories, e.g. woodworking machines. √√
* Maintenance is not a problem, because standard parts are readily available. √√

Specialised machines√

* These machines are designed and built according to the needs and specifications of a particular factory. Such machines are custom made for them. The resale value of such a type of machine is not favourable. In many factories, machines have replaced workers. √√
  The maintenance is higher because spares have to be manufactured to their specification.
  Particular performance is achieved by the joining of machines. √√

Single purpose machines√

There are single-purpose machines (performing one operation) which function√√ almost automatically and have a high rate of production. √√

Production line machines / multi purpose

Performing a number of interlinked operations√ which can best√√ be illustrated by the conveyor belt system in motor assembly plants and printing presses. √√ Max (10)

THE MAINTENANCE AND REPLACEMENT OF FACTORY MACHINERY AND EQUIPMENT

Maintenance work of machinery must

* also be scheduled according to a fixed time table, √√
* inventories of spare parts must be maintained√√
* and prescribed quality standards must be met. √√

MACHINE MAINTENANCE CAN OCCUR IN 3 WAYS:

remedial,
preventative and
conditional maintenance.

1. **Remedial maintenance**√

   When the machine breaks down, it is repaired. √√

2. **Preventive maintenance**√

   Regular services according to a fixed schedule
   Prevents machines from breaking down√√

3. **Conditional maintenance**√

   Is performed on the basis of inspecting and measuring the condition of the machines and it is determined that maintenance is necessary. √√ Max (10)

[50]

SECTION C

QUESTION 6
PRODUCTION FUNCTION / GENERAL MANAGEMENT

6.1.1 These are costs of the raw materials which are used in the production of a particular product, e.g. a bicycle (frame and two wheels). The cost is easy to determine. √√ 1x2=(2)

6.1.2 These are costs of labour which are not charged to the production of a particular product, e.g. the salary of the receptionist. √√ 1x2=(2)

6.1.3 These are the sum of the direct raw material and the direct labour. √√ 1x2=(2)

6.2.1 Uninterrupted production / mass production√√ / continuous production

6.2.2 Mass production√√ / uninterrupted.

6.2.3 Work study√√

6.2.4 Overheads√√ / general costs 4x2=(8)

6.3 **Advantages of mass production**

- Products are manufactured at a lower cost per unit; √√
- Stock piling costs per unit are low and the minimum storage capacity is required. √√
- Workers can as a result of job sharing, soon get skilled in their specific tasks (specialisation). √√
- The division of labour can be carried further than is possible in a small factory. √√
- Workers and machines are optimally employed. √√
- Better production control is possible and quality control is simplified.
- The quality of products improve and labour cost is lower because of the use of modern, specialised equipment
- Standardisation of equipment, machinery and parts lead to lowered production cost.

- The movement by means of conveyor belts is cheap and restricts the handling of material of materials is restricted.
- The capital invested in stock is converted into money by means sales at a faster fate (sales turnover is high).
- The design for the size and shape of the tooling and each part of the final product are fixed (standardized). Any 5x2=(10)

6.4 **Advantages of line and staff organisation**

- It is easily understood by everyone in the organization. √√
- Only one head gives orders to certain groups of workers. √√
- The span of control is limited. √√
- Authority and responsibility are clearly demarcated. √√
- The top and the middle management are assisted in decision making by advisors. √√
- Greater division of labour, with all it's advantages, is possible. √√
- This structure lends itself to quicker decision making and action. √√ Any 5x2=(10)

6.5 Top level management: √√ long-term√ decisions, strategic√ in nature, (4)
irregular,√ non-routine, creative√ (4)
Short-term decisions, √ routine in nature√ operational (2)
Lower-level management is involved in CONTROL. √√ **[10]**

6.6 Decision making√
Communication√
Motivation√
Co-ordination√
Disciplinary action√
Delegating√ 6x1=(6)
[50]

QUESTION 7
MARKETING FUNCTION

7.1 Consumer goods:

Speciality goods : Goods where the buying process is accompanied by considerable care, time and trouble. Consumer knows exactly what he wants e.g. luxury motor car. (4)

Select goods: Goods purchased after careful consideration has been given to differences in prices, quality and taste e.g. fashion clothes. (4)

Convenience goods: Goods purchased with little difficulty with as little time and hesitation as possible e.g. groceries. (4)
[12]

7.2.1 As special mark applied to goods to distinguish it from other similar goods. (2)

7.2.2 Because of the key role in the marketing of products, a trade mark must satisfy the following requirements:

- It must reflect the service value (advantages) of the product, e.g. the uses, characteristics and the value thereof.
- must be unique (not similar to other products)

- It must be given (delivered) in suitable, descriptive language to reflect the service value, e.g. EASY REST –stoele
- It must be easily pronouncable and remembered by consumers.
- It must be such that new products of the same range could be easily contained.
- It must be easily registerable so that the necessary legal protection could be obtained. Any 3x2=(6)

7.3 SPAZA-Shops

Benefits of informal sector
Gives the opportunity to earn an income
It creates jobs-self employment. In-service training as entrepeneur.
It generates income and minimizes poverty.
The informal sector contributes towards the national income.
It supplies products to the formal sector.
Stimulates the free market system.
Supplies goods and services to the formal sector/consumers
Does not require a lot of capital to start
Can use cheaper constructions Any 4x2=(8)

7.4 ELIMINATE WHOLESALER

Open sales offices or branches
Mail orders
Travelling agents
Sell directly to retailers / consumers 4x1=(4)

7.5 COMMISSION AGENT

Do not take title of the products
He can be an agent for any person (more than one person)
Goods stored in their own warehouse
They can even deliver the goods
They can sell goods on credit
They receive Del-credere commision. Any 3x2=(6)

7.6 **Monopoly**√ There is only one seller who determines the price within the restrictions of the law. √√
Oligopoly: √ Few sellers of a product dominate the market, each seller can insist on his price. √√
Monopolistic competition: √ One manufacturer is the only seller in the market, Consumers are persuaded into a brand preference. √√
Perfect competition: √ Large numbers of sellers and buyers are active in the market and the price is determined by demand and supply. √√ 4x3=(12)
[50]

QUESTION 8

FORMS OF OWNERSHIP

8.1.1 The document in which the basic requirements of√√ the company's constitution appear. Gives legal personality. √√ Contains the rights and duties of company. It is the chart of the company. 2x2=(4)

8.1.2 It is a document which regulates the internal affairs of the organization. Applied by management. 2x2=(4)

8.1.3 It is a document which indicates that a company has been granted legal personality and can enter into contracts. Can be issued to a private and a public company. (All the requirements of the company have been fulfilled.) 2x2=(4)

8.1.4 It is a document which the company uses to invite the public to buy shares. (Must be in writing or a circular.) (or debentures) 2x2=(4)

8.2 **Horizontal amalgamation - Reasons** 1x2=(2)

- In a strong competitive market, a smaller business may realise its only chance of survival is to amalgamate with a larger business.
- Amalgamation may be the only way of obtaining the necessary capital to expand.
- Because / Due to the lack of a good management team, the problem can be solved by amalgamating with an enterprise with a dynamic management team.
- Amalgamation may also be a means of getting rid of a management team the shareholders are dissatisfied with.
- The manufacturer amalgamates with the suppliers of his raw materials, thereby ensuring his stock.
- Two competing companies may decide to join their resources to improve their position in the market.
- A company may decide to amalgamate with a well-known company to obtain an improved market share.
- One company amalgamate with another thereby getting access to the services that company offers.
- Amalgamations make it possible to partake in different operations which are not as economically vulnerable than an enterprise operating in one operational level.
- Operations amalgamate to draw on certain tax advantages. 4x2=(8)

8.3 **Disadvantages of a Private Company**

- A private company has a maximum of 50 shareholders. Capital is therefore limited to what 50 people can contribute.
- The shares of a private company are not freely transferable and do not offer the same liquidity of an investment in a public company.
- Shares cannot be transferred quickly and easily to cash and may not be traded on the JSE.

- The source of capital is limited to what present shareholders can borrow or contribute. Expansion can be limited.
- The establishment and administration are more complicated than a closed corporation. Any 4x2=(8)

8.4.1 Close Corporation√√ (2)

8.4.2 A Founding Statement is a document which must be lodged with the Registar of Close Corporations before the CC can commence with business. (2)

8.4.3 Gives legal personality to a CC accept either answers./A document that should be completed when a CC is registered (it forms the constitution) (2)

8.4.4 Founding Statement contains information regarding

- The full name of the business C.C. must be at the end.
- The principal activity or activities to be carried on by the C.C.
- The postal address and the street address of the registered office.
- Full names of the members of the C.C. and the identity numbers.
- Particulars of each member's contribution to the C.C.
- The size, expressed as a percentage, of each members interest in the C.C.
- Name and postal address of the accounting officer (firm or person)
- Date on which the C.C.'s financial year ends.

Any 5x2=(10)
[50]

QUESTION 9
FINANCIAL FUNCTION

9.1.1 **Cession**

Insurance policies can be ceded to banks as a form of security.
This is when the rights of a person in a policy are transferred to another person by means of a clause written into a policy. √√ It can serve as security. √√ 2x2=(4)

9.1.2 REINSURANCE
A reinsurance company only deals with other insurance companies. √√
Insurance companies may not be able to carry the risk alone but share it with a reinsurance company. √√ + e.g √√ Max (4)

9.1.3 FIDELITY INSURANCE
An employer can take out insurance to cover him from employee dishonesty such as theft, forgery or embezzlement. The employee applies for the policy. If it is satisfied to guarantee the employee's honesty it will guarantee the employees honesty and the employer will pay the premium Max (4)

9.2 Factoring of Debtors

A business enterprise which supplies credit on open account or against payment in instalments can discount it's debtors to a financial institution, which will collect the outstanding amounts itself. This is known as factoring and enables sellers (suppliers credit) to allow their clients the desired credit and also the money earlier. Sellers must, however, pay the financier for their service.
Administrative costs are passed to the factor. Bad debts are eliminated as the factor takes over.
It is a source of working capital. Max (8)

9.3.1 Purpose of stock control

- To determine the amount and value of stock of stock at any time without actually having to take stock which takes time.
- Insure that there will at all times be sufficient stock of the required quality, variety and price on hand to meet the normal requirements of customers.
- Exercise the necessary control over the cost and selling prices of goods to be competitive.
- To check the actual stock with the records periodically in order to detect theft. 4x2=(8)

9.3.2 Advantages of Stockpiling

- As delivery can take place at the correct time, better service is given to customers.
- There is no loss during production as a result of delays in waiting for materials.
- Investment in stock is kept at a minimum, involving less working capital.
- Savings in respect of storage space, storing and handling costs are obtained.
- Losses on account of price fluctuations and obsolescence of stock are kept to a minimum.
- Duplication of stock is kept to a minimum. Any
- Losses as a result of negligence and theft are limited. 4x2=(8)

9.3.3 Disadvantages of Stockpiling

Although stockpiling can reduce risks, it always involves the following risks:

- The danger of theft, fire, etc.
- the problem of obsolescence
- Price fluctuations which tend to be lower than the prices at which the business enterprise bought the stocks.
- Investment in stocks requires a large amounts of working capital 4x2=(8)

9.4 Advantages of sufficient cash

- Sufficient cash enables an enterprise to meet all its commitments. Such an enterprise enjoys high esteem from suppliers and financial institutions. It eases the task of management and makes the enterprise more efficient.
- An enterprise which meets its commitments and enjoys a high credit rating can obtain credit easier and under more favourable circumstances.
- By paying cash for purchases, the enterprise saves considerably through cash discounts. Such an enterprise is not limited to suppliers.
- An enterprise with a high credit rating can negotiate loans or overdraft facilities under more favourable circumstances without added security. The liquidity of an enterprise plays an important role when banks consider loans or overdraft facilities.
- Sufficient cash heightens the general effectiveness of the business by enough funds being vailable to keep the production process going, e.g. the purchase of raw material, payment of salaries and wages of employees, etc.
- Operating expenses can be settled at a time which will benefit the enterprise most.
- Unexpected profit possibilities can be utilised best.
- Surplus cah can be invested in the short term.

Any 3x2=(6)
[50]

QUESTION 10
ADMINISTRATIVE FUNCTION, FINANCIAL FUNCTION THE ENTERPRISE AND ITS ENVIRONMENT

10.1 Accountancy records
Cost accounting
Statistics
Budget
Related admin work / reports / computers

Any 3x2=(6)

10.2 Factors influencing the decision to centralise or decentralise

- The nature of the organization:√√ The greater the volume of office work, the greater the desire to centralise the office activities.
- The size of the organization: √√ As the business grows the use of centralised specialised services grow and, the need to centralize becomes very important.
- Standardized work procedures: √√ With centralization, work procedures becomes standardized as business enterprises grow. It favours the centralisation of operations.
- Quality of staff: √√ In order for decentralization to be successful, higher quality workers (at higher wages) are required than when office activities were decentralized.
- Diversification of activities of the business√√ enterprise: If the services of a business enterprise are diversified and are performed at different branches, decentralization is more beneficial.

- Geographical distribution of business activities: √√ When the activities of a business enterprise are distributed over a wide geographical area, physical decentralization is more beneficial.

Any 5x2=(10)

10.3 Benefits / Use insurance

- Insurance frees the businessman from financial losses due to specified, undesirable incidents that may occur. The business is not protected from fire or theft, but from possible financial losses resulting from such incidents.
- Insurance gives peace of mind to the businessman, as he transferred certain risks to the insurer.
- The businessman can offer his full attention to managing his business.
- Certain longterm insurance policies can be transferred to certain institutions (cession) as security for loans or other business transactions.
- The holder of certain policies, e.g. a life insurance policy – can apply for a loan on the policy from the insurer.
- Insurance enables the employee to provide for

  - a pension when he retires
  - the risk that he may lose his job and be without an income (unemployment insurance)
  - medical expenses if he is injured at work
  - his dependants, should he die. (life insurance)

- A life insurance offers the businessman to provide for himself and his family for his future (creditors).
- Insurance can be used as a form of compulsory saving.

Any 5x2=(10)

10.4 CHAMBERS OF COMMERCE

Services of the chambers of commerce

The services of a chamber of commerce is geared to

(a) Protecting and promoting trade in their own town.
(b) Keeping a blacklist for the information of members.
(c) Collecting statistics and information for members.
(d) Introduce uniform hours, wages, and prices to eliminate unnecessary competition.
(e) Agitate municipal regulations and laws which are in the interest of commerce.
(f) By arbitration arriving at the settlement of disputes among members.
(g) They create opportunities for business.
(h) They promote training.

6x2=(12)

10.5 JSE STOCK EXCHANGE

Services of the stock exchange

(a) It serves as an important link between investors and entrepreneurs.
(b) It encourages and helps numerous small investors to invest their savings in shares and thus obtain a share in commerce and industry of their country.
(c) It enables financial institutions such as building societies and insurance companies to invest their funds in commerce and industry.
(d) It provides to a large extent protection to investors as it will only note shares of companies who comply with certain strict requirements as set with the stock exchange
(e) It helps in making share prices find a level that corresponds approximately to the intrinsic value as assessed by buyers and sellers.
(f) It keeps the public informed regarding investments and market tendencies, as share prices are published daily.
(g) It serves as a guide to management when they have to make decisions on business policy.
(h) It makes a large contribution to the collection of risk capital.
(i) It allows investors to covert their shares into cash relatively quickly.
(j) It is a sensitive gauge of economic conditions.

Any 6x2=(12)
[50]

QUESTION 11

11.1.1 True√√
11.1.2 False (The basic function and task) √√ + √
11.1.3 False (Range of control)/Span√√+
11.1.4 False (Transfer of authority)
11.1.5 False – Authority can be delegated 5x3=(15)

11.2.1 Functional organization structure (2)

11.2.2 **Advantages of a functional organisation**

* More foremen who are specialists can give orders to all workers, and greater specialization is obtained.
* Workers and foremen can be trained more quickly in view of the fact that jobs are more narrowly demarcated.
* Less able workers who earn lower salaries can be used for jobs demarcated as such.
* No excess measure of authority is given to individual persons. 4x2=(8)

11.2.3 Disadvantages of a functional organisation

* The span of control of managers can be too great.
* There is no unity of control. This can confuse workers.
* The operations are difficult to coordinate.
* Workers are exposed to different authority lines.
* The managers must be well informed with the procedures in other departments.

Any 4x2=(8)

11.3 Characteristics of a good manager

(a) He must have the relevant educational and managerial qualifications.
(b) He must have practical experience in all departments of the operations of the business..
(c) He must be able to coordinate all seven managerial functions and find a balance between conflicting demands of these functions.
(d) He must be able to think, plan, and act creatively and originally.
(e) He must have faith in his company, colleagues, workers and himself.
(f) He must understand people and be able to maintain good human relations.
(g) He must have the will (desire) to work for optimum conditions, although he knows it will not always be possible.
(h) He must be realistic and not expect the impossible.
(i) He must be flexible, humble, accessible, friendly and gracious.
(j) He must be able to give guidance and take decisions. 6x2=(12)

11.4 Motivation can be described as an dynamic element of management involving all the forces and factors that induce personnel to act or perform willingly and wholeheartedly toward the objectives of the enterprise. The forces are: the drives, desires, needs, wishes and similar forces which have positive influence on personnel. (3)

<u>What motivates a worker</u>

- Security√
- Job satisfaction√
- High salary
- Unlimited fringe benefits
- Helping others
- Communication
- Reasonable instructions
- Appreciation
- Personal interest
- Good human relations
- Treating with human dignity

Any 2x1=(2)
[50]

TOTAL: 400

GAUTENGSE DEPARTEMENT VAN ONDERWYS

SENIORSERTIFIKAAT-EKSAMEN

MOONTLIKE ANTWOORDE VIR : BEDRYFSEKONOMIE HG

VRAAG 1

1.1 Eie
1.2 Nywerheids- of industriële
1.3 Onelastiese
1.4 Solvabiliteits
1.5 'n Borgkontrak (Borg)
1.6 Beherende/Kontrolerende
1.7 Statistiek of statistiese gegewens
1.8 Werksmeting
1.9 Dividende
1.10 Kort
1.11 Skuldbriewe / obligasies
1.12 Omloopsnelheid / omsetsnelheid
1.13 Bedryfskapitaal
1.14 Dissiplinêre aksie
1.15 Korting
1.16 Kleinhandelaar
1.17 Marknavorsing of bemarkingsnavorsing
1.18 Brandkasklousule
1.19 Sakekamer of Kamer van Koophandel
1.20 Kapitaalbegroting

10x2=(20)

10x2=(20)

1.21	D	1.26	B	1.31	D	1.36	B
1.22	D	1.27	B	1.32	B	1.37	D
1.23	A	1.28	B	1.33	D	1.38	D
1.24	C	1.29	B	1.34	B	1.39	B
1.25	A	1.30	C	1.35	B	1.40	D

20x3=(60)

TOTAAL VIR AFDELING A: [100]

VRAAG 2

ANTWOORD IS VENNOOTSKAP√√ (2)

1. EIENSKAPPE VAN 'N VENNOOTSKAP

- 'n Vennootskap bestaan uit 'n minimum van twee√ en 'n maksimum van twintig√ vennote. (of enige getal)
- 'n Vennootskap kan mondelings of skriftelik aangegaan word.
- 'n Vennootskap het nie 'n regspersoonlikheid nie en kan nie dagvaar of gedagvaar word nie. Die individuele vennote dra self alle geregtelike aanspreeklikheid.
- Die vennote is gesamentlik en individueel aanspreeklik vir alle skulde van die onderneming.
- Indien 'n vennoot tot sterwe kom of aftree, word die vennootskap ontbind. In sulke omstandighede moet die ander vennote 'n nuwe vennootskap vorm.
- 'n Vennoot is 'n agent van die onderneming en bind sy medevennote met sy aksies, op die voorwaarde dat hy verantwoordelik optree. Indien hy egter die bestek van sy magte oorskry en dit vir die onderneming verliese teweeg bring, is hy aanspreeklik om die onderneming vir die verliese te vergoed.
- Bydra van kapitaal, arbeid of vernuf. (Maks 10)

2. DIE REGTE EN PLIGTE VAN 'N VENNOOT

- Aangesien vennote agente van die onderneming is, bind hulle hulle medevennote met hulle aksies. √√
- Elke vennoot word 'n agent van die vennootskap en bind gevolglik sy medevennote en die firma met sy aksies.
- 'n Vennootskap is 'n kontrak wat op die goedertrou berus, d.i. die vennote moet opreg en eerlik in hulle optrede teenoor hulle medevennote en ander firmas wees.
- Die vennote is gesamentlik en afsonderlik aanspreeklik vir die skulde van die vennootskap.
- Die verhouding tussen vennote is een van wedersydse vertroue en gevolglik mag geen vennoot vir homself enige voordele beding en kry nie.
- Indien 'n vennoot 'n krimenele daad pleeg om die belange van die vennootskap te bevorder, word elke lid van die vennootskap as skuldig (aanspreeklik) beskou.
- Elke vennoot is geregtig op volledige inligting aangaande die belange van die vennootskap en/of sy adviseur(s) moet vrye toegang tot die boeke hê. (Maks 10)

3. VOORDELE VAN ALGEMENE VENNOOTSKAPPE

- Die kombinering van kapitaalkragte versterk die onderneming se finansiële posisie en stel dit in staat om uit te brei.
- Die vennote kombineer hulle spesifieke vaardighede en vermoëns en elkeen kan spesialiseer.
- Die formaliteite en prosedures wat verbonde is daaraan om 'n vennootskap te vorm, is eenvoudig en goedkoop.
- Omdat vennote individueel en gesamentlik aanspreeklik is vir die skulde van 'n vennootskap is dit maklik om lenings aan te gaan en krediet te verkry.
- Die onbeperkte aanspreeklikheid van die vennote kan as 'n aansporingsmiddel dien om te verseker dat elkeen alles sal insit om die onderneming te laat slaag.
- Die kapitaal van vennootskappe kan vermeerder, verminder of onttrek word, sonder regsprosedures.
- Vennootskap betaal nie belasting nie.

(Maks 10)

4. NADELE VAN ALGEMENE VENNOOTSKAPPE

- Die aantal vennote word beperk tot slegs 20, kan nie addisionele kapitaal inkry nie.
- Daar is geen voortduur nie. Wanneer 'n vennoot sterf of aftree, moet die vennootskap ontbind en 'n nuwe vennootskap gesluit word.
- Elke vennoot is 'n agent van die onderneming en bind sy medevennote met sy dade.
- Die vennote is gesamentlik en individueel aanspreeklik vir die skulde van die vennootskap, dus word selfs hulle persoonlike eiendom daarby betrek.
- Dringende besluite kan nie altyd vinnig gemaak word nie, omdat al die vennote eers geraadpleeg word.

(Maks 8)

5. DIE VORMING VAN 'N VENNOOTSKAP

- Dit is, nogtans, raadsaam om 'n skriftelike kontrak op te stel. √√

Vennootskapsooreenkoms bevat die volgende:

Die doel van die onderneming
Die hoeveelheid kapitaal wat elke vennoot moet bydra
Die verhouding waarin winste en verliese verdeel moet word
Watter vennote die onderneming gaan bestuur en tjeks teken en endosseer?
Die manier waarop geskille besleg word (arbitrasieklousule)
Die duur van die vennootskap
Die rentekoers betaalbaar op kapitaal en onttrekkings
Salarisse betaalbaar aan besturende vennote en bedrae wat vennote mag trek
Prosedure wat gevolg moet word as die vennootskap ontbind

Maks(10)

[50]

VRAAG 3
FINANSIËLE FUNKSIE

BRONNE VAN KAPITAAL

A Die geldmark (kredietmark) (2)

B Die kapitaalmark (2)

BRONNE VAN VASTE KAPITAAL

Die verkoop van aandele√
Die uitreik van skuldbriewe√
Langtermynlenings (met 'n verband as sekuriteit) √
Reserwefondse (opgegaarde fondse) in die vorm van bonusobligasies wat aan aandeelhouers uitgereik word. √ 4 x 1 = (4)

BRONNE VAN BEDRYFSKAPITAAL

Krediet deur produsente, fabrikante en handelaars toegestaan (word ook leweransierskrediet of krediet op ope rekening genoem.) (4)

Oortrokke fasiliteite by handelsbanke

Korttermynlenings by handelsbanke

Handelswissels

Bankaksepte

Faktorering van debiteure

Lening op die sekuriteit van pakhuiskwitansies

Koop van masjinerie en toerusting op bruikhuur

Afbetalingsverkoopsooreenkomste 7 x 1 = 7

Bruikhuur

Faktore wat die kapitaalvereistes bepaal

Kapitaalvereistes

1. *Aard van onderneming*√

Nywerhede belê baie meer kapitaal in geboue en masjinerie as handelsondernemings. 'n Onderneming wat elektrisiteit verskaf, bv. ESKOM √√ het miljoene se kapitaal vir geboue, masjinerie, hoogspanningsdrade en elektriese installasies belê, terwyl die onderhouds- en die lopende koste uit maandelikse inkomste verkry kan word. Sommige ondernemings kan met min of feitlik geen vaste kapitaal klaarkom nie, veral waar 'n gebou gehuur word en die bates hoofsaaklik uit voorraad en boekskulde bestaan. √√

2. *Grootte van 'n onderneming*√

Die bedrag aan vaste kapitaal wat deur 'n onderneming benodig word, hang van sy grootte af. Hoe groter 'n onderneming is, des te meer vaste kapitaal sal in geboue, grond, installasies, toerusting, ens belê word. √√

3. *Ontwikkelingstadium van onderneming*√

'n Onderneming of fabriek wat sy optimum grootte bereik het, sal nie vaste kapitaal in verdere uitbreidings benodig nie, terwyl 'n groeiende onderneming vaste kapitaal nodig sal hê om uitbreidings te finansier.√√ Maks (11)

Bedryfskapitaal

1. *Grootte*√

Die behoefte aan bedryfskapitaal neem toe met die grootte of omvang van die besigheid aangesien salarisse, huur, belasting, voorraad voorhande, grondstowwe, boekskulde, ens. van 'n groot besigheid meer is as dié van 'n kleiner besigheid. √√

2. *Ontwikkelingstadium*

Groeiende besighede het meer bedryfskapitaal as goedgevestigde besighede nodig omdat groter uitgawes en inkope met toenemende verkope gepaard gaan.

3. *Produksietydperk*

As die eindproduk van 'n nywerheid groot en duur is en dit lank neem om dit te voltooi (bv. skepe), is 'n groot bedrag bedryfskapitaal nodig. Die rede daarvoor is dat groot bedrae vir lone en grondstowwe uitbetaal word en inkomste vir 'n lang tyd in halfklaar produkte opgesluit lê voordat die artikel verkoop word.

4. *Omsetsnelheid van voorraad of geproduseerde (vaardighede) goedere*

Hoe vinniger die voorraad van die hand gesit kan word, hoe gouer kom die geld in waarmee nuwe voorraad gekoop kan word en bedryfskoste gedek kan word, met die gevolg dat minder bedryfskapitaal benodig word.

5. *Inkoop- en verkoopsvoorwaardes*

Ondernemings wat op krediet koop en vir kontant verkoop, het 'n minimum bedryfskapitaal nodig, want die kontantverkope betaal die kredietinkope. Wanneer kontant gekoop en op krediet verkoop word, het die onderneming baie bedryfskapitaal nodig om nuwe inkope te betaal voordat geld afkomstig uit verkope inkom. Hiermee hang saam die invorderingstermyn van debiteure en die betalingstermyn van krediteure.

6. *Seisoensverbruik*

Fabrikante van seisoensgoedere soos somerklere, of steenkool, kom voor die probleem te staan dat hulle dwarsdeur die jaar hulle fabrieke of myne aan die gang moet hou en slegs 'n gedeelte van die jaar 'n aanvraag na hul goedere ondervind. In sulke gevalle word kapitaal dus 'n lang tyd in voorraad opgesluit met die gevolg dat meer bedryfskapitaal nodig is.

7. *Seisoenproduksie*

Seker landbouprodukte (oeste) word in slegs 'n kort seisoen ingesamel, hoewel die verbruik daarvan oor die hele jaar strek (bv. mielies). Die oes moet van produksie tot verbruik opgeberg en finansier word wat bykomende bedryfskapitaal verg. (24)
[50]

VRAAG 4
BEMARKINGSFUNKSIE

Meting van reklameresultate

Reklamebestuur maak deesdae van gevorderde metodes gebruik om die winsgewendheid en effektiwiteit van 'n advertensie te bepaal of te meet. Die impak van advertensies kan gemeet word aan geheue en erkenningstoetse, asook vraelyste en ander vorme van marknavorsing.
Resultate van reklame moet gemeet word om te bepaal in watter mate die spesifieke reklamedoelwitte bereik is. Die doeltreffendheid van reklame word gemeet aan die volgende kriteria gemeet:

Die volgende maatstawwe word gebruik om die effektiwiteit of trefkrag van 'n advertensie te meet:

(a) Tot watter mate word die doelmark toenemend bewus van die boodskap wat die advertensie uitdra?
(b) Hoeveel die doelmark van die boodskap onthou.
(c) Die mate waarin die advertensie die houding en mening van die doelmark verander het.
(d) Die mate waarin die doelmark die boodskap van die advertensie glo.
(e) Die aantal navrae wat op die advertensie gevolg het.

Bemarkingskommunikasieresep

Reklame

Reklame kan beskryf word as enige betaalde vorm van aanbieding en promosie van idees, goedere of dienste op 'n onpersoonlike manier deur 'n besigheidsonderneming.

Onderskeidende kenmerke

Publieke aanbieding – Reklame is 'n wettige vorm van kommunikasie en is 'n verkoopsaanbog in 'n gestandaardiseerde vorm.

Deurdringende medium – Reklame is 'n deurdringende medium omdat die verkoper toegelaat word om die boodskap talle kere te herhaal.

Versterkte aanslag – Reklame bied aan die adverteerder die geleentheid om sy boodskap se effektiwiteit te versterk deur die effektiewe aanwending van klank, kleur en drukwerk.

Onpersoonlik – Reklame word op die massa gerig en die gehoor is onder geen verpligting om te reageer nie. Persoonlike verkope is, byvoorbeeld, meer aangrypend.

Persoonlike Verkope

Kenmerke

Die mondelinge aanbieding van goedere of dienste in 'n gesprek.
'n Lewendige interaktiewe verhouding tussen mense.
Die koper en verkoper is 'n lewendige kommunikasieverhouding met.

Persoonlike belangstelling

Persoonlike verkope is op gesonde menseverhoudings gebaseer en verkoopspersoneel moet persoonlike belangstelling in voornemende kopers teen en hulle langtermynbelange op die hart dra..

Aandag en reaksie

Persoonlike verkope plaas die voornemende koper onder 'n verpligting om die verkoopspraatjie van die verkoopsman by te woon en daarop te reageer.

Verkoopspromosie

Dit sluit al die korttermyn aansporingsmaatreëls in waar die koper aangemoedig word om die produk te koop.

Kenmerke

Volhardende appél

'n Volhardende appél word aan kopers gerig om produkte te koop.

Gretig om te verkoop

Sekere aksies dra die boodskap uit dat die verkoper gretig is om te verkoop. Dit moet oordeelkundig gedoen word.

Publisiteit

Publisiteit kan gedefinieer word as die stimulasie van aanvraag na 'n produk of diens op 'n onpersoonlike basis deur nuus aangaande die produk aan die pers te gee.

Die ontvang van gunstige beriggewing oor die radio of televisie waarvoor die verkoper nie betaal nie.

Ondernemings soek *gratis* publisiteit in die nuusmedia sodat hulle beeld uitgedra kan word, asook die beeld van hulle produk.

Alhoewel die publisiteit gratis is, het ondernemings weinig beheer oor die aard van die inhoud van die berig.

Publisiteit het 'n groter **nuuswaarde** en **geloofwaardigheid** as reklame en kan daarom baie effektief wees as dit gunstig aangewend word. Publisiteit kan dus gunstig of positief wees.

Openbare Betrekkinge-afdeling speel 'n belangrike rol.

Aan die ander kant kan publisiteit baie negatief of skadelik wees as die situasie ongunstig ontwikkel.

Kenmerke:

Groter geloofwaardigheid – Verslae deur die nuusmedia oor produkte of dienste dra baie meer geloofwaardigheid as 'n advertensie deur die onderneming.

Die boodkap is nuus en nie verkooppraatjies nie – Baie potensiële kopers wat, normaalweg verkopers vermy, word bereik en die boodskap word as nuus beskou.

Beeldskepper – Publisiteit skep 'n gunstige beeld van die onderneming en bevorder die aanvraag na produkte, dienste waarvoor daar nie betaal word nie. **[50]**

VRAAG 5

Uitleg van die fabriek

Nadat op die perseel vir die fabriek besluit is, moet die uitleg van die fabriek oorweeg word.

Korrekte fabriekuitleg beteken:

die optimale benutting van ruimte, √
die uitskakeling van onnodige beweging√ van materiaal en werkers,
hoër produktiwiteit en
laer produksiekoste.

'n Ekonomieser produksie-eenheid√
'n Swak ontwerpte fabriek veroorsaak groot verliese√ in terme van tyd en geld
en dra by tot ongelukkige werkstoestande van werkers. √

Omskrywing van die uitleg van fabriek

Die bou en uitleg van die fabriek behels

* die ontwerp van die fabriek om gunstige√√ produksietoestande te skep;
* die rangskikking van meer geskikte masjinerie in die regte √√ produksieseksies en op die mees geskikte plekke;
* om te verseker dat die produk op die mees ekonomiese en doelmatige wyse vervaardig kan word. √√ Maks(10)

Voordele van korrekte fabriekuitleg

Vir die werkers:

* Minder fisieke inspanning en uitputting.
* Minder hantering van materiaal, onderdele, ens.
* Minder beweging om al die nodige onderdele en materiaal by die werkplek byeen te bring.
* Minder ongelukke omdat foutiewe plasings, wat ongelukke bevorder, uitgeskakel word.
* Aangename werktoestande word geskep en dit verseker 'n gelukkige, produktiewe werkerskorps.
* Bevorder hoër produktiwiteit en dus groter verdienste. Maks (10)

Vir die onderneming:

* Onnodige beweging van werkers, word uitgeskakel. Dit beteken dat Minder werkers is nodig.
* Die werkers lewer 'n hoër produksie.
* Dit bring laer arbeidskoste teweeg asook ander voordele soos minder materiaal word vermors, die instandhoudingskoste van masjiene is laer, die vervoerkoste binne die fabriek is laer en produkte van 'n beter gehalte word geproduseer.

* Dit verseker ook beter produksiebeheer, want voorraadkamers is gunstig geleë, voorrade word makliker op die regte plekke gebing en die vloei van werk verloop beter.
* Produksieprosesse wat glad verloop, verg minder bedryfskapitaal.
* Fabrieksveiligheid word bevorder.
* 'n Kleiner belegging in voorraad word vereis. Maks (10)

Soorte masjinerie

Standaardmasjiene√

* Dit is masjiene wat volgens standaardspesifikasies op 'n groot skaal gebou word vir lewering aan soortgelyke fabrieke bv. houtwerkmasjiene. √√
* Instandhouding is nie 'n probleem nie, omdat standaardonderdele beskikbaar is. √√

Gespesialiseerde masjiene√

* Dit is masjiene wat volgens behoeftes en voorskrifte van 'n bepaalde fabrikant ontwerk en vervaardig word.
* Sulke masjiene word spesifiek vir hulle aangepas. √√
* Die instandhoudingskoste is hoër omdat onderdele volgens voorskrif vervaardig moet word.
* Die herverkoopswaarde van sulke masjiene is nie gunstig nie.
* In baie fabrieke is werkers deur masjiene vervang. √√
* Besondere prestasies word behaal deur die samevoeging en aaneenskakeling van masjiene.

Eenheidsmasjiene√

* waar een bewerking gedoen word√√
* en dit funksioneer byna outomaties en lewer hoë produksie.

Kettingmasjiene/ Meerdoelige√ masjiere

* Dit is waar 'n aantal aaneengeskakelde bewerkings√√ gedoen word en
* dit kan die beste geïllustreer word deur monteerbande wat in motorfabrieke gebruik word.

2 x 5 =
Maks (10)

DIE ONDERHOUD EN VERVANGING VAN FABRIEKSMASJINERIE EN -TOERUSTING

Instandhouding van masjinerie, moet

* volgens 'n vaste rooster geskied; √√
* voorraadlyste van onderdele moet bygehou word; √√
* en die onderhoudstandaarde moet nagekom word. √√

INSTANDHOUDING VAN MASJINERIE KAN OP 3 MANIERE GESKIED:

remediërende,
voorkomend en
voorwaardelike instandinghouding

1. **Remediërende instandhouding√**

   Wanneer die masjien breek word dit reggemaak. √√

2. **Voorkomende instandhouding√**

   Gereelde dienste volgens 'n rooster√√
   Dit voorkom dat masjiene breek.

3. **Voorwaardelike instandhouding√**

   Dit geskied op die basis dat masjiene geïnspekteer en getoets word en daar bepaal word dat herstelwerk nodig is.√√

Maks (10)
[50]

AFDELING C

VRAAG 6
PRODUKSIEFUNKSIE / ALGEMENE BESTUUR

6.1 6.1.1 Dit is die koste van grondstowwe wat in die produksie van 'n bepaalde produk gebruik word, bv. 'n fiets (raam + 2 wiele)
Die koste is maklik bepaalbaar. 1x2=(2)

6.1.2 Dit is die koste wat nie aan 'n bepaalde produk gekoppel kan word nie, bv. die ontvangsdame se salaris 1x2=(2)

6.1.3 Direkte grondstofkoste + Direkte arbeidskoste 1x2=(2)

6.2 6.2.1 Ononderbroke produksie / massaproduksie / deurlopende produksie

6.2.2 Massaproduksie/ Ononderbroke produksie

6.2.3 Werkstudie

6.2.4 Bokoste /Algemene koste 4x2=(8)

6.3 **Voordele van massaproduksie**

- Goedere word teen 'n laer eenheidskoste geproduseer;
- Laer voorraadvlakke kan gehandhaaf word, wat voorraadhoudingskoste per eenheid verlaag.
- Werkers kan, as gevolg van arbeidsverdeling, betreklik gou baie behendig raak in hul spesifieke take (spesialisering).
- Toerusting en arbeid kan, met die minimum ledige tyd, optimaal benut word.
- Die verdeling van arbeid kan verder gevoer word as in 'n kleinfabriek.
- Beter produksiebeheer is moontlik en kwaliteitbeheer word vereenvoudig.

- Die kwaliteit van produkte verbeter en arbeidskoste kan verlaag word deur die gebruik van moderne gespesialiseerde toerusting.
- Standaardisering van toerusting, masjiene en onderdele lei tot verlaagde produksiekoste.
- Beweging deur middel van vervoerbande is goedkoop en beperk hantering van materiaal.
- Die kapitaal wat in voorraad opgesluit is, word gouer in geld omgesit d.m.v. vinniger verkope (verkoopomset).
- Die ontwerp, die grootte en vorm van gereedskap en elke onderdeel van die eindproduk is vasgestel. Enige 5x2=(10)

6.4 **Voordele van 'n lyn- en staforganisasie**

- Dit is maklik verstaanbaar vir almal in die organisasie.
- Slegs een persoon gee opdragte aan bepaalde groepe werkers.
- Die spanwydte van die leiding word beperk.
- Gesag en verantwoordelikheid is duidelik afgebaken.
- Die top- en middelvlakbestuur word in besluitneming deur adviseurs bygestaan.
- Groter arbeidsverdeling met al die gepaardgaande voordele is moontlik.
- Die stelsel leen hom tot vinnige besluitneming en optrede. Enige 5x2=(10)

6.5 Topvlakbestuur:√√ Langtermynbesluite,√ strategies van aard, √ onreëlmatig, Skeppend, nie-roetine (4)
Laevlakbestuur: √√ Korttermynbesluite, roetine van aard√, opererend (4)
Laevlakbestuur√√ is gemoeid met KONTROLE. (2)
[10]

6.6 Besluitneming√
Delegering√
Koördinering√
Kommunikasie√
Motivering√
Dissiplinering / Dissiplinêre aksie√

6x1=(6)
[50]

VRAAG 7
BEMARKINGSFUNKSIE

7.1 Verbruikersgoedere:

Spesialiteitsgoedere: Goedere waar die koopproses met aansienlike sorg, tyd en moeite gepaardgaan. Verbruiker weet presies wat hy wil hê, bv. luukse motorkar. (4)

Uitsoekgoedere: Goedere wat na deeglike oorweging aan prysverskille, kwaliteit en smaak bv. boetiekklere. (4)

Geriefsgoedere: Goedere word daagliks gekoop sonder inspanning, bv. kruideniersware. (4)
[12]

7.2.1 'n Spesiale merk wat op goedere aangebring word sodat dit van soortgelyke produkte onderskei kan word. (2)

7.2.2 Omdat 'n handelsmerk so 'n sleutelrol in die bemarking van produkte kan speel, moet dit aan die volgende vereistes voldoen:

- Dit moet die dienswaarde (voordele) van die produk weerspieël, soos die gebruike, die kenmerke, die gehalte en die nut daarvan.
- Dit moet in gepaste, beskrywende taal weergegee word sodat die dienswaardes daarvan maklik herken kan word, byvoorbeeld EASY REST - stoele, ens.
- Dit moet maklik deur die verbruikers uitgespreek en onthou kan word. Dit moet onderskeidend van name van verwante produkte wees – om verwarring te voorkom.
- Dit moet sodanig wees dat nuwe produkte van dieselfde reeks *maklik* daarin opgeneem kan word.
- Dit moet maklik registreerbaar wees sodat die nodige wetlike beskerming geniet kan word.
- moet uniek wees (nie ooreenstem met ander merke nie)

Enige 3x2=(6)

7.3 SPAZA-WINKELS

Voordele informele sektor
Bied 'n geleentheid om inkomste te verdien / verminder armoede
Dit skep werksgeleenthede
Doen indiensopleiding as entrepreneur op.
Stimuleer die vryemarkstelsel.
Voorsien goedere en dienste aan verbruikers.
Min kapitaal is nodig om te begin.
Kan goedkoop konstruksies gebruik.

Enige 4x2=(8)

7.4 ELIMINEER GROOTHANDELAAR

Direkte verkope aan handelaars
Posbestellings
Reisende agente
Verkoop direk aan kleinhandelaar / verbruikers 4x1=(4)

7.5 KOMMISSIE-AGENT:

Verkry nie eiendomsreg van goedere nie.
Tree op as agent vir enige persoon. (meer as EEN persoon)
Goedere word in hulle pakhuise geberg.
Kan selfs die goedere aflewer.
Verkoop op krediet – verkry DEL CREDERE-kommissie Enige 3x2=(6)

7.6 **Monopolie**: √ Daar is slegs een verkoper, wat self die prys bepaal binne beperkings van wet. √√
Oligopolie: √ 'n Paar verkopers wat die mark domineer, een verkoper kan op sy prys aandring. √√
Monopolistiese Mededinging: √ Een verkoper wat ook die vervaardiger is. Verbruikers word van handelsmerk oortuig. √√
Volmaakte Mededinging: √ Klomp kopers en verkopers. Prys word bepaal deur vraag en aanbod. √√ 4x3=(12)
[50]

VRAAG 8

ONDERNEMINGSVORME

8.1.1 Die dokument wat die basiese voorskrifte van die maatskappy se grondwet bevat.
Die oktrooi van die maatskappy
Die basiese dokument wat die Regte en Pligte omskryf 2x2=(4)
Gee regspersoonlikheid

8.1.2 * Bevat die huishoudelike reëls van die maatskappy
* Wat toegepas word by die <u>bestuur</u> 2x2=(4)

8.1.3 'n Dokument wat bewys dat 'n maatskappy volgens wet geregistreer is en dat die maatskappy aan die wetsvereistes van registrasies voldoen. 2x2=(4)
Word uitgereik aan private en publieke maatskappye. en BK's

8.1.4 'n Uitnodiging aan die publiek om aandele of skuldbriewe te koop. Moet skriftelik wees. (of skuldbriewe) 2x2=(4)

8.2 **Redes vir Samesmeltings = Horisontale samesmelting** 1x2=(2)

- In 'n sterk kompeterende mark mag 'n kleiner onderneming besef dat sy enigste kans op oorlewing sou wees om met 'n groter onderneming saam te smelt.
  - Samesmelting mag dalk die enigste manier wees waarop die nodige addisionele kapitaal vir uitbreiding bekom kan word.
  - Weens die tekort aan 'n goeie bestuurspan, kan die probleem opgelos word deur met 'n onderneming met 'n dinamiese bestuurspan saam te smelt.
  - Samesmelting mag ook 'n manier wees om ontslae te raak van 'n bestuurspan waarmee die aandeelhouers nie tevrede is nie.
  - Die produsent smelt saam met die leweransiers van sy grondstowwe om daardeur van sy voorrade verseker te wees.
  - Twee maatskappye wat met mekaar meeding mag besluit om hul mededinging te staak en eerder hul kragte saam te voeg om sodoende hul posisie in die mark te verstewig.
  - Ondernemings kan saamsmelt om die duplisering van koste uit te skakel.
  - 'n Onderneming wil met 'n bekende onderneming saamsmelt om daardeur verhoogde status te verkry.
  - Een onderneming smelt saam met 'n ander om toegang te verkry tot die dienste wat daardie onderneming lewer.
  - Samesmeltings bied die moontlikhede om betrokke te wees by verskillende bedryfstakke wat nie so ekonomies kwesbaar is soos 'n onderneming wat net in een bedryfstak funksioneer nie.
  - Ondernemings smelt saam om sekere belastingvoordele daaruit te trek.

8.3 **Nadele van Private Maatskappy**

- 'n Private maatskappy het 'n maksimum van 50 aandeelhouers. Kapitaal word dus beperk tot dit wat 50 persone kan bydra.
- Die aandele van 'n private maatskappy is nie vrylik oordraagbaar nie en bied nie dieselfde likiditeit van die belegging in aandele soos in die geval van 'n publieke maatskappy nie. Aandele kan nie so gou en maklik in kontant omskep word nie en mag ook nie op die Effektebeurs genoteer word nie.
- Aandele mag nie aan die algemene publiek aangebied word nie. Die bron van kapitaal is beperk tot wat huidige aandeelhouers kan bydra of leen. Uitbreiding kan daardeur gestrem word.
- Die stigting en administrasie van 'n private maatskappy is baie meer ingewikkeld en gekompliseerd as dié van 'n beslote korporasie. 4x2=(8)

8.4.1 Beslote Korporasie (2)

8.4.2 'n Stigtingsverklaring is 'n dokument wat gebruik word om 'n BK by die Registrateur van B.K. te stig. Die dokument moet by die Registrateur van Beslote Korporasies geregistreer word, voordat dit met besigheid kan begin. (2)

8.4.3 Gee regspersoonlikheid aan die BK. Dokument wat voltooi moet word vir registrasie! (2)

8.4.4 Die Stigtingsverklaring bevat besonderhede ten opsigte van die

- volle naam van die onderneming, BK moet aan die einde voorkom
- doel of belangrikste aktiwiteit van die BK.
- datum waarop BK se finansiële jaar eindig.
- naam, adres, beroep en toestemming van die rekenkundige beampte (persoon of firma.)
- pos- en straatadres van die geregistreerde kantoor van die onderneming.
- naam, identiteitsnommer en adres van elke lid van die BK.
- besonderhede van van elke lid se bydrae tot die BK. Enige
- belang, uitgedruk in 'n persentasie, van elke lid in die BK 5x2=(10)

[50]

VRAAG 9
FINANSIËLE FUNKSIE

9.1.1 **Sedering**

Die oordraging van die regte van 'n persoon op 'n polis na 'n ander persoon d.m.v. 'n klousule wat in die polis ingeskryf is. 2x2=(4)
Dit kan as sekuriteit dien.
Versekeringspolisse kan aan banke gesedeer word wat kan dien as sekuriteit

9.1.2 HERVERSEKERING
'n Herversekeringsmaatskappy doen slegs sake met ander versekeringsmaatskappye. Versekeringsmaatskappye is nie altyd in staat om die risiko's aleen te dra nie. Hulle verdeel dan soms die risiko's met 'n herversekeringsmaatskappy. Maks
– plus voorbeeld. (4)

9.1.3 GETROUHEIDSWAARBORG
'n Werkgewer kan 'n polis uitneem wat hom dek teen verliese as gevolg van 'n werknemer se oneerlikheid, bv. geldverduistering of diefstal.
Die WERKNEMER doen aansoek om 'n polis. Die versekeraar stel ondersoek in na die karakter van die werknemer. Indien hy tevrede is, sal hy die werknemer se eerlikheid waarborg. Die WERKGEWER betaal die premie. Maks
(4)

Faktorering van Debiteure

'n Besigheidsonderneming wat krediet op lopende rekeninge voorsien of teen paaiemente, kan sy debiteure aan 'n finansiële onderneming oorgee. Dit staan bekend as faktorering en stel die verkoper (wat krediet gee) in staat om aan sy kliënte krediet te gee en gouer die geld te ontvang. Verkopers moet egter die finansier vir die diens vergoed. Administratiewe fooie word aan die faktor oorgedra. Slegte skulde word uitgeskakel soos wat die faktor oorneem.

Dit is 'n bron van Bedryfskapitaal. Maks
(8)

9.3.1 **Doel van Voorraadbeheer**

Die doel van voorraadbeheer is om

- op enige tydstip in staat te wees om, sonder om voorraad te neem, die grootte en die waarde van die voorraad te kan bepaal.
- toe te sien dat genoegsame voorraad aangehou word ten einde te voldoen aan die normale vraag na verskeidenheid, gehalte en prys van kliënte
- beheer oor die inkoop- en verkooppryse van die goedere uit te oefen.
- periodiek die werklike voorraad met die rekords te kontroleer om diefstal op te spoor. 4x2=(8)

9.3.2 **Voordele van Doelmatige Voorraadvorming**

- Beter dienste word aan klante gelewer, aangesien aflewering op die regte tyd kan geskied.
- Tydens produksie is daar geen verlies as gevolg van wagtyd ten opsigte van voorraad nie.
- Belegging in voorraad word tot die minimum beperk, wat minder bedryfskapitaal beteken.
- Besparings ten opsigte van bergruimte, asook opslag- en hanteringskoste word bewerkstellig.
- Verliese weens prysskommelings en veroudering van voorraad word tot die minimum beperk.
- Duplisering van voorraad word uitgeskakel.
- Verliese as gevolg van nalatigheid en diefstal word beperk. Enige 4x2=(8)

9.3.3 **Nadele van Voorraadvorming**

Hoewel doelmatige voorraadvorming risiko's kan verminder, gaan dit altyd met die volgende risiko's gepaard:

- Gevaar van brandskade, diefstal, ens.
- Veroudering;
- Prysskommelinge wat laer neig as die pryse waarteen die onderneming gekoop het;
- Belegging in voorraad vereis groot bedrae bedryfskapitaal. 4x2=(8)

9.4 **Voordele van Voldoende kontant**

- Voldoende kontant stel 'n onderneming in staat om getrou alle verpligtinge na te kom. So 'n onderneming geniet aansien by leweransiers en bankinstellings. Dit vergemaklik die taak van die bestuur en bevorder doeltreffendheid in die organisasie.
- 'n Onderneming wat sy verpligtinge getrou nakom en 'n hoë kredietwaardigheid het, kan krediet makliker en op gunstiger voorwaardes bekom.
- Deur aankope kontant te betaal, bespaar ondernemings aansienlik deurdat kontantkortings beding kan word. So 'n onderneming is ook nie deur leweransiers gebind nie.

- 'n Onderneming met 'n hoë kredietwaardigheid kan lenings of oortrokke rekenings teen gunstiger voorwaardes by bankinstellings kry, bv. sonder bykomende sekuriteit. Die likiditeit van 'n onderneming speel 'n belangrike rol wanneer banke lenings of oortrokke bankrekenings oorweeg.
- Voldoende fondse verhoog die algehele doeltreffendheid van die onderneming deurdat fondse beskikbaar is om die produksieproses aan die gang te hou, bv. die aankoop van grondstowwe, betaling van lone en salarisse van werknemers, ens.
- Bedryfsuitgawes kan op 'n gunstige tyd vir die onderneming tot die grootste voordeel vereffen word.
- Onverwagse winsmoontlikhede kan ten beste benut word. Enige
- Surpluskontant kan op korttermynbasis belê word. 3x2=(6)

[50]

VRAAG 10
ADMIN FUNKSIE / FINANSIËLE FUNKSIE / ONDERNEMING EN SY OMGEWING

10.1 Rekenkundige rekords
Kosteberekening
Statistiek
Begroting Enige
Verwante admin werk (rekenaars) 3x2=(6)

10.2 **Die volgende faktore kan die besluit om te sentraliseer of te desentraliseer, beïnvloed:**

- <u>Aard van Onderneming</u>: Hoe groter die omvang van die administratiewe werk, hoe groter die wenslikheid van sentralisering.
- <u>Grootte of Omvang van Onderneming</u>: Namate 'n onderneming groei, raak die gebruik van gespesialiseerde dienste ekonomieser – dit is voordelig om te sentraliseer.
- <u>Gestandardiseerde werkprosedures</u>: Werkprosedures neig om voordelig te standardiseer namate 'n onderneming groei – dit begunstig sentralisering van werksaamhede.

- <u>Gehalte van Personeel</u>: Om desentralisering te laat slaag, moet 'n beter gehalte personeel (teen hoër salarisse) voorsien word as wanneer die onderneming sentraliseer.
- <u>Diversifikasie van Werksaamhede</u>: Indien die dienste van 'n onderneming baie gediversifiseerd is, word voorkeur aan desentralisering gegee.
- <u>Geografiese Verspreiding van Werksaamhede</u>: Waar die produksie- en bemarkingseenhede van 'n onderneming geografies wyd verspreid is, is dit voordeliger om te desentraliseer. Enige 5x2=(10)

10.3 **Voordele / Nut van Versekering**

- Versekering stel die ondernemer vry van geldelike verliese as gevolg van gespesifiseerde, ongewenste gebeurtenisse wat moontlik kan plaasvind. Die ondernemer word nie teen brand of diefstal beskerm nie, maar teen moontlike geldelike verliese as gevolg van sulke gebeurlikhede.
- Versekering verleen gemoedsrus aan die ondernemer omdat hy bepaalde risiko's aan die versekeraar oorgedra het.
- Die ondernemer kan sy volle aandag wy aan die bestuur van die ondeneming.
- Sekere langtermynversekeringspolisse kan aan ander persone of instansies oorgedra (gesedeer) word as sekuriteit vir lenings of ander saketransaksies.
- Die houer van sekere polisse – bv. 'n lewenspolis – kan 'n lening op die polis by die versekeraar aangaan.
- Versekering stel die <u>werknemer</u> in staat om voorsiening te maak vir:

  - 'n pensioen wanneer hy aftree (uittree-annuïteit).
  - die risiko dat hy sy werk kan verloor en sonder 'n bron van inkomste kan wees (werkloosheidversekering).
  - mediese uitgawes indien hy by die werk beseer word (werkliedeskadeloosstelling).
  - sy afhanklikes wanneer hy te sterwe kom (lewensversekering).

- Lewensversekering bied aan die ondernemer die geleentheid om vir homself en vir sy afhanklikes voorsiening te maak vir die toekoms.
- Versekering kan as 'n vorm van verpligte spaar gebruik word.

Enige 5x2=(10)

10.4 **SAKEKAMERS**

Dienste van sakekamers en kamers van koophandel

Die dienste van 'n sakekamer of 'n kamer van koophandel is onder meer daarop gemik om

(a) die handel in sy eie dorp te bevorder.
(b) vir munisipale regulasies en wetgewing wat tot die handelaars se voordeel is, te agiteer;
(c) geskille onder lede deur middel van arbitrasie te besleg;
(d) inligting en statistiek vir lede in te samel en hulle van advies te bedien;
(e) 'n swartlys van swak betalers op te stel;
(f) eenvormigheid met betrekking tot winkelure, lone en pryse te verseker en sodoende onnodige wedywering uit te skakel.
(g) skep geleenthede vir sake (besigheid)
(h) hulle bevorder opleiding

6x2=(12)

10.5 **JSE AANDELEBEURS**

Dienste van die Effektebeurs

(a) Die Effektebeurs dien as 'n belangrike skakel tussen die belegger en die bedryfsleier.
(b) Die Effektebeurs bemoedig en help 'n persoon wat slegs op klein skaal kan belê, en ook om 'n aandeel in die handel en nywerheid van sy land te bekom.
(c) Die Effektebeurs help geldinstellings soos bougenootskappe en versekeringsmaatskappye om hul fondse in aandele te belê.
(d) Die Beurs verleen 'n groot mate van beskerming aan beleggers omdat dit slegs aandele noteer wat uitgereik is deur maatskappye wat aan sekere streng vereistes soos deur die Beurskomitee neergelê, voldoen.
(e) Die aandele van 'n maatskappy word op die Beurs deur 'n groot aantal kenners na waarde geskat, en deur die wet van vraag en aanbod word hulle verkoop teen wat naastenby hul werklike waarde is.
(f) Omdat aandelepryse daagliks gepubliseer word, kan beleggers en voornemende beleggers op die hoogte daarvan bly.
(g) Die Beurs is 'n sensitiewe barometer van ekonomiese toestande, en prysneigings op die Beurs dien as 'n leidraad vir bedryfsleiers wanneer hulle beleidsbeslissings moet maak.
(h) Dit maak 'n groot bydra tot die verkryging van risiko kapitaal.
(i) Dit laat beleggers toe om hulle aandele redelik gou te kan omsit na kontant.
(j) Dit is 'n sensitiewe barometer van ekonomiese toestande. 6x2=(12)

[50]

VRAAG 11
ALGEMENE BESTUUR

11.1.1 Waar
11.1.2 Onwaar (Die belangrikste taak of opdrag)
11.1.3 Onwaar (Spanwydte van leiding)
11.1.4 Onwaar (Delegering = oordrag van gesag)
11.1.5 Onwaar – Gesag kan gedelegeer word 5x3=(15)

11.2.1 Funksionele organisasiestruktuur (2)

11.2.2 **Voordele van 'n funksionele organisasie**

* Aangesien meer voormanne as deskundiges aan al die werkers opdragte kan gee, kan groter spesialisasie bewerkstellig word.
* Werkers en voormanne kan gouer opgelei word, aangesien die take baie beter afgebaken is.
* Minder bekwame werkers wat laer salarisse verdien, kan vir die afgebakende take gebruik word.
* 'n Oormaat van gesag word nie aan enkele persone opgedra nie. 4x2=(8)

11.2.3 **Nadele van 'n funksionele organisasie**

* Die spanwydte van bestuur of leiding kan te groot word.
* Eenheid van bevel kan ontbreek, wat werkers verwar.
* Werkers word aan verskillende gesagslyne blootgestel.
* Bestuurders moet vertroud wees met prosedures in ander departemente.
* Aktiwiteite is moeilik om te koördineer 4x2=(8)

11.3 **Kenmerke van 'n Goeie bestuurder**

(a) Hulle moet oor die toepaslike opvoedkundige en bestuurskwalifikasies beskik wat nodig is vir die uitbouing en bestuur van die onderneming.
(b) Hulle moet praktiese ervaring van alle vertakkinge van die werksaamhede van die onderneming hê.
(c) Hulle moet in staat wees om die aktiwiteite van die ander sewe ondersteunende bestuursfunksies te koördineer en 'n balans tussen die botsende aansprake van dié funksies te vind.
(d) Hulle moet skeppend en vernuwend kan dink, beplan en handel.
(e) Hulle moet geloof in hul saak, medebestuurslede, werkers en hulself hê.
(f) Hulle moet oor mensekennis beskik en goeie menseverhoudings kan handhaaf.
(g) Hulle moet die begeerte hê om die ideale toestand na te streef, hoewel hulle weet dat dit nie altyd moontlik sal wees nie.
(h) Hulle moet realisties wees en nie die onmoontlike verwag en nastreef nie.
(i) Hulle moet aanpasbaar, nederig, konsekwent, toeganklik, vriendelik en erkentlik wees.
(j) Hulle moet besliste leiding kan gee en besluite kan neem. 6x2=(12)

11.4 Motivering word as 'n kragtige faktor van bestuur beskou om personeel tot aksie en hoër produktiwiteit aan te spoor en die winsgewendheid van die onderneming te verhoog. Die kragte is: drange, begeertes, behoeftes wat almal positiewe invloed het op personeel (3)

- <u>Wat motiveer 'n werker</u>?

  - Sekuriteit
  - Waardering
  - Persoonlike belangstelling in die mens
  - Werksbevrediging
  - Hoë salaris
  - Onbeperkte byvoordele
  - Om ander te help
  - Goeie menseverhoudings
  - Menswaardige behandeling
  - Kommunikasie
  - Sinvolle opdragte
  - Selfverwesenliking

Enige 2x1= (2)

[50]

TOTAAL: 400