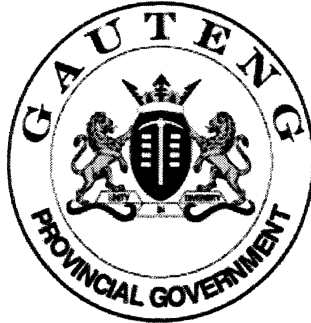


**SENIOR CERTIFICATE
EXAMINATION
SENIORSERTIFIKAAT-EKSAMEN**



**OCTOBER / NOVEMBER
OKTOBER / NOVEMBER**

2004

BUSINESS ECONOMICS

BEDRYFSEKONOMIE

SG

402-2/0

**13 pages
13 bladsye**

BUSINESS ECONOMICS SG



402 2 0

SG

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GAUTENGSE DEPARTEMENT VAN ONDERWYS
SENIORSERTIFIKAAT-EKSAMEN

BEDRYFSEKONOMIE SG

TYD: 3 uur

PUNTE: 300

INSTRUKSIES:

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

**VRAAG 1
VERPLIGTEND**

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

- 1.1 Die minimum en maksimum aantal ledetal van 'n vennootskap is
- A. 1 – 10.
 - B. 2 – 20.
 - C. 1 – 50.
 - D. 7 – onbeperk.
- 1.2 Ingevolge die Wet moet die naam van hierdie ondernemingsvorm op (Edms.) Beperk eindig.
- A. Beslote Korporasie
 - B. Publieke maatskappy
 - C. Vennootskap
 - D. Privaatmaatskappy

GAUTENG DEPARTMENT OF EDUCATION
SENIOR CERTIFICATE EXAMINATION

BUSINESS ECONOMICS SG

TIME: 3 hours

MARKS: 300

INSTRUCTIONS:

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

QUESTION 1
COMPULSORY

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

- 1.1 The minimum and maximum number of members of a partnership are _____.
- A. 1 – 10.
 - B. 2 – 20.
 - C. 1 – 50.
 - D. 7 – unlimited.
- 1.2 In terms of the Act, the name of this form of ownership must end with (Pty) Limited.
- A. Close Corporation
 - B. Public Company
 - C. Partnership
 - D. Private Company

- 1.3 Hierdie dokument word deur 'n publieke maatskappy uitgereik om die publiek te nooi om aandele en obligasies in die maatskappy te koop.
- A. Prospektus
 - B. Akte van Oprigting
 - C. Statuut
 - D. Stigtingsverklaring
- 1.4 Kruideniersware is 'n voorbeeld van
- A. nywerheidsgoedere.
 - B. spesialiteitsgoedere.
 - C. geriefsgoedere.
 - D. uitsoekgoedere.
- 1.5 Watter een van die volgende is 'n voorbeeld van verpakking vir dubbele gebruik?
- A. 'n Hemp en das
 - B. Vrugtesap in 'n plastiekbottel
 - C. Melk in 'n plastieksak
 - D. Vis en aartappelskyfies in papier
- 1.6 By hierdie markvorm is daar 'n groot aantal kopers en verkopers en die prys word normaalweg deur vraag en aanbod bepaal.
- A. Oligopolie
 - B. Monopolie
 - C. Monopolistiese mededinging
 - D. Volmaakte mededinging
- 1.7 Die beskikbaarheid van kapitaal om lopende uitgawes te betaal, staan bekend as
- A. rentabiliteit.
 - B. solvabiliteit.
 - C. likiditeit.
 - D. wins.
- 1.8 Watter een van die volgende is 'n bron vir bedryfskapitaal?
- A. Verkoop van aandele
 - B. Uitreiking van skuldbriewe
 - C. Faktorering van debiteure
 - D. Langtermynlenings met 'n verband as sekuriteit

- 1.3 This document is issued by a public company to invite the public to buy shares and debentures in the company.
- A. Prospectus
 - B. Memorandum of Association
 - C. Articles of Association
 - D. Founding Statement
- 1.4 Groceries are an example of _____.
- A. industrial goods.
 - B. speciality goods.
 - C. convenience goods.
 - D. select goods.
- 1.5 Which one of the following is an example of packaging for double use?
- A. Shirt and tie
 - B. Fruit juice in a plastic bottle
 - C. Milk in a plastic bag
 - D. Fish and chips in paper
- 1.6 With this form of market there are a large number of buyers and sellers and the price is normally determined by supply and demand.
- A. Oligopoly
 - B. Monopoly
 - C. Monopolistic competition
 - D. Perfect competition
- 1.7 The availability of capital to meet current expenses is known as
- A. profitability.
 - B. gearing.
 - C. liquidity.
 - D. profit.
- 1.8 Which one of the following is a source of working capital?
- A. Selling of shares
 - B. Issuing of debentures
 - C. Factoring of debtors
 - D. Long-term loans with a bond as security

- 1.9 Watter een pas **nie** as 'n rede vir die aanhou van kontant **nie**?
- A. Verkoopmotief
 - B. Transaksiemotief
 - C. Voorsorgmotief
 - D. Spekulasiemotief
- 1.10 Verlies aan inkomste as gevolg van _____ is versekerbaar.
- A. modeveranderings
 - B. brandskade
 - C. verbeterde tegnologie
 - D. prysverskille
- 1.11 'n Polis wat 'n werkgewer kan uitneem om homself te vrywaar teen verliese as gevolg van oneerlikheid van werknemers.
- A. Seding
 - B. Subrogasie
 - C. Getrouheidswaarborg
 - D. Inbraakpolis
- 1.12 Watter een van die volgende ondernemings beskik nie oor 'n regs persoonlikheid nie?
- A. Tulbach Boerdery BK
 - B. Du Plessis & Broers Bouers
 - C. Visrivier Tegniiese Dienste (Edms.) Beperk
 - D. J & C Bemarkers Beperk
- 1.13 Wanneer Toyota gehaltebeheer toepas, is dit om te verseker dat
- A. werkers tot hulle volle potensiaal benut word.
 - B. daar altyd voldoende voorraad beskikbaar is.
 - C. koste binne die perke van die begroting bly.
 - D. die produk aan gestelde standaarde voldoen.
- 1.14 By watter produksiestelsel is die vervaardigingskoste per eenheid meestal die laagste?
- A. Massaproduksie
 - B. Bondelproduksie (Reeksproduksie)
 - C. Produksie op bestelling
 - D. Stuksproduksie

- 1.9 Which one is **not** a reason for keeping cash?
- A. Selling motive
 - B. Transaction motive
 - C. Precautionary motive
 - D. Speculative motive
- 1.10 Loss of income as a result of _____ is insurable.
- A. changes in fashion
 - B. damage by fire
 - C. new technology
 - D. price differences
- 1.11 A policy that an employer can take out to protect himself against losses resulting from dishonesty on the part of employees.
- A. Cession
 - B. Subrogation
 - C. Fidelity insurance
 - D. Burglary policy
- 1.12 Which one of the following enterprises is not a legal person in its own right?
- A. Tulbach Farming CC
 - B. Du Plessis and Brothers Builders
 - C. Fish River Technical Services (Pty) Limited
 - D. J & C Marketers Limited
- 1.13 When Toyota apply quality control, it is to insure that _____.
- A. workers are used to their full potential.
 - B. there is always sufficient stock on hand.
 - C. costs stay within the boundaries of the budget.
 - D. the product measures up to set standards.
- 1.14 In which production system are production costs per unit usually the lowest?
- A. Mass production
 - B. Batch production
 - C. Production on order
 - D. Job production

- 1.15 Die aanvaarbare afwyking van vasgestelde standaarde by gehaltebeheer word ____ genoem.
- A. gelykbreekpunt
 - B. veiligheidsgrens
 - C. toleransiegrens
 - D. drempelgrenswaarde
- 1.16 Die oordrag van gesag deur 'n toesighouer aan sy/haar ondergeskikte, word ____ genoem.
- A. opdraggewing
 - B. leidinggewing
 - C. delegering
 - D. beheer
- 1.17 Watter organisasiestruktuur maak van adviseurs gebruik?
- A. Die projekorganisasie
 - B. Die lyn- en staforganisasie
 - C. Die funksionele organisasie
 - D. Die lynorganisasie
- 1.18 Die element van bestuur wat gemik is op die verkryging van harmonie tussen individuele doelwitte, is
- A. dissiplinêre aksie.
 - B. delegering.
 - C. koördinering.
 - D. motivering.
- 1.19 **Notering** van aandele op die JSE Sekuriteitebeurs, beteken dat die
- A. aandele deur die Sekuriteitebeurs onderskryf word.
 - B. aandeelpryse word nie daagliks in die koerante gepubliseer nie.
 - C. aandele op die Sekuriteitebeurs verkoop mag word.
 - D. vraag en aanbod het 'n negatiewe invloed op pryse.
- 1.20 Die brandkasklousule in 'n brandversekeringpolis verwys na die versekering van
- A. handelsvoorraad.
 - B. waardevolle items.
 - C. toerusting.
 - D. geboue.

1.15 The acceptable deviation from set standards in quality control is called _____.

- A. break-even point.
- B. safety margin.
- C. tolerance.
- D. threshold limit value.

1.16 The transfer of authority from a supervisor to his/her subordinate is called _____.

- A. instruction.
- B. guidance.
- C. delegation.
- D. control.

1.17 What organization structure makes use of advisers?

- A. The project organization
- B. The line and staff organization
- C. The functional organization
- D. The line organization

1.18 The element of management that is aimed at achieving harmony between individual goals, is _____.

- A. disciplinary action.
- B. delegating.
- C. co-ordination.
- D. motivation.

1.19 **Listing** of shares on the JSE Security Exchange means that

- A. shares are underwritten by the Securities Exchange.
- B. share prices will not be published daily in the newspapers.
- C. shares may be sold on the Securities Exchange.
- D. supply and demand have a negative effect on share prices.

1.20 The Iron Safe Clause in a fire insurance policy refers to the insurance of

- A. trading stock.
- B. valuable items.
- C. equipment.
- D. buildings.

- 1.21 'n Gevestigde publieke maatskappy kan nuwe kapitaal bekom deur die verkoop van verhandelbare dokumente deur die
- A. Johannesburgse sekuriteitsbeurs.
 - B. Suid-Afrikaanse Reserwebank.
 - C. Korporasie vir Openbare Deposito's.
 - D. Landbank.
- 1.22 Watter instelling is 'n belangrike barometer van die ekonomiese toestande in SA?
- A. Die Land- en Landboubank van Suid-Afrika
 - B. Die Johannesburgse sekuriteitsbeurs
 - C. Die Suid-Afrikaanse Reserwebank
 - D. Die Korporasie vir Openbare Deposito's
- 1.23 Die uiteindelijke doel van die distribusieproses is om produkte in die hande van _____ te plaas.
- A. groothandelaars
 - B. kleinhandelaars
 - C. verbruikers
 - D. al die bogenoemde
- 1.24 Wat is die primêre funksie van 'n groothandelaar ten opsigte van die fabrikant?
- A. Om in die verkoop van 'n besondere produk te spesialiseer
 - B. Om die mark te organiseer
 - C. Om die beste pryse van kleinhandelaars te kry
 - D. Om grondstowwe teen die gunstigste pryse te voorsien
- 1.25 Die hoofdoel van 'n entrepreneur van 'n private onderneming is om
- A. likiditeit te verhoog.
 - B. totale uitgawes te verhoog.
 - C. winste te verhoog.
 - D. algemene koste te beperk.

25x2=[50]

- 1.21 An established public company can acquire new capital by selling negotiable documents through the
- A. Johannesburg Security Exchange.
 - B. South African Reserve Bank.
 - C. National Finance Corporation.
 - D. Land Bank.
- 1.22 What institution is an important barometer of economic conditions in SA?
- A. The Land and Agricultural Bank
 - B. Johannesburg Security Exchange
 - C. The South African Reserve Bank
 - D. The National Finance Corporation
- 1.23 The ultimate aim of the distribution process is to place products in the hands of _____.
- A. wholesalers.
 - B. retailers.
 - C. consumers.
 - D. All of above.
- 1.24 What is the primary function of a wholesaler in respect of the manufacturer?
- A. To specialize in the sale of a particular product
 - B. To organize the market
 - C. To obtain the best prices from retailers
 - D. To provide natural resources at the most favourable prices
- 1.25 The main aim of an entrepreneur of a private company is to
- A. maximize liquidity.
 - B. maximize the total expenditure.
 - C. maximize profit.
 - D. limit general costs.

25x2=[50]

VRAAG 2
ONDERNEMINGSVORME

- 2.1 Jou susters wil 'n rekenaarbeisigheid begin en oorweeg dit om 'n vennootskap te stig. Hulle vra jou raad oor die voordele verbonde aan hierdie ondernemingsvorm. Skryf VYF voordele neer wat jy aan hulle sou noem. (10)
- 2.2 Wanneer 'n Beslote Korporasie gestig word, moet sekere besonderhede in die Stigtingsverklaring ingesluit word. Noem VYF van hierdie besonderhede. (10)
- 2.3 Noem VYF sake wat in 'n maatskappy se Statute uiteengesit moet word. (10)
- 2.4 Beantwoord die volgende vrae deur die vraagnommer in jou antwoordboek neer te skryf en daarnaas die korrekte antwoord.
- 2.4.1 Watter ondernemingsvorm sal die geskikste wees wanneer 'n baie groot bedrag kapitaal benodig word, soos bv. om 'n motorvervaardigings-onderneming te begin?
- 2.4.2 Entrepreneurs wat op eie inisiatief groente by die mark aankoop, dit verpak en op sypaadjies verkoop, is 'n voorbeeld van (die informele sektor / franchising).
- 2.4.3 Hierdie ondernemingsvorm se mede-eienaars is gesamentlik en afsonderlik vir 'n onbepaalde bedrag verantwoordelik vir die onderneming se skuld.
- 2.4.4 Hierdie vorm van amalgamasie vind plaas wanneer ondernemings met dieselfde belange saamsmelt.
- 2.4.5 Hoe kan die inhoud van 'n maatskappy se grondwet deur die aandeelhouers verander word? 5x2=(10)
- 2.5 Noem VYF dokumente wat by die Registrateur van maatskappye ingehandig moet word om 'n privaatmaatskappy te registreer. (10)
[50]

VRAAG 3
BEMARKINGSFUNKSIE: PRODUK- EN PRYSBELEID

- 3.1 Skryf die vraagnommer in die antwoordboek neer en daarnaas die ontbrekende woord.
- 3.1.1 Die produkbeleid van 'n onderneming sluit die volgende in: die keuse van die produk, die ontwerp en verpakking daarvan sowel as _____.
- 3.1.2 _____ goedere word gebruik in die vervaardiging van ander goedere bv. masjiene, onderdele, grondstowwe, ens.

QUESTION 2
FORMS OF OWNERSHIP

- 2.1 Your sisters want to start a computer business and they are considering a partnership. They ask for your advice on the advantages of this form of ownership. Write down FIVE advantages that you would mention to them. (10)
- 2.2 When a Close Corporation is established, certain details must be included in the founding statement. List FIVE of these details. (10)
- 2.3 List FIVE details that must be included in the Articles of Association of a company. (10)
- 2.4 Answer the following questions by writing the answer next to the question number in your answer book.
- 2.4.1 Which form of ownership will be the most suitable when a very large sum of capital is required, for example, to start a motor manufacturing enterprise?
- 2.4.2 Entrepreneurs who buy vegetables on their own initiative from the market, repack it and sell it on the pavements, are an example of (the informal sector / franchising).
- 2.4.3 This form of ownership's co-owners are separately and jointly liable for the debt of the enterprise, to an unlimited amount.
- 2.4.4 This type of amalgamation takes place when enterprises which have the same interests amalgamate.
- 2.4.5 How can the shareholders of a company change the contents of the company's constitution? 5x2=(10)
- 2.5 List FIVE documents that need to be sent to the Registrar of Companies to register a private company. (10)

QUESTION 3
MARKETING FUNCTION: PRODUCT AND PRICE POLICY

- 3.1 Write down the question number in your answer book and next to it, the missing word.
- 3.1.1 The product policy of an enterprise includes the following: the choice of the products, the design and packaging thereof, as well as the _____.
- 3.1.2 _____ goods are used in the manufacturing process to produce other goods, e.g. machinery, spare parts, raw materials, etc.

- 3.1.3 Die _____ van 'n produk sluit die tyd in wat verloop het vandat dit vir die eerste keer op die mark verskyn het, totdat dit finaal van die mark onttrek word.
- 3.1.4 Die verbruiker betaal 'n bepaalde prys in geldwaarde vir 'n produk, maar die produk het ook _____ waarde of nut vir die verbruiker.
- 3.1.5 Prysbeplating deur die verskaffer word ook deur die _____ van die vraag na die produk beïnvloed. 5x2=(10)
- 3.2 Noem enige VYF stappe in die ontwerp van 'n nuwe produk. (10)
- 3.3 'n Handelsmerk speel 'n sleutelrol in die bemerking van produkte en moet daarom aan sekere vereistes voldoen. Noem VYF van hierdie vereistes. (10)
- 3.4 Afgesien van die "markvorm" en "normale handelspraktyke," noem enige VYF ander faktore wat prysbeplating kan beïnvloed. (10)
- 3.5 Noem enige VYF doelwitte wat bemerkers het wanneer pryse bepaal word. (10)
- [50]**

VRAAG 4

FINANSIËLE FUNKSIE

- 4.1 Kies die korrekte antwoord en skryf dit teenoor die vraagnommer in jou antwoordboek neer.
- 4.1.1 Die deel van die totale kapitaal wat aangewend word om vir lopende uitgawes soos salarisse en lone, brandstof, ens. te betaal (Vaste kapitaal / Bedryfskapitaal)
- 4.1.2 Die gedeelte van die kapitaal wat op die geldmark verkry word. (Eie kapitaal / geleende kapitaal)
- 4.1.3 'n Vorm van sekuriteit waar 'n debiteur een of meer persone kan kry om hom-/hulleself skriftelik te verbind om die uitstaande skuld aan 'n krediteur te betaal, indien die debiteur in gebreke sou bly om die skuld te betaal (Borg / Verband)
- 4.1.4 Die verslag wat 'n bank aan 'n onderneming gee wanneer daar navraag gedoen word oor die kredietwaardigheid van 'n persoon wat op krediet wil koop (Statusrapport / Bankstaat)
- 4.1.5 Wanneer 'n onderneming die uitstaande skuld van debiteure aan 'n finansiële instelling verkoop om bedryfskapitaal te bekom (Konsolidasie van debiteure / Faktorerings van debiteure) 5x2=(10)
- 4.2 Verduidelik wat 'n **kontantbegroting** is. (6)
- 4.3 Onderskei tussen die **kapitaalmark** en die **geld-(krediet) mark**. (4)

- 3.1.3 The _____ of a product includes the time that the product is first introduced to the market until it is finally withdrawn from the market.
- 3.1.4 The consumer pays a certain price in monetary value for a product, but the product must have a _____ value or use for the consumer.
- 3.1.5 Price determination by the manufacturer is also influenced by the _____ of the demand for the product. 5x2= (10)
- 3.2 List any FIVE steps in the designing of a new product. (10)
- 3.3 A trademark plays an important role in the marketing of products and must comply with certain requirements. List FIVE of these requirements. (10)
- 3.4 Excluding the “form of market” and “normal trade practices,” list FIVE other factors that can influence price determination. (10)
- 3.5 Name any FIVE objectives of the manufacturer when determining prices. (10)
- [50]**

QUESTION 4 FINANCIAL FUNCTION

- 4.1 Choose the correct answer and write it down next to the question number in your answer book.
- 4.1.1 That portion of the total capital that is used to pay for expenses like salaries and wages, fuel, etc. (Fixed capital / Working capital)
- 4.1.2 That portion of the capital that is required from the money market (Own capital / Borrowed capital)
- 4.1.3 A form of security where a debtor can get one or more persons to bind themselves in writing to make good to the creditor debts which the debtor cannot pay (Sureties / Mortgage bond)
- 4.1.4 The report that a bank supplies to an enterprise when it needs information about the financial status of a prospective credit buyer (Status report / Bank statement)
- 4.1.5 When an enterprise sells the debtor’s debt to a financial institution to acquire working capital (Consolidation of debtors / Factoring of debtors) 5x2=(10)
- 4.2 Explain the term **cash budget**. (6)
- 4.3 Distinguish between the **capital market** and the **money (credit) market**. (4)

- 4.4 Noem SES faktore wat die bedryfskapitaalbehoefte van 'n onderneming kan bepaal. (12)
- 4.5 Wat is die doel van voorraadbeheer? (8)
- 4.6 Noem VYF bronne van inligting oor die kredietwaardigheid van 'n voornemende kredietkoper. (10)
- [50]**

VRAAG 5 VERSEKERING

- 5.1 Skryf die vraagnommer in jou antwoordboek neer en daarnaas die korrekte antwoord.
- 5.1.1 'n Eienaar verseker sy bates, wat R1 miljoen werd is, vir R900 000. Hierdie bates is (onderverseker / oorverseker).
- 5.1.2 (Sekuriteitstelling / versekerbare belang) is 'n basiese vereiste vir 'n geldige versekeringskontrak.
- 5.1.3 Hierdie verpligte vorm van versekering help om die uitgawes van 'n onskuldige persoon wat in 'n motorongeluk betrokke was, te vergoed vir beserings wat in 'n motorongeluk opgedoen is. (Werkliedeskadeloosstelling / Padongelukfondse)
- 5.1.4 Die instansie wat onderneem om die risiko's van 'n ander instansie / persoon op hom te neem teen die betaling van 'n premie, is die (versekerde / versekeraar).
- 5.1.5 Lewensversekering berus op die beginsel van (skadeloosstelling / sekuriteitstelling). 5x2 elk=(10)
- 5.2 Onderskei tussen die **boekwaarde** en **vervangingswaarde** van versekerde eiendom. (6)
- 5.3 'n Persoon verseker haar bates vir R850 000, terwyl dit R900 000 werd is. Bereken die skadevergoeding wat deur die versekeringsmaatskappy uitbetaal sal word as die skade R100 000 was. Toon al die berekenings. (8)
- 5.4 Noem TWEE voorwaardes van 'n versekerbare belang. (4)
- 5.5 Noem VYF voorbeelde van 'n versekerbare belang. (10)
- 5.6 Noem VYF voordele van versekering. (10)
- 5.7 Wat is die hoofdoel van die Padongelukfondse? (2)
- [50]**

- 4.4 List SIX factors that can determine the working capital requirements of an enterprise. (12)
- 4.5 What is the purpose of stock control? (8)
- 4.6 Name FIVE sources of information about the creditworthiness of a prospective credit buyer. (10)
- [50]**

QUESTION 5 INSURANCE

- 5.1 Write down the question number in your answer book and next to it, the correct answer.
- 5.1.1 An owner insures his assets, which are worth R1 million, for R900 000. These assets are (underinsured / overinsured).
- 5.1.2 (Security / insurable interest) is a basic requirement for a valid insurance contract.
- 5.1.3 This compulsory insurance helps to pay the expenses incurred by an innocent person for injuries caused by a motor accident. (Workmen's compensation / Road Accident Fund)
- 5.1.4 The party that undertakes to take over the risks of another party, in return for the payment of a premium is the (Insured / Insurer).
- 5.1.5 Life insurance depends on the principle of (indemnification / security). 5x2=(10)
- 5.2 Distinguish between the **book value** and **replacement value** of insured property. (6)
- 5.3 A person insures her assets for R850 000, while the value is R900 000. Calculate the compensation that the insurance company will pay out if the loss is R100 000. Show all the calculations. (8)
- 5.4 List TWO conditions for an insurable interest. (4)
- 5.5 Give FIVE examples of an insurable interest. (10)
- 5.6 List FIVE advantages of insurance. (10)
- 5.7 What is the main purpose of the Road Accident Fund? (2)
- [50]**

VRAAG 6
PRODUKSIEFUNKSIE

6.1 Gee die korrekte term vir elk van die volgende. Kies uit die onderstaande lys die betrokke term en skryf dit teenoor die toepaslike vraagnommer neer.

| | |
|----------------|----------------|
| Werkstudie | Gelykbreekpunt |
| Gehaltebeheer | Stuksproduksie |
| Massaproduksie | Werkmeting |
| Bedryfsoptimum | |

6.1.1 Die punt waar 'n produksie-onderneming (fabriek) die beste ekonomiese werking bereik

6.1.2 Die prosedure wat verseker dat produkte van 'n betroubare gehalte aan klante gelewer word

6.1.3 'n Noukeurige en kritiese ontleding van alle bestaande werkverrigtinge, werkplekke van die werkers en die masjinerie en gereedskap ten einde 'n beter en doeltreffender produksiemetode te vind

6.1.4 Hierdie produksiestelsel gebruik duur, eendoelige masjiene.

6.1.5 Die punt waar die onderneming nie 'n wins óf 'n verlies toon nie. 5x2=(10)

6.2 By massaproduksie word 'n klein verskeidenheid goedere in groot hoeveelhede vervaardig. Produkte word op vervoerbande geplaas, bv. motorvoertuie. Noem VYF voordele wat massaproduksie inhou. (10)

6.3 Noem enige VYF funksies wat in die produksiebeheerproses uitgevoer word. (10)

6.4 Noem VYF voordele van gehaltebeheer/kwaliteitsbeheer. (10)

6.5 Verduidelik die volgende kostebegrippe: (2)

6.5.1 Direkte arbeidskoste (2)

6.5.2 Indirekte arbeidskoste (2)

6.5.3 Primêre produksiekoste (2)

6.5.4 Vaste bokoste (2)

[50]

**QUESTION 6
PRODUCTION FUNCTION**

6.1 Give the correct term for each of the following. Choose the relevant term from the list below and write it next to the correct question number.

| | |
|-------------------|-------------------|
| Work study | Break-even clause |
| Quality control | Jobbing |
| Mass production | Work measurement |
| Operating optimum | |

6.1.1 The point at which a factory attains its best economic functioning

6.1.2 The procedure that ensures that goods of reliable quality are delivered to clients

6.1.3 An accurate and critical analysis of all the existing work performances, the workplaces of the workers and the plant and equipment, in an attempt to find a better and more effective method

6.1.4 This production system uses expensive, single-purpose machinery.

6.1.5 The point where a company makes neither a profit nor a loss 5x2=(10)

6.2 In mass production goods are manufactured in a small variety and in large quantities. Products are transported on conveyor belts, e.g. motor vehicles. Give FIVE advantages of mass production. (10)

6.3 Name any FIVE functions that must be performed in the production control process. (10)

6.4 Give FIVE advantages of quality control. (10)

6.5 Explain the following cost concepts: (2)

6.5.1 Direct labour costs (2)

6.5.2 Indirect labour costs (2)

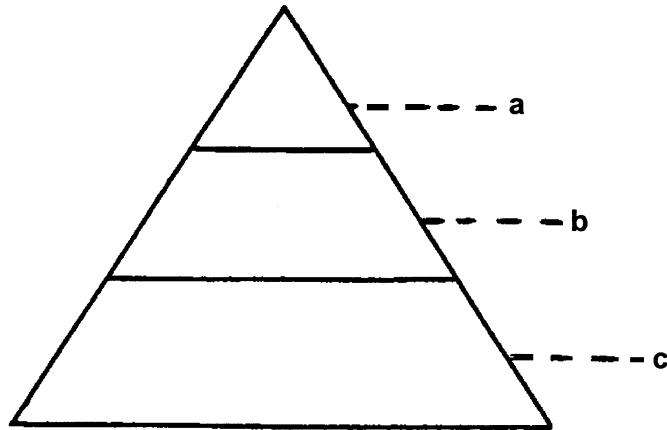
6.5.3 Primary production costs (2)

6.5.4 Fixed overhead costs (2)

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**VRAAG 7
ALGEMENE BESTUUR**

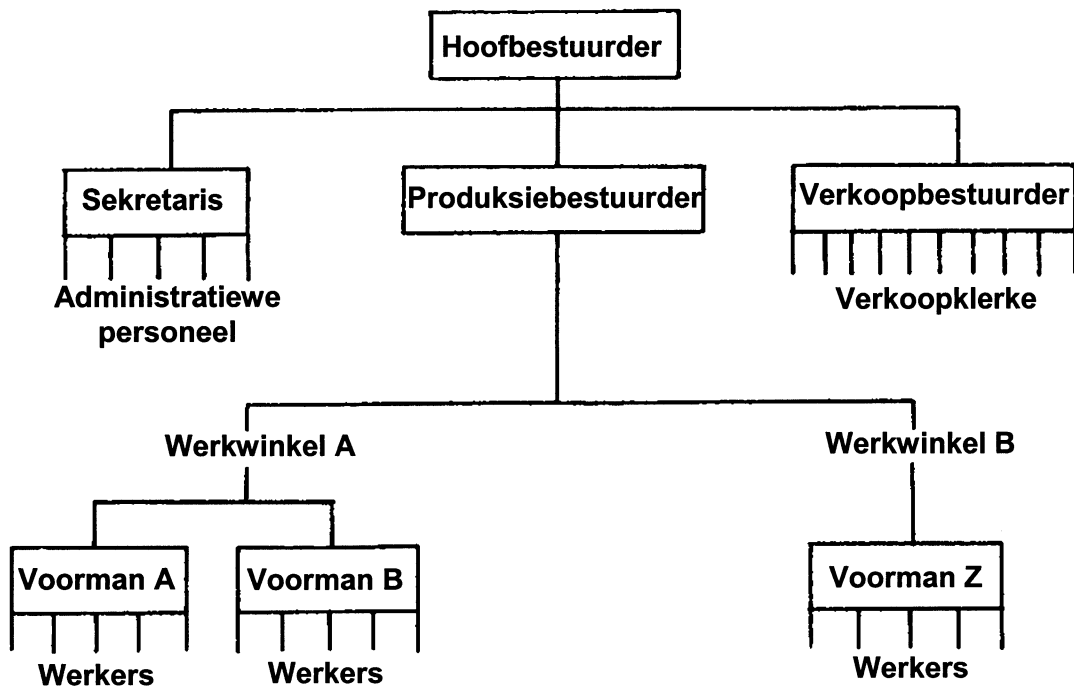
- 7.1 Bestudeer die onderstaande skets en identifiseer die drie vlakke van bestuur, die termyn en die tipe besluite wat op elke vlak geneem word.



(12)

- 7.2 Die volgende diagram toon 'n sekere organisasiestruktuur aan. Identifiseer hierdie organisasiestruktuur en noem ook VIER voordele van hierdie tipe organisasie.

(8)



- 7.3 Al word die grootte van 'n onderneming bepaal deur hoe ingewikkeld die beplanningstaak moet wees, kan sekere beginsels van effektiewe beplanning nogtans uitgelig word. Noem enige VYF beginsels van beplanning.

5x2=(10)

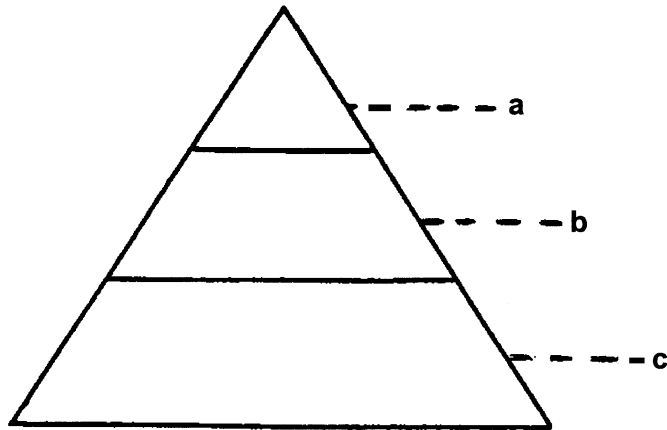
- 7.4 Noem VYF aspekte / faktore wat 'n werker sal motiveer om sy beste te lewer in jou onderneming.

5x2=(10)

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QUESTION 7
GENERAL MANAGEMENT

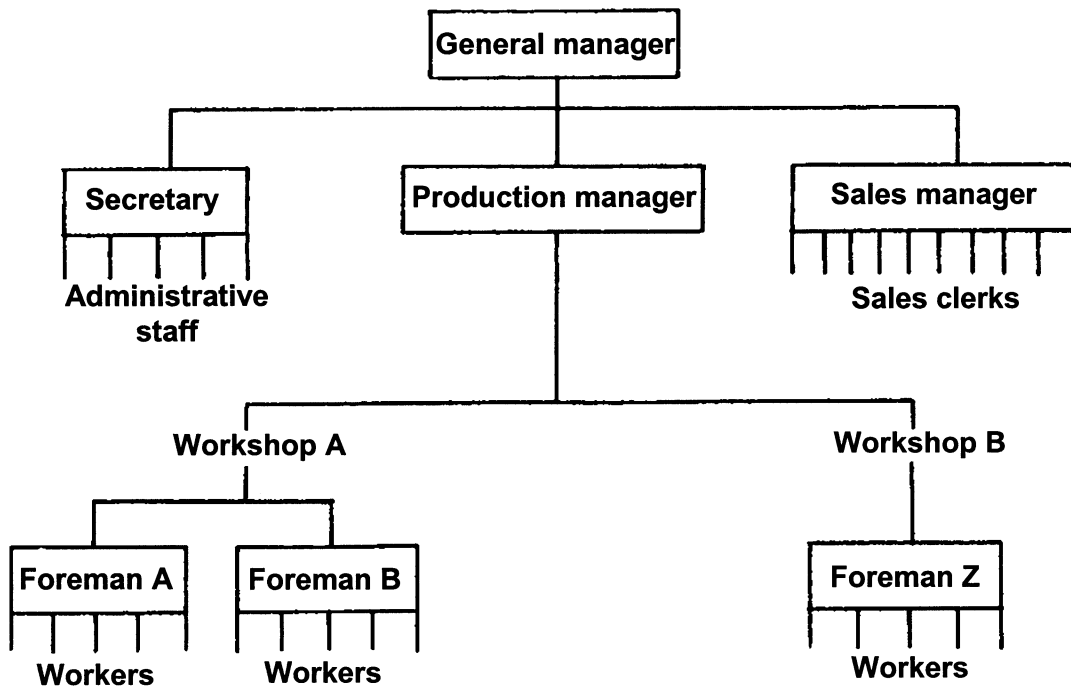
7.1 Study the sketch below and identify the three levels of management, the term and the type of decisions that each level makes.



(12)

7.2 The following diagram depicts a certain organization structure. Identify this organization structure and also mention FOUR advantages of this type of organization.

(8)



7.3 Although the size of an undertaking determines how complicated the planning work will be, certain principles for effective planning can, nevertheless, be given. State any FIVE principles of planning.

5x2=(10)

7.4 Name FIVE aspects/factors that will motivate a worker to do his best in your business.

5x2=(10)

7.5 Verduidelik die volgende addisionele elemente kortliks:

- 7.5.1 Delegering (2)
 - 7.5.2 Koördinerings (2)
 - 7.5.3 Kommunikasie (2)
 - 7.5.4 Besluitneming (2)
 - 7.5.5 Dissiplinerings (2)
- [50]

VRAAG 8
ADMINISTRASIE, DIE ONDERNEMING EN SY OMGEWING

- 8.1 Administrasie is in enige onderneming teenwoordig. Elke onderneming moet egter besluit of die administrasie gesentraliseer of gedentraliseer gaan word. Noem VYF faktore wat in ag geneem moet word in die besluit om te sentraliseer of te desentraliseer. (10)
- 8.2 Die hantering van inligting is van die allergrootste belang vir effektiewe bestuur. Noem VIER metodes hoe inligting in enige onderneming hanteer moet word. (8)
- 8.3 Lys VYF dienste/funksies van elk van die volgende instellings:
- 8.3.1 Sakekamers (10)
 - 8.3.2 Die JSE Sekuriteitebeurs (10)
 - 8.3.3 Die SARB (Reserwebank) (10)
- 8.4 Wat is die naam van die instelling wat gestig is met die doel om "groot bedrae geld wat vir kort periodes lê", produktief te gebruik? (2)
- [50]

VRAAG 9
BEMARKING (DISTRIBUSIE EN KOMMUNIKASIE)

- 9.1 Paul is die eienaar van 'n vervaardigingsonderneming en hy moet besluit of die vervaardigde produkte direk of indirek aan verbruikers versprei gaan word. Noem VYF redes waarom Paul op 'n indirekte verkoopsmetode behoort te besluit. (10)
- 9.2 Skets die verskillende distribusiekanale wat beskikbaar is om produkte te versprei. (10)
- 9.3 Wanneer jou produkte op 'n indirekte manier bemark word, hanteer die groothandelaar gewoonlik die verspreiding van hierdie produkte. Noem DRIE metodes van beheer wat jy op die groothandelaar kan toepas. (6)

7.5 Explain the following additional elements briefly:

- 7.5.1 Delegation (2)
 - 7.5.2 Co-ordination (2)
 - 7.5.3 Communication (2)
 - 7.5.4 Decision-making (2)
 - 7.5.5 Disciplinary action (2)
- [50]

QUESTION 8

ADMINISTRATION, THE ENTERPRISE AND ITS ENVIRONMENT

- 8.1 Administration is present in any organization. However, each business has to decide whether its administration should be centralized or decentralized. Name FIVE factors that can influence the decision to centralize or decentralize. (10)
- 8.2 The handling of information is of the utmost importance for effective management. Name FOUR ways in which information can be handled in an organization. (8)
- 8.3 List FIVE functions/services of each of the following institutions:
- 8.3.1 Chambers of Commerce (Sakekamers) (10)
 - 8.3.2 The JSE Security Exchange (10)
 - 8.3.3 The SARB (Reserve Bank) (10)
- 8.4 What is the name of the institution that was established with the objective of “putting to productive use the large amounts of capital lying idle for short periods”? (2)
- [50]

QUESTION 9

MARKETING (DISTRIBUTION AND COMMUNICATION)

- 9.1 Paul is the owner of a manufacturing organization and he has to decide whether his products should be distributed directly or indirectly to the consumers. Give FIVE reasons why Paul ought to decide on an indirect selling method. (10)
- 9.2 Sketch the distribution channels that are available to distribute products. (10)
- 9.3 When your products are marketed in an indirect way the wholesaler usually handles these products. Name THREE methods of control that you can apply over the wholesaler. (6)

9.4 Coca-Cola vervaardig 'n bekende koeldrank en maak gebruik van reklame om hul produkte te adverteer. Beantwoord die volgende vrae oor Coke.

9.4.1 Watter voordele hou reklame vir Coke in? 5x2=(10)

9.4.2 Wat is die doel waarom Coke adverteer? 3x2=(6)

9.5 Noem VIER aspekte/gebruike wat jy in die reklamepraktyk as oneties sal beskou. (8)
[50]

TOTAAL: 300

9.4 Coca-Cola produces a well-known soft drink and uses advertising to promote its products. Answer the following in connection with Coke.

9.4.1 What advantages does Coke derive from advertising? 5x2=(10)

9.4.2 What is the aim in advertising Coke? 3x2=(6)

9.5 Name FOUR aspects/practices that are considered unethical in the field of advertising. (8)

[50]

TOTAL: 300

END