

POSSIBLE ANSWERS
FEB / MARCH 2007

Business Economics/HG

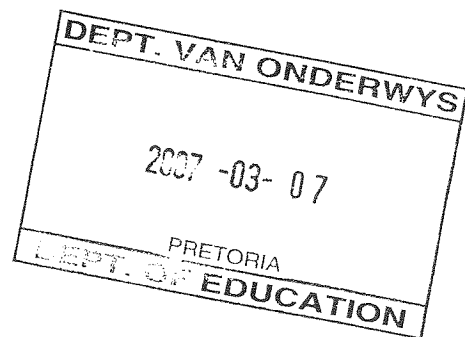
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*Marking Guideline/
Senior Certificate Examination – Feb/Mar 2007*

SECTION B

GENERAL GUIDELINES FOR MARKING:

- When awarding marks for facts, take note of the sub-maximum indicated, especially if candidates do not make use of the same sub-headings. Remember, headings and sub-headings are encouraged and contribute to insight (structuring / logical flow / sequencing) and indicates clarity of thought. (See BREAKDOWN at the end of each question.)
- Allocate TWO marks for complete sentences. Allocate ONE mark for phrases, incomplete sentences and vague answers.
- The components of insight are indicated at the end of the suggested answer for each question. Note that the components vary with each question.
- If the candidate identifies / interprets the question incorrectly, he/she can still obtain marks for insight.
- Take particular note of the repetition of facts.



QUESTION 2 : FORMS OF OWNERSHIP**IDENTIFICATION**

- A **PRIVATE COMPANY** is recommended ✓✓

MAX 2**INTRODUCTION**

Suitable introduction to topic referring to different forms of ownership.
Possible reasons as to why other forms of ownership are not suitable.

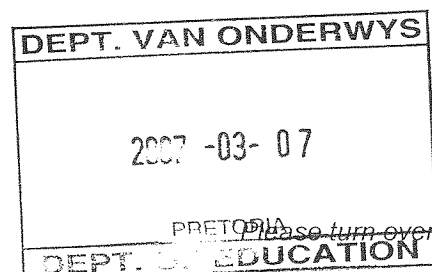
MAX. = 4**IMPORTANT ASPECTS OF THIS FORM OF OWNERSHIP.****NATURE / CHARACTERISTICS**

- A minimum of 1 and a maximum of 50 co-owners (Shareholders) ✓✓
- Managed by directors chosen by and out of the shareholders (At least 1 director)
- The establishment of a private company adhere to the Companies Act 61 of 1973
- The liability of the shareholders is limited
- The name must end with (*Pty. Ltd.*) and must be registered
- Has its own legal entity, independent of the shareholders
- Capital is contributed by the founders (Promoters) by buying shares in the company
- Shares in this form of ownership are not freely transferable
- Profits are divided in the form of dividends between the shareholders according to the kind and number of shares which each shareholder holds.
- Has continuity. Only dissolves when the enterprise is bankrupt
- Not necessary to audit financial statements
- Not necessary to compile a balance sheet, but it will be better to do so
- As a legal entity , it must pay income tax on the profit of the company. Shareholders pay income tax on their share of the profits. Dividends under a certain amount is not taxable as annually determined by the Minister of Finance

MAX.10

- **ADVANTAGES**

- The liability of the shareholders is limited. They are only responsible for the amount of the shares that they have bought ✓✓
- Not necessary to hold annual meetings of shareholders
- Suited to undertakings in which secrecy is important
- Can start with business as soon as the company is registered. (When the Certificate of Incorporation is received)
- Suitable for entrepreneurs who have limited capital resources
- Shareholders can be increased up to 50, which can increase the capital
- Suitable for families with the expertise



- Has its own legal entity

MAX. 10

- **DISADVANTAGES**

- Capital is limited to the contribution of maximum 50 shareholders. May not invite the public to buy shares in this undertaking. ✓✓
- Shares are not freely transferable.
- Company must pay income tax on the profits and the shareholders on their dividends/Double taxation.
- If the private company becomes too big, it will be better to establish a public company
- There may be managerial problems because of the limited membership
- Registration of this form of ownership is expensive and it takes a long time
- Difficult to register a private company because of all the legal requirements

MAX. 8

- **DOCUMENTS TO BE SUBMITTED**

- The promoters must compile a constitution consisting out of the Memorandum of Association and Articles of Association. ✓✓
- The promoters must submit the following documents to the Registrar of Companies to register the private company:
 - Original Memorandum of Association with TWO certified copies ✓✓
 - Original Articles of Association with TWO certified copies
 - Address and postal address of the registered head office
 - Receipt for the payment of the prescribed registration fees
 - Receipt for the payment of annual tax
 - Written consent of each director to act in that capacity
 - List of chosen directors
- If the Registrar is satisfied that all the registration requirements are adhered to he / she will issue a Certificate of Incorporation.

MAX. 10

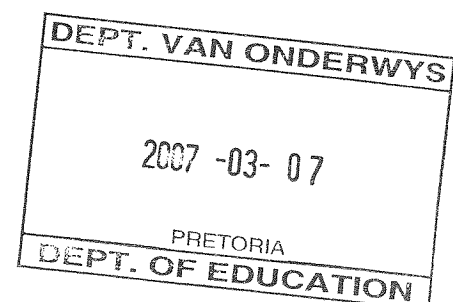
CONCLUSION

Learners opinion on this topic – any suitable comments. ✓✓

MAX. 2

FACTUAL: 40

NB: DO NOT AWARD MARKS FOR FACTS THAT ARE REPEATED.



QUESTION 3 : FINANCIAL FUNCTION

Lecture on Fixed and working capital.

INTRODUCTION**Capital**

- Capital is purchasing power in the form of money which is available for the production/purchase of goods, e.g. land, building, stocks.√√
- Capital is formed by producing more than is immediately needed and by saving this surplus.
- Any other suitable remarks. MAX. 4

CAPITAL REQUIREMENTS OF THE ENTERPRISE

- **FIXED CAPITAL**
 - That portion of the total capital which is invested in fixed assets such as land, buildings, equipment and vehicles√√
 - That stays permanently in the business√

MAX. 2

SOURCES OF FIXED CAPITAL

- Can get fixed capital at the **capital market**, which give loans on the long term√√
- Selling of shares√√
- Issuing of debentures
- Long-term loans (Mortgage bonds)
- Reserve funds

MAX. 8

FACTORS WHICH DETERMINE FIXED CAPITAL REQUIREMENTS

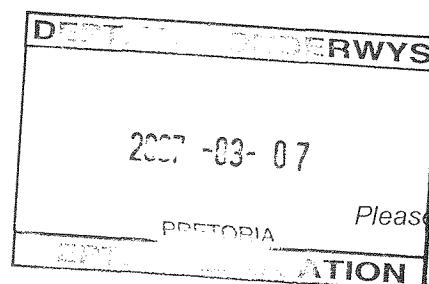
- **Nature of the undertaking**√
The nature determines the fixed capital requirements. For example a florist needs less fixed capital than a vehicle assembling factory√√
- **Size of the undertaking**
The bigger the enterprise, the higher is the need for fixed capital
- **Stage of development**
The requirements for fixed capital for a new established undertaking, is higher than that of a business which has reached optimum size

MAX. 9

- **WORKING CAPITAL**

- That portion of the total capital which is used to pay current expenses, purchase stock, grant credit, etc.√√
- It is liquid and changes daily

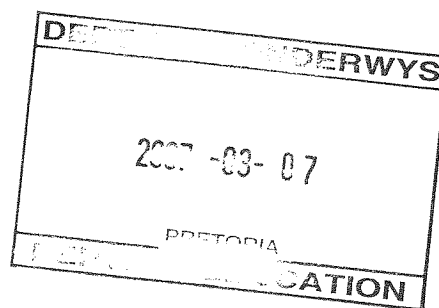
MAX. 2



SOURCES OF WORKING CAPITAL

- **Money- / credit market** which grant loans on the short-term√√
- **Credit allowed by suppliers** √
A form of working capital which does not require immediate cash outlay.√
Security is not essential.
- **Bank overdrafts**
Convenient method of obtaining working capital
Arrangement with the bank to withdraw more money than that is available in the current account
According to economic conditions, banks may reduce limits on overdraft facilities which can be a disadvantage to the business.
Security is required
- **Short term loans**
Security is needed
Must be paid back over a fixed term (maximum 5 years)
- **Bills of exchange / promissory notes**
This current asset can be sold to financial institutions when working capital is needed
- **Bank acceptances**
When funds are needed for example to purchase stock, you can arrange with a bank that the supplier draws a bill on the bank and discounts it
The bank places its own creditworthiness in relation to the different clients
- **Factoring of debtors**
Selling of the debts of debtors to a factor (financial institution)
The factor keeps a portion of the amount (financial costs and interest) and pays the rest to the business
The business receives a large sum of money at once instead of a small amount each month
Debtor pays the factor
Example: Instalment sale transactions
- **Warehouse receipts**
Can be used as security when a loan is required
- **Lease account**
Instead of paying a large amount to purchase an asset, it can be acquired on a lease account .

MAX. 8

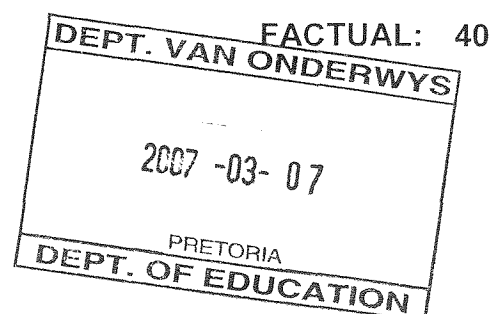


FACTORS WHICH DETERMINE WORKING CAPITAL REQUIREMENTS

- **Nature of the undertaking** ✓
Example: A mine has a larger requirement for working capital than a café, because a mine has a big number of employees who must receive wages ✓✓
- **Size of the undertaking**
The bigger the undertaking, the larger is the requirement for working capital
- **Stage of development**
If a business is in the beginning stage, it will need more working capital
- **Time of production**
If it takes a long time to finish the final product, for example, grain farming, the requirement for working capital will be higher
- **Rate of stock turnover**
The more quickly goods are disposed of the more quickly the money comes in
Less working capital is needed
You can use the money from the sale of the stock to buy new stock with cash at a better price
If the stock turnover is low, the demand for working capital will be higher
- **Selling and buying terms**
If the business purchases the stock on credit and sells it for cash, its working capital requirements will be lower
 If you purchase with cash and sell the stock on credit, you will need more working capital
- **Seasonal consumption**
Manufacturers and merchants that purchase seasonal goods will require more working capital
The factory must be kept working throughout the year, while the sales take place seasonally.
- **Seasonal production**
It takes a long time to produce corn, wheat, etc
Up to the time that is ready for harvest, the farmer has expenses, for example, wages, fuel, etc
 It increase the requirements for working capital

MAX. 12**CONCLUSION**

Learners opinion on this topic – any suitable comments. ✓✓

MAX. 2
.....

INSIGHT**Structure / Layout:**

Inclusion of introduction, discussion and conclusion 2

Analysis / interpretation / sequencing:

Learners ability to break down the question to show understanding of what is being asked 2

Synthesis:

Relevant sections included in the answer 2

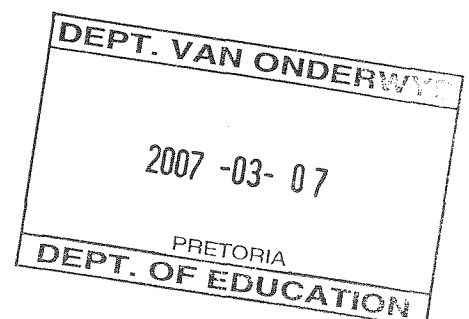
Current trends:

Current interest rates/new avenues to outsource capital/
any other relevant information 4
10

BREAKDOWN OF QUESTION

		REDUCED TO
Introduction	max 4 marks	4 max
FIXED CAPITAL		18 max
Definition	max 2 marks	
Sources of Fixed Capital	max 8 marks	
Factors determining fixed capital requirements	max 9 marks	
WORKING CAPITAL		18 max
Definition	max 2 marks	
Sources of Working Capital	max 8 marks	
Factors determining working capital requirements	max 12 marks	
Conclusion	max 2 marks	2 max
MAXIMUM	40 MARKS	40 max

FACTUAL MARK	40
INSIGHT	10
TOTAL	50



QUESTION 4 : MARKETING FUNCTION

The role of trade marks and packaging in marketing.

INTRODUCTION

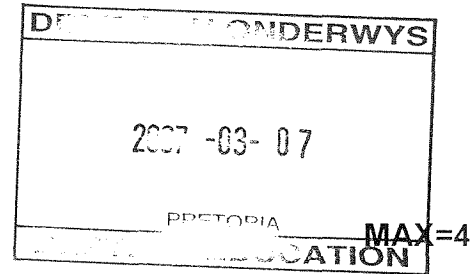
Mentioning that this is part of **MARKETING/PRODUCT POLICY** etc.

Max = 2

PACKAGING OF A PRODUCT**OBJECTIVES:**

Packaging of a product has two basic **objectives**:

- to **protect the product**, and ✓✓
- to **promote the sales** of the product.

**REQUIREMENTS FOR GOOD PACKAGING**

- The packaging should **catch the eye of the consumer** and stand out when compared to competitors' products. ✓✓
- It must **suit the product**.
- It should be **appropriately designed** for the target market.
- Packaging should **distinguish one company's products** from that of competitors.
- Packaging must **promote the image** of the **enterprise** in the mind of the consumer.
- It must be **strong, well-designed, convenient** and easy to handle.
- The packaging must be **suitable for display** purposes.
- It must comply with the requirements of retailers.
- It must also comply **with the choices and requirements of retailers**.

ANY 5 X 2 = MAX10

THE DIFFERENT FORMS OF PACKAGING

- **Speciality packaging**- emphasises the elegant character of the product e.g. jewellery in a smart case. ✓✓
- **Packaging for double use**- the container is designed so that it can be used for more than one purpose e.g. juice which is sold in a jug, which is reusable.
- **Combination packaging**- two or more related products are packed in the same container e.g. a shirt and tie combination.
- **Continually changing packaging(kaleidoscopic packaging)**-packaging continually changes to reflect a series/ or theme.
- **Packaging for immediate use/consumption**- also unit packaging e.g. take-away foods.
- **Packaging for resale (rearrangement)**- products are packed in appropriate quantities for the retailer to repack to suit the needs of the consumer.

MAX 4 X 3 = 12

THE TRADEMARK /BRANDING AND LABELLING OF PRODUCTS.THE SIGNIFICANCE OF THE TRADEMARK (THE IMPORTANCE)

- The trademark is a special design, device or stamp on manufactured goods, which indicates to the public, that goods were manufactured by a specific manufacturer. ✓✓
- The trademark **distinguishes** the goods from similar goods made by competitors.
- A trademark registered with the Register of Trade Marks, may not be used by any other manufacturer.
- When a trademark has become known to the public, it acts as a guarantee of a standard of quality it serves as an **advertisement**, and retailers are compelled by customers to stock goods bearing that trade mark.
- The trademark protects the consumer as well as the manufacturer.
- The consumer is able to **identify the product** and also assures him of the particular **quality** of the product.
- The **seller** can, for this part, use the trademark in his **advertising campaign**.

ANY 5 X 2 = 10

THE REQUIREMENTS OF A GOOD the TRADEMARK

- Reflects salient features (advantages) of the product. ✓✓
- Reflected in good simple language, so advantages can be easily understood.
- Easily pronounced and remembered by consumers.
- Distinct from names or trademarks of related products to avoid confusion.
- Should be easily added to an existing range.
- Easily registered to enjoy legal protection.

ANY 5 X 2 = 10

TYPES OF TRADEMARKS

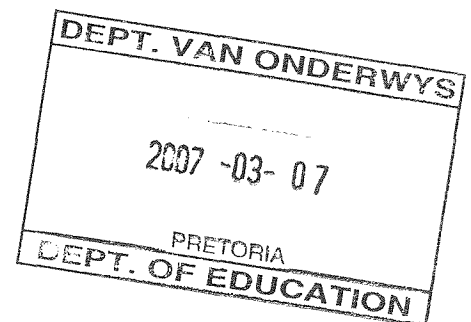
- MANUFACTURERS' TRADEMARK ✓
e.g. The Pick 'n Pay No-name Brand ✓✓
- INDIVIDUAL TRADEMARK
The manufacturer gives each product its own individual brand name e.g. Fanta, Sprite.

ANY 2 X 3 = 6

CONCLUSION

The advantages of the trademark and packaging to both the retailer and consumer.
or any other suitable comment.

2 marks



INSIGHT

Structure / Layout:

Inclusion of introduction, discussion and conclusion 2

Analysis / interpretation / sequencing:

Learners ability to break down the question to show understanding of what is being asked 2

Synthesis:

Relevant sections included in the answer 2

Current trends/developments

Specific products/examples and how they assist both the retailer and the consumer.

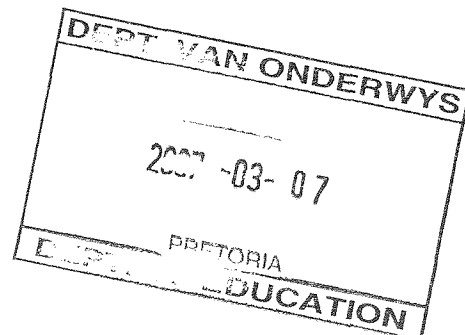
any other relevant information 4

10

BREAKDOWN OF QUESTION

		REDUCED TO
Introduction	max 2	2 max
PACKAGING		18 max
Objectives of packaging	max 4	
Requirements of good packaging	max 10	
Different kinds/forms of packaging	max 12	
TRADEMARKS/BRANDING		18 max
Importance of the trademark	max 10	
Requirements of a good trademark	max 10	
Types of trademarks	max 6	
Conclusion	max 2	2 max
MAXIMUM	40 marks	40 marks

FACTUAL MARK	40
INSIGHT	10
TOTAL	50



QUESTION 5 : GENERAL MANAGEMENT

Line organizational structure and functional organisation structure.

INTRODUCTION

Definition of ORGANISATION structure.- distribution of work/relationship between workers/who takes orders from whom.

Types of Organisation structures - line/ line and staff /functional /project /matrix

MAX 4

The Line organisation structure

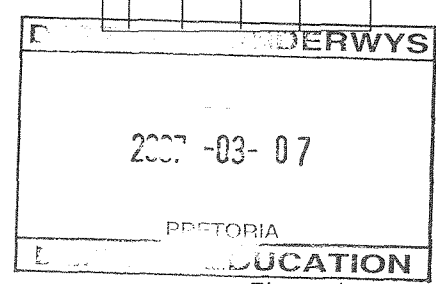
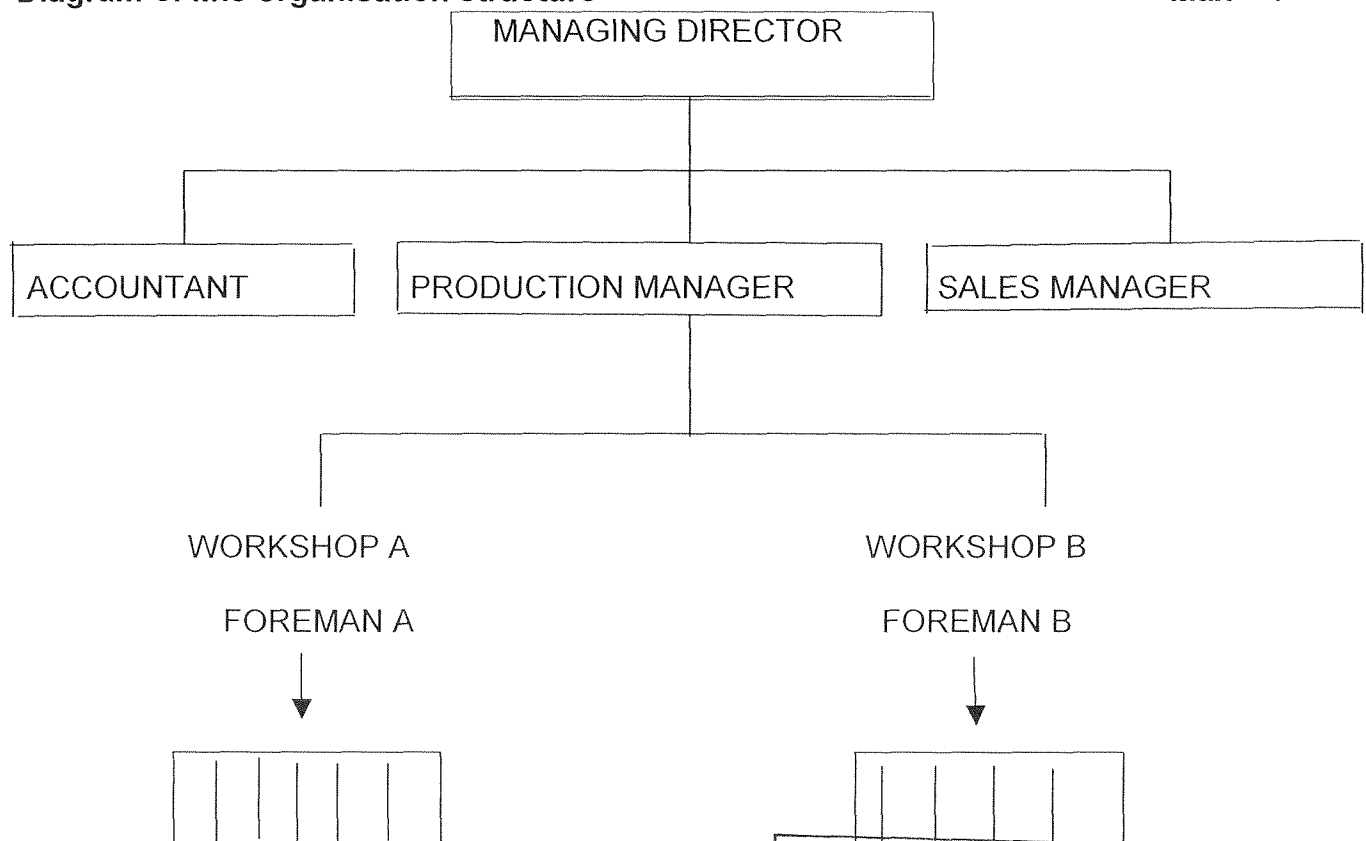
Characteristics

- This is the oldest and most natural organisational structure. ✓✓
- Subordinates receive their orders from an immediate head.
- Orders are given by only one person, e.g. foreman A to his workers.
- A supervisor is responsible only for a limited number of workers (span of control).
- There is a clear line with regard to authority, i.e. who should give the orders and who is to receive them.

ANY 3X2=MAX6

Diagram of line organisation structure

Max 4



Advantages

- 1. System is simple and easily understood by all. ✓✓
- 2. One head gives the orders – confusion is eliminated.
- 3. Easy to see who has the authority and has the responsibility.
- 4. Lends to quick decision making.

ANY 3X2=6

Disadvantages

- 1. Can be ineffective for large organisations. ✓✓
- 2. Top officials can become overloaded with work that can weaken the structure.
- 3. Co-ordination problems may lead to ineffective management.
- 4. Top executives may develop into key men. Their resignations may create problems.

ANY 3X2= 6

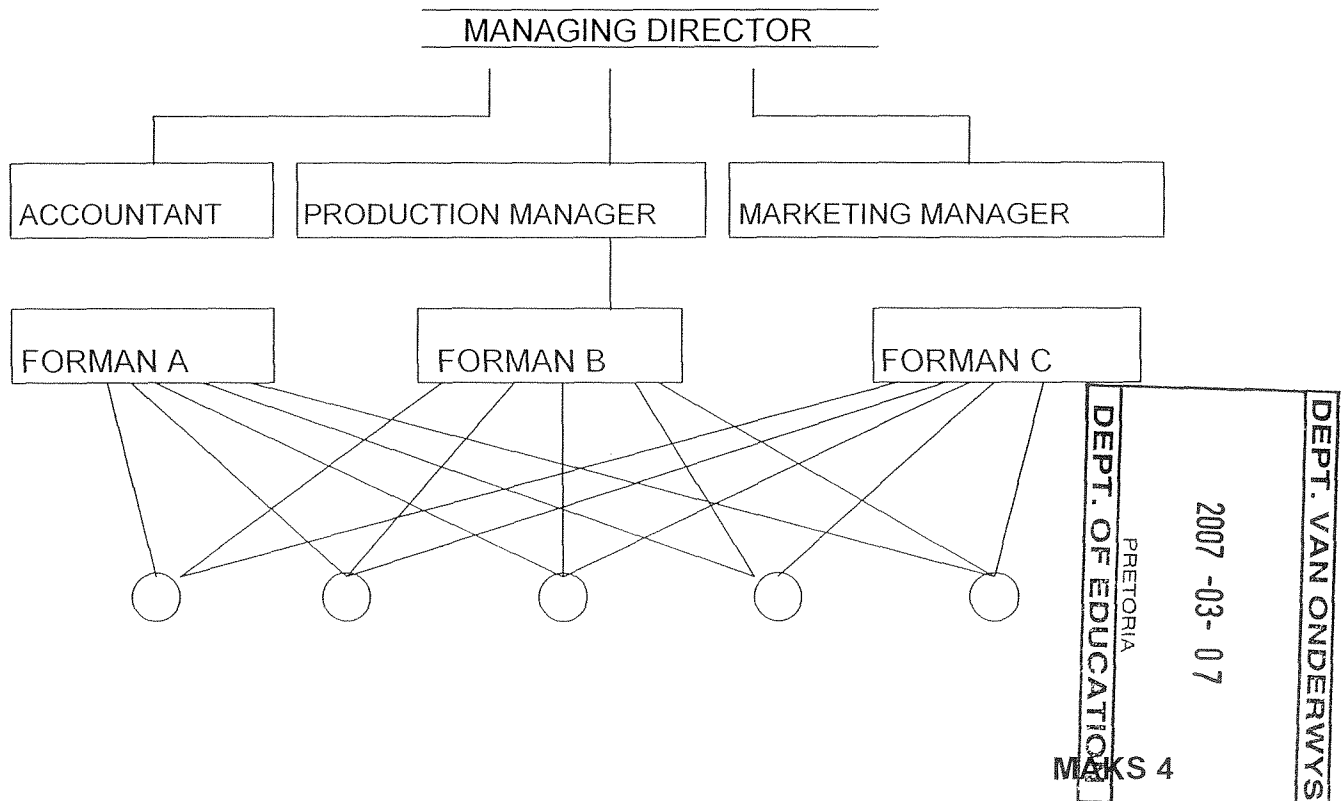
2. **The functional organisation structure.**

Characteristics

- allow the knowledge of skilled persons to filter through to all workers. ✓✓
- ease the burden of the supervisors in the factory.
- Further demarcate the jobs done by workers and maintain a better division of labour.

ANY 2X2=MAX 4

Diagram of the functional organisational structure



Advantages

1. Greater specialisation is obtained. ✓✓
2. Workers and foreman can be trained more quickly.
3. Less able workers who earn lower salaries can be used for demarcated jobs.
4. No excess measure of authority is given to individual persons.

ANY 3 X 2 = 6

Disadvantages

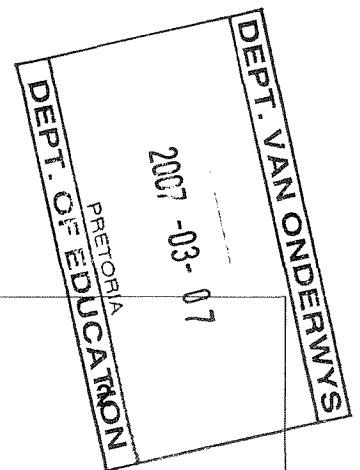
1. Span of control of managers can be too great. ✓✓
2. There is not unity of control. This can confuse the workers.
3. Operations are difficult to control.

ANY 2 X 2 = MAX 4

CONCLUSION OR IF FOUND ELSEWHERE IN THE ESSAY

Choice of the organisation structure ✓✓ showing clearly how the productivity of staff is improved. ✓✓ (2 reasons)

MAX 6



INSIGHT

Structure / Layout:

Inclusion of introduction, discussion and conclusion

Analysis / interpretation / sequencing:

Learners ability to break down the question to show understanding of what is being asked

2

Synthesis:

Relevant sections included in the answer

2

Application/ Current examples of firms using these structures

At least one example of line organisation and one example of structural organisation

Current trend - Flat hierarchical structure

Any other relevant information

4
10

BREAKDOWN OF QUESTION

		REDUCED TO
Introduction	MAX 4	4
LINE ORGANISATION		18
Characteristics	MAX 4	
Diagram	MAX 4	
Advantages	MAX 6	
Disadvantages	MAX 4	
FUNCTIONAL ORGANISATION		18
Characteristics	MAX 4	
Diagram	MAX 4	
Advantages	MAX 6	
Disadvantages	MAX 4	
Conclusion	MAX 6	6
MAXIMUM	40 marks	40

FACTUAL MARK	40
INSIGHT	10
TOTAL	50

SECTION C

QUESTION 6 : FORMS OF OWNERSHIP

6.1.1

- a Limpopo Furniture Ltd. ✓✓
- b Selling lounge suites to people
- c Limited liability
- d 100 000 Ordinary Shares of R20 each = R 2 000 000

4 X 2 = 8

6.1.2

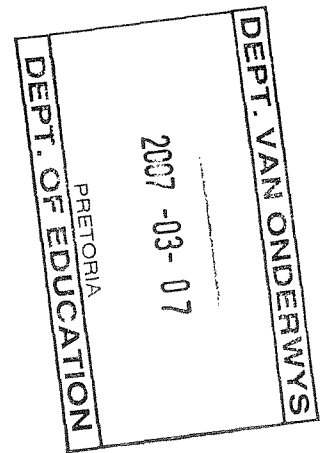
- a) Articles of Association ✓✓
- b) Prospectus
- c) Certificate to commence business

3 X 2 = 6

6.1.3

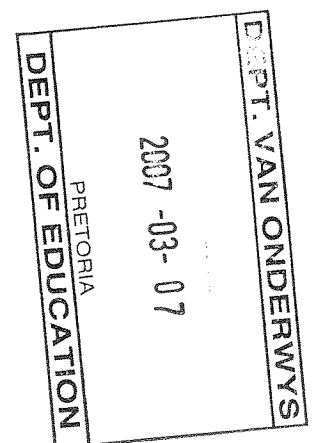
- a Horizontal Amalgamation ✓✓
- Both business are involved in furniture industry. ✓✓

2 X 2 = 4



b FOUR BENEFITS OF THE AMALGAMATION

- The growth of a business undertaking may necessitate an increase in its share capital. ✓ This can be effected by the issuance of more shares or by amalgamation with an existing company whereby activities can then be extended. ✓✓
- Unfavourable trading results or other losses may cause a company to reduce its share capital or to effect a reconstruction by making an arrangement with another company and the unfavourable trading results may then in all probability become favourable.
- Economic advantages may induce a second company to take over the equity shares in the company or its undertaking.
- Two financially strong companies may amalgamate to effect a monopoly in the production of specific product or in the rendering of a service. As a result of the amalgamation competition between them is eliminated and they can give competitors stronger competition.
- Amalgamation can lower the risk because the different companies who amalgamate are independent legal personalities. Consequently the responsibilities of the one company are separated from those of the other company. The risk is therefore spread.
- Increases Efficiency
Increases in volume – reduces unit operating costs.
Allows plant to operate more efficiently
Optimum use of purchase and sales staff eliminate duplication activities and results in savings.
- Securing sources of supply
Ensure constant supply of raw material especially scarce resources
Ensures smooth production continues without interruption
- Improves competitiveness
Fill in gaps in product range
Fills gaps in distribution outlets
Attempts to eliminate competition
- Financial reasons
If enterprises are short of cash, amalgamations are a cheaper way than borrowing.
Shares exchanged for assets
Larger enterprises borrow easier than smaller ones
Larger enterprises raise capital easier
Security for investors
Off sets accumulated loss for tax purposes
Shields income from taxation
- Larger production
Expanded markets
Quicker than internal expansion
Less risky than internal expansion



- Management Reasons
 - Secures better management skills
 - Secures key executives
 - Avoids losses due to death of key person/ founder

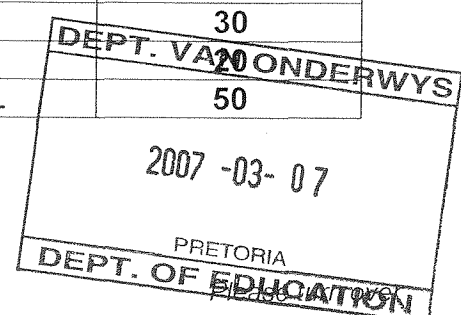
ANY 4X3=12

6.2

<u>CHARACTERISTICS</u>	<u>PARTNERSHIP</u>	<u>CLOSE CORPORATION</u>
Number of members	2 to 20 ✓✓	1 to 10 ✓✓
Management	Chosen partners as indicated in the agreement	All the members
Legal formalities	Oral / written agreement between partners	Must comply with the requirements in the Act on Close Corporations
Name of the enterprise	Any name which is agreed to and not duplicated.	Must end with CC in capital letters
Legal entity	None. Does not have its own legal entity	Has its own legal entity, separate of the members
Income tax	None payable. Only the partners pay according to their income from the partnership	Tax payable on profit according to the scale for a CC. Members pay according to income/remuneration (salaries)
Dividing of profits	As indicated in partnership contract	According to the percentage interest per member in the CC as indicated in the Founding statement
Continuity	None: If a partner dies/ is declared bankrupt/ retires/ there is a change in membership or the duration has expired, the partnership must dissolve	Has continuity as long it is solvent and there is at least 1 member
Selling of a member's interest	The other partners must agree, the partnership must dissolve and a new partnership must be formed	Other members must agree to the selling. Not necessary to dissolve the CC

ANY 5 X 2 x 2 = 20

QUESTION	MARK
6.1	30
6.2	20
TOTAL	50



QUESTION 7 : FINANCIAL FUNCTION**7.1.1 Ratio between Own and Borrowed Capital.**

Own Capital = R 200 000 (O. Shares)
 + R 150 000 (P. Shares)
R 350 000 ✓

Borrowed Capital = R 85 000 (Mortgage bond)
 + R 15 000 (Debentures)
R 90 000 ✓

$R\ 350\ 000 / R\ 90\ 000 \checkmark = 3.89 : 1\checkmark$

AWARD FULL MARKS IF ANSWER IS CORRECT, OTHERWISE PART MARKS FOR THE UNDERSTANDING OF THE CONCEPT/PROCESS/PROCEDURE.

COMMENT

This is too high ✓✓ The norm is 2:1. ✓
 Any other suitable comment.

NB:	CALCULATION	4 marks
	COMMENT	3 marks
	TOTAL	7 marks

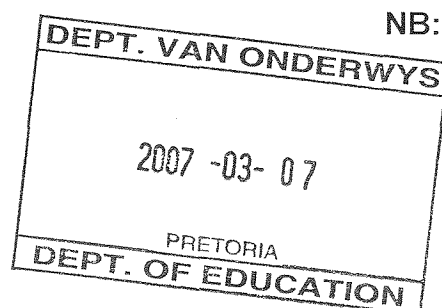
7.1.2 CURRENT CAPITAL RATIO
CURRENT ASSETS/ CURRENT LIABILITIES
 $R\ 92\ 000 \checkmark / R\ 20\ 000 \checkmark = 4.6 : 1 \checkmark$

AWARD FULL MARKS IF ANSWER IS CORRECT, OTHERWISE PART MARKS FOR THE UNDERSTANDING OF THE CONCEPT/PROCESS/PROCEDURE.

ADVICE :

Yes, the business would be able to pay its short term debt. ✓ Norm 2:1 ✓
 Use your money for more production / Pay off other debts ✓✓

NB:	CALCULATION	3 marks
	ADVICE	4 marks
	TOTAL	7 marks



7.1.3 ACID TEST RATIO

$$R\ 92\ 000 - R\ 36\ 000 = R\ 56\ 000 \checkmark / R\ 20\ 000 \checkmark = 2.8:1 \checkmark$$

AWARD FULL MARKS IF ANSWER IS CORRECT, OTHERWISE PART MARKS FOR THE UNDERSTANDING OF THE CONCEPT/PROCESS/PROCEDURE.

IMPLICATION AND ADVICE

This ratio is again too high . Norm is 1:1 \checkmark

The firm has too much money tied up in stock. \checkmark

They need to carry a smaller volume of stock \checkmark

Debtors figures are very high as compared to cash. There will be high risk of bad debts.

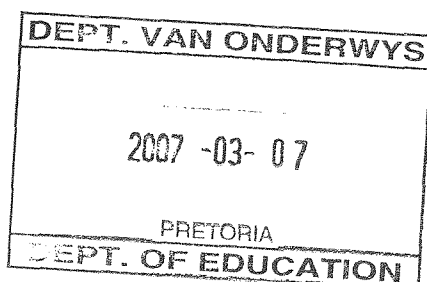
NB:	CALCULATION	3 marks
	ADVICE	3 marks
	TOTAL	6 marks

7.2 THREE ADVANTAGES OF CREDIT TRADING

- The credit trader usually has *more customers* than the cash trader. \checkmark
His turnover is large, although his percentage profit may be lower. $\checkmark\checkmark$
He gets the business from salary and wage earners who are generally good payers although they can pay only at the end of the month. Many people cannot afford to buy large items such as furniture, radios or refrigerators unless they are allowed to pay them off in monthly instalments.
- The credit trader is entitled to *charge more for his goods*, to compensate him for the risk he takes and the time he is forced to wait for payment.
- By allowing credit a merchant *gains the goodwill and loyalty* of a large number of people, who become regular customers, instead of casual buyers who buy here, there and everywhere.
- People who need certain goods very urgently are enabled to buy on terms.
- Farmers can buy seed and implements and produce more and *pay after the harvest*.
- *Credit stimulates agricultural and industrial production and commerce*. This leads to economic welfare and greater opportunities for all, and reduced unemployment.

ANY 3X3 =9

NAME **1 MARK**
EXPLAIN **2 MARKS**



7.3 THREE DISADVANTAGES OF STOCK PILING

- Risks related to fire, theft, etc. ✓✓
- Problem of obsolescence
- Price fluctuations that are inclined to be lower as the purchase price
- More working capital is needed

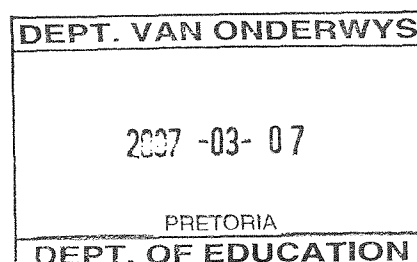
ANY 3 X 2 = 6

7.4 KINDS OF PREFERENCE SHARES

- CUMULATIVE PREFERENCE SHARES ✓
 Holders of these kind of shares must receive annually the fixed percentage dividend
 If there is not enough profit to divide into dividends, the balance must be paid in the future ✓✓
- ORDINARY PREFERENCE SHARES
 Holders of these shares receive their fixed dividend only for the year that shows a profit
- PARTICIPATING PREFERENCE SHARES
 If there is surplus profit after all the shareholders received their dividends, these shareholders can share in that surplus
- NON CUMULATIVE
 They forfeit their right to arrear dividends
- CONVERTIBLE PREFERENCE:
 Holders can convert from preference to ordinary
 This is done after a specific time
 It is done according to pre-arranged terms
- REDEEMABLE PREFERENCE SHARES:
 Receives a fixed dividend but are redeemable at a specified future time and date

NAME	1 MARK
EXPLAIN	2 MARK

ANY 3X3=9



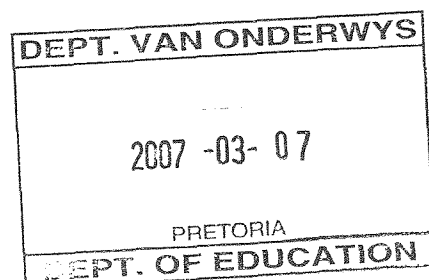
7.5 THREE Factors that determine the premium on fire insurance

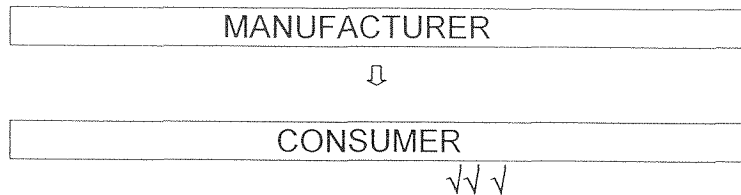
- The nature of the goods/building, the premium on a wood

- building will be higher than or a concrete building. √√
- The availability / not availability of fire sprinkles, fire station in area.
 - The nature of adjoining buildings e.g. close by petrol stations.

3 X 2 = 6

QUESTION	MARK
7.1	20
7.2	9
7.3	6
7.4	9
7.5	6
TOTAL	50



QUESTION 8 : MARKETING FUNCTION8.1.1 **CHANNEL****3 marks**8.1.2 **FOUR Reasons why Adri should use of the direct selling methods**

- The manufacturer may want to demonstrate goods ✓ since they have good knowledge of the product that is being sold. ✓ ✓
- Wholesalers, retailers and agents may not be actively selling the product as they can sell goods manufactured by many different manufacturers.
- The manufacturer may not be able to convince the wholesalers and retailers to stock the product.
- The profit margin that is added to the goods by the wholesalers and retailers may make the product too expensive.
- Middlemen may not be able to transport the goods to the consumer.

NAME **1 MARK**
EXPLAIN **2 MARKS**

ANY4X3=12

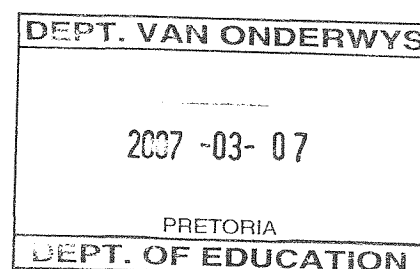
8.1.3 YES ✓

Larger volume of sales or any other suitable answer. ✓ ✓

OR

NO ✓

She will have to share her profits with others or any other suitable answer ✓ ✓

3 marks

8.1.4

Methods of control over retailers**1. The system of sole agencies** ✓

- * The manufacturer enters into a contract with a wholesaler whereby he's given the sole right to sell in the area allocated to him.
- * He will receive a commission on goods sold.
- * In return he will not sell similar goods in this area. ✓✓

2. The contract system

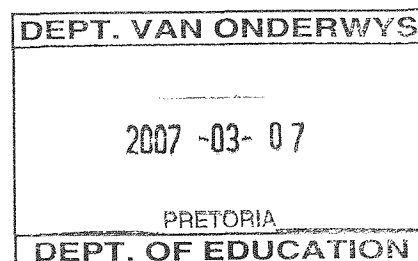
- * Dealers enter into a written agreement with the manufacturer to sell goods at specific prices.
- * He receives a special discount, but if they break the contract, they are put on a blacklist.

3. Financial control

- * The manufacturer pays the dealer's licences, owns the premises or advances money to him.
- * In this way the manufacturer has control over the dealer and can compel him to sell only his goods.
- * E.g. breweries own quite a number of hotels
- * E.g. petroleum and oil companies supply capital to motor dealers where only their brands are sold.

NAME	1 MARK
EXPLAIN	2 MARKS

3x2=6



8.1.5 a **Normal trade practices**

- In commerce, certain normal trade practices are applicable when certain transactions are concluded e.g. cash discount of 5%. ✓✓
- The enterprise must take these practices into consideration if the practices are applicable to the carpets. ✓✓ **4 marks**

b **Nature of demand**

- The demand for carpets like other luxury items is elastic ✓✓
- Buyers who need the product will pay whatever price is asked e.g. carpets ✓✓

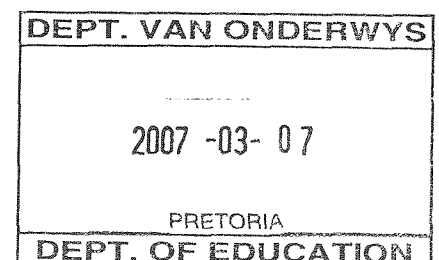
4 marks8.2 **PUBLICITY**

- 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 firms naturally also seek to obtain free publicity in the news in order to publicise the firm and thereby promote the image of the product.
- Publicity has greater news value or credibility than advertising and it can therefore be very effectively applied if it is handled judiciously.
- The publicity can be very favourable or positive. On the other hand, the publicity can be negative or very damaging, if matters develop unfavourably.
- 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.

ANY 3 X 2 = 6**8.3 REQUIREMENTS OF A GOOD ADVERTISEMENT**

NB: LEARNERS MUST EITHER AGREE OR DISAGREE THAT THE ADVERTISEMENT MEETS THE REQUIREMENTS OF A GOOD ADVERTISEMENT. THEY THEREFORE MUST QUOTE FROM THE EXAMPLE.

- * **Attract attention:** ✓
The design, colour and illustration must hold your attention.
e.g. CELLAFRICA - BIG AND BOLD ✓✓
- * **Arouse interest :**
The reader or viewer must be convinced that the



product will be of value to him and satisfy and urgent need.

e.g. CELLPHONE IS FREE

* **Create a desire for the possession of the product:**

the interest of reader must be stimulated until he desires to have it.

e.g. other features - 70 hours standby time and 3 hours talk time

* **Lead to action**

Must be so convincing that the person decides to buy the product

e.g. Ask any CELLAFRICA dealer for our special business plan

4 X 3 = 12

QUESTION	MARK
8.1	32
8.2	6
8.3	12
TOTAL	50

QUESTION 9 : PRODUCTION FUNCTION

9.1.1 PRIMARY COSTS

DIRECT MATERIAL COST

8 000 UNITS USED X R 3.00 per UNIT = R 24 000 √√

DIRECT LABOUR COST = $\frac{R\ 16\ 000}{R\ 40\ 000}$ √√

(6 marks)

AWARD FULL MARKS IF ANSWER IS CORRECT, OTHERWISE PART MARKS FOR THE UNDERSTANDING OF THECONCEPT/PROCESS/PROCEDURE.

9.1.2 OVERHEAD COST

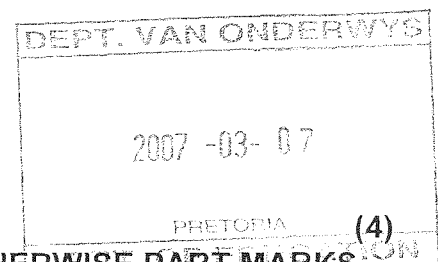
R 6000 √+ R 400 √+ R 30 000 √+ R 1 100 √ = R 37 500 √√

(6 marks)

AWARD FULL MARKS IF ANSWER IS CORRECT, OTHERWISE PART MARKS FOR THE UNDERSTANDING OF THECONCEPT/PROCESS/PROCEDURE.

9.1.3 TOTAL COST

R 40 000 √+ 37 500√ = R 77 500 √√



AWARD FULL MARKS IF ANSWER IS CORRECT, OTHERWISE PART MARKS FOR THE UNDERSTANDING OF THECONCEPT/PROCESS/PROCEDURE.

9.1.4 **UNIT COST**

$$R\ 77\ 500 / 200 \checkmark\checkmark = R\ 387.50 \checkmark\checkmark$$

AWARD FULL MARKS IF ANSWER IS CORRECT, OTHERWISE PART MARKS FOR THE UNDERSTANDING OF THE CONCEPT/PROCESS/PROCEDURE.

(4)

9.1.5 YES. $\checkmark\checkmark$

There are electricity shortages in South Africa. A small bedside lamp will draw less electricity than a large room light. $\checkmark\checkmark$ or any other suitable answer
Target different markets e.g. products for aesthetic appeal

OR

NO. $\checkmark\checkmark$

Electricity shortages. Avoid unnecessary electrical appliances at home. $\checkmark\checkmark$
or any other suitable answer

(4)

9.2.1 **MASS PRODUCTION** $\checkmark\checkmark$

Large quantities of sweets are produced continuously. or
Single purpose machinery is used to produce sweets in large quantities.
or Any other suitable answer. $\checkmark\checkmark$

(4)

9.2.2 **ADVANTAGES OF MASS PRODUCTION**

- * Lower costs of production per unit \checkmark therefore the advantages of the law of increasing returns come into operation. $\checkmark\checkmark$
- * Stockpiling costs per unit are low and minimum storage capacity is needed.
- * A greater measure of specialization can be attained, employ first rate technicians.
- * The division of duties, higher degree in handling machinery.
- * Workers and machines are optimally employed.
- * Handling of materials is restricted.

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- * Production control process is simplified.
- * Sales turnover is high = the capital invested in stocks is converted into money by means of sales at a faster rate.
- * Machinery are all standardised and this leads to faster and cheaper production.

NAME **1 MARK**
EXPLAIN **2 MARKS**

ANY 4X3=12

OR

9.2.1 BATCH PRODUCTION √√

Certain variety of sweets are produced at a time e.g. ALL SORTS then TOFFEES √√ **(4)**

9.2.2 ADVANTAGES OF BATCH PRODUCTION

- There is a greater flexibility regarding quantity to be produced, layout of the factory, and equipment to be used. √√
- Delays due to breakdowns can be overcome
- The machinery used is less expensive than that for mass production
- Changes in quantities demanded can be easily catered for.

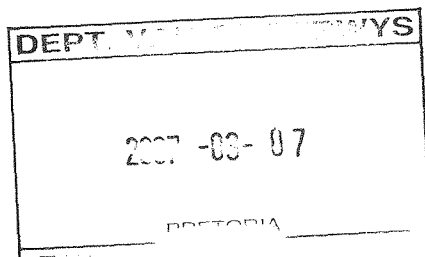
NAME **1 MARK**
EXPLAIN **2 MARKS**

ANY 4 X 3 = 12

9.3 FIVE SAFETY MEASURES IN A FACTORY

- Hygiene requirements in respect of workers ablution /ventilation / lighting √√
- Factory safety requirements - to prevent accidents
- Protection of employees against machinery -protective clothing
- Conservation of the environment - no dumping / noxious gases
- General security and safety - Security guards / gates

Any 5x2=10



QUESTION	MARK
9.1	24
9.2	16
9.3	10
TOTAL	50

QUESTION 10: ENTERPRISE AND ITS ENVIRONMENT

10.1.1 S A R B - Control of credit and amount of money in circulation

By increasing or decreasing the discount rate ✓

When there is excessive spending the SARB raises the rate at which it rediscounts the bills of other banks. This discourages banks from rediscounting bills with the SARB. ✓ ✓

On the other hand, when money is scarce and business conditions are slack, the SARB lowers its discount rate and thus encourages other banks.

Open Market Transactions

In times of excessive spending and rising prices the SARB sells government stock and other securities on the open market, thus reducing the amount of money in circulation and discouraging overspending.

During recession when business is slack, the SARB will buy government stock and securities, thus putting more money into circulation and stimulating business.

Increasing or decreasing the Cash Reserves

By increasing the cash reserves, which financial institutions must lodge with the Reserve Bank, the cash reserves are reduced and they are constrained to curtail credit.

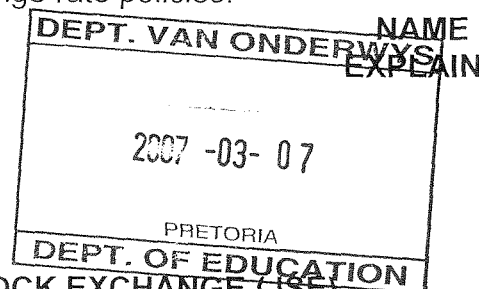
Conversely, by decreasing the percentage, then cash reserves are increased and they can allow more credit. In this way the SARB can control the amount of money in circulation.

Collecting, Processing, and Interpreting Economic Statistics

The SARB collects, processes and interprets financial and other economic statistics as a basis for its own policy actions as well as for use by banking and business communities and other analyses of economic events.

Formulation and Implementation of Monetary and Exchange Rate Policies

The SARB is responsible for the formulation and the execution of monetary and exchange rate policies.



1 MARK
2 MARKS

Any 5x3=15

10.2 THE JOHANNESBURG STOCK EXCHANGE (JSE)

1. Serves as an important link between investors and entrepreneurs. ✓

- Investors have confidence in buying shares listed on the stock exchange ✓✓
2. Encourages small investors to invest their savings in shares and thus obtain a share in the commerce and industry of their country.
 3. It enables financial institutions such as building societies and insurance companies to invest their funds in shares.
 4. Provides a measure of protection for investors as certain strict requirements are laid down by the JSE.
 5. The shares of companies are valued as assessed by experts (buyers and sellers).
The stock exchange find a level that corresponds approximately to the extrinsic value assessed by experts (buyers and sellers).
 6. Share prices are published daily. It keeps investors and potential investors informed regarding investments and market tendencies.
 7. It serves as a sensitive barometer of economic conditions.

NAME **1 MARK**
EXPLAIN **2 MARKS**

ANY 5X3=15

10.3 THE COUNCIL FOR SCIENTIFIC AND INDUSTRIAL RESEARCH (CSIR)

1. To undertake and promote scientific and industrial research in RSA ✓
for housing, infrastructure, technology ✓✓
2. To advise the Minister of Trade and Industry on matters regarding efficient utilisation/use of natural.
3. To co-operate with educational authorities and other organisations in the teaching of science and the training of research workers and technologists
4. The development of human resources. It includes research in the development of research workers, training of personnel, training facilities, etc.
5. The development of material resources. It includes study of technological improvements, promotions of industrial research, etc.
6. The development of community services. It includes research into housing schemes, air pollution, use of water, etc.
7. The development of national services. It includes research into transport services, communications, etc.

DEPT. VAN ONDERWYS **NAME : 1 MARK**
DEPT. OF EDUCATION **EXPLAIN : 2 MARKS**

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PRETORIA

ANY 4X3=12

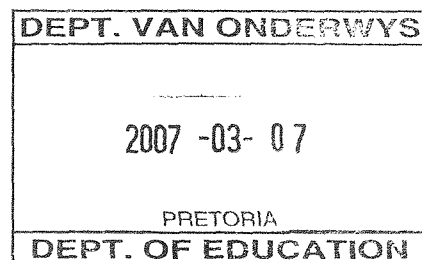
10.4 CHAMBER OF COMMERCE/SAKEKAMERS

1. Protecting and promoting trade in their own towns or cities. ✓✓
2. To settle disputes amongst members by means of arbitration.

3. To eliminate unnecessary competition.
4. To study new municipal laws and regulations and bring it to the attention of members.
- 4b To agitate for municipal laws and regulations which will favour commerce.
5. To introduce uniform shop hours, wages and prices.
6. To agitate for municipal laws and regulations which are in the interest of commerce.
7. To keep a blacklist for their members.

Any 4 x 2 = 8

QUESTION	MARK
10.1	15
10.2	15
10.3	12
10.4	8
TOTAL	50



QUESTION 11 MISCELLANEOUS**11.1 CONTENTS OF A FOUNDING STATEMENT**

- Address of registered head office ✓✓
- Names and identity numbers of members
- Particulars of the contribution of each member
- Particulars of each member's contribution, indicated as a percentage
- Date of the end of the financial year
- Name and address of the accounting official (Bookkeeper / auditor)
- Working agreement between the members

ANY 5X2=10**11.2 GENERAL PRINCIPLES OF ADVERTISING**

- Only goods of quality must be advertised. ✓✓
- A thorough knowledge of the quality and characteristic of the goods are necessary.
- A striking design, feature or slogan e.g. overalls worn by petrol pumps attendants.
- Incorrect or false information must be avoided – goods must possess the merits as advertised.
- Competitors must not be criticized. Or run down the goods of the competitor.
- The correct type of advertisement and medium must be chosen to reach the correct market e.g. Make-up in an women's magazine.
- Advertisement must be simple and have an attractive design, without long explanations.
- Advertising expenses must be kept as low as possible.

ANY 5X2=10**11.3 ADVANTAGES OF SUFFICIENT CASH**

- Obligations can easily be fulfilled which increase the creditworthiness ✓✓
- If a business purchases with cash, it can demand cash discount
- Negotiate more favourable terms when a loan is needed
- Increases the overall efficiency of the business
- Current liabilities can be settled at a time most favourable for the firm
- Profitable transactions can be utilised
- Surplus cash can be invested on a short-term basis

11.4 ADVANTAGE OF CENTRALIZATION

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ANY 5X2=10
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- Work methods and procedures are more uniform. √√
- Duplication of effort and equipment is eliminated to a great extent.
- Fewer duplicate copies of documents are needed and stored.
- Work processes can be simplified and standardized.
- During peak period, when work accumulates, it can be handled better, since all the workers can be assigned to this task.
- The specialization in certain office activities in a centralized unit can lead to division of labour.
- Better division of labour can be effected.

ANY 5X2=10

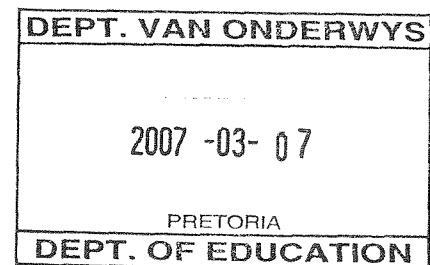
11.5 ADVANTAGES

- Easy to establish (No legal formalities) √√
- No extra expenses to establish (Inexpensive)
- Quick and free decision making
- Owner gains experience in all aspects of the business world
- If the owner puts in all his / her abilities to the enterprise, he / she will benefit from it
- Close ties can develop between owner and customers / employees (Clients / employees will be faithful)
- A large number of sole proprietorship's in an area will lead to good competition that will benefit the owner as well as the clients
- Can adapt easily to changing conditions

ANY 5X2=10

11.6 IMPORTANT FACTOR TO PROMOTE MOTIVATION

- Security √√
- Fair remuneration
- Appreciation and acknowledgement of good work
- Interest in the worker as a person
- Good human relations
- Dignified treatment
- Good liaison (communication) with workers
- Reasonable instructions
- Opportunities for self-realisation



ANY 5X2=10

11.7 PRINCIPLES OF EFFECTIVE PLANNING

- Should be flexible and adaptable. √√

- Should always be scientific, taking into account all possible factors and alternatives.
- The most suitable method or technique must be selected for the problem or task.
- Plans of the different levels must be coordinated into a hierarchy of plans.
- Must be realistic. In other words, economic and feasible.
- There must be a balance in the planning of operations on different levels, especially routine plans.
- Information concerning all planning must be made known to everyone involved.
- The timescale or period of planning or execution is important.
- Planning is always futuristic by nature, but it is important that the period of advance should be realistic and take into account all developments.
- Should be simple and clear.
- Should always be in writing.

ANY 5X2=10

MARK ONLY 5 QUESTIONS.	
IF MORE THAN FIVE QUESTIONS ARE ANSWERED, MARK ONLY THE FIRST FIVE QUESTIONS	
QUESTION	MARK
11.1	10
11.2	10
11.3	10
11.4	10
11.5	10
11.6	10
11.7	10
TOTAL	50 max

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BUSINESS ECONOMICS
HIGHER GRADE : MARCH 2007
ANSWER SHEET

EXAMINATION NUMBER																			
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QUESTION ONE

1.1 ANSWER EACH QUESTION BY MARKING A CROSS (x) IN THE APPROPRIATE BLOCK.

1.1.1	A	B X ✓✓✓	C	D
1.1.2	A	B	C X	D
1.1.3	A	B	C X	D
1.1.4	A X	B	C	D
1.1.5	A X	B	C	D
1.1.6	A	B	C X	D
1.1.7	A	B	C X	D
1.1.8	A	B	C X	D
1.1.9	A	B	C X	D
1.1.10	A	B	C X	D
1.1.11	A	B	C	D X
1.1.12	A	B	C	D X
1.1.13	A	B	C	D X
1.1.14	A	B X	C	D
1.1.15	A	B	C	D X
1.1.16	A X	B	C	D
1.1.17	A	B X	C	D
1.1.18	A	B	C	D X
1.1.19	A X	B	C	D
1.1.20	A	B X	C	D

20 X 3 = 60 marks

--

1.2 TRUE OR FALSE

NUMBER	TRUE	FALSE	CORRECTION
1.2.1	X ✓✓		
1.2.2		X ✓✓	WHOLESALE ✓
1.2.3	X ✓✓		
1.2.4	X ✓✓		
1.2.5	X ✓✓		
1.2.6		X ✓✓	CHAMBERS OF COMMERCE / SAKEKAMERS ✓
1.2.7		X ✓✓	ACCOUNTING ✓
1.2.8		X ✓✓	SOUTH AFRICAN BUREAU OF STANDARDS ✓

20

MARKS

1.3 WRITE DOWN THE CORRECT CONCEPT.

1.3.1	CO-OPERATIVE SOCIETY /CO-OPERATIVES ✓✓
1.3.2	CLOSE CORPORATION
1.3.3	STORM DAMAGE/COMPREHENSIVE POLICY/ HOUSE OWNERS COVER
1.3.4	ADVERTISING
1.3.5	COVER NOTE

5 X 2 = 10

MARKS

1.4 WRITE DOWN THE NAME OF THE CORRECT TEAM.

1.4.1	GENERAL MANAGEMENT TEAM ✓✓
1.4.2	FINANCE TEAM
1.4.3	MARKETING TEAM
1.4.4	ADMINISTRATIVE TEAM/ ADMINISTRATION
1.4.5	THE SHAREHOLDERS

5 X 2 = 10

MARKS

	100 MARKS
--	------------------

AFDELING B

ALGEMENE RIGLYNE VIR MERK:

- Wanneer punte toegeken word, wees op die uitkyk om maksimum punte te oorskry, veral waar leerders nie van sub-opskrifte gebruik maak het nie. Onthou dat opskrifte en subopskrifte aangemoedig word en dat dit deel uitmaak van insig (struktuur/logiese vloei ens.) en dit gee ook 'n idee van denkwyse. Kyk ook die opdeling van elke vraag.
- Gee TWEE punte vir volledige sinne. Gee slegs EEN punt vir vae antwoorde en onvolledige sinne asook vir gedeeltelike antwoorde.
- Die komponente vir insig word aan die einde van elke antwoord aangedui. Let op dat die komponente vir elke vraag verskil.
- Indien 'n kandidaat die vraag verkeerd geïnterpreteer het kan hy/sy nog steeds die punte vir insig bekom.
- Let veral op na die herhaling van feite.

VRAAG 2: ONDERNEMINGSVORME**IDENTIFISERING**

- 'n **PRIVATE MAATSKAPPY** word aanbeveel. √√
2

MAKS.**INLEIDING**

'n Toepaslike inleiding wat na die onderwerp verwys asook na verskillende ondernemingsvorme.

Moontlike antwoorde waarom ander ondernemingsvorme nie geskik is nie.
4

MAKS.**BELANGRIKE ASPEKTE VAN DIE ONDERNEMINGSVORM
KENMERKE**

- 'n Minimum van 1 en 'n maksimum van 50 mede eienaars(aandeelhouders) √√
- Word bestuur deur min. 1 direkteur (gekies deur aandeelhouders)
- Om 'n private maatskappy te stig moet aan die vereistes van die wet no 61 van 1973 voldoen word.
- Die aanspreeklikheid van aandeelhouders is beperk.
- Die naam moet eindig met Edms. (Bpk) en moet geregistreer wees.
- Het sy eie regspersoon onafhanklik van sy lede.
- Kapitaal word verkry deur stigters/lede (Promotors) wat aandele koop.
- Die aandele is nie vrylik verhandelbaar nie.
- Winste word in die vorm van dividende uitgegee en dit hang van die hoeveelheid en soort aandele af wat 'n aandeelhouer besit.
- Het voortbestaan. Ontbind slegs met likwidasië
- Dit is nie nodig dat boeke geoudit hoef te word nie.
- Dit is nie nodig dat 'n balansstaat opgestel moet word nie (tog is dit beter om dit te doen)
- As 'n regspersoon betaal die onderneming inkomstebelasting op die winste. Die aandeelhouders betaal belasting op hulle deel van die wins. Sekere dividende word van belasting vrygestel soos wat die Minister van Finansies jaarliks aandui.

MAKS.10

- **VOORDELE**

- Die aanspreeklikheid van aandeelhouders is beperk. Hulle is slegs verantwoordelik vir die bedrag van hulle aandelekapitaal. √√
- Dit is nie nodig dat jaarvergaderings gehou moet word nie.
- Veral geskik vir ondernemings waar geheimhouding belangrik is.
- Kan met besigheid begin nadat die mpy. geregistreer is. (Wanneer 'n Sertifikaat van Inlywing verkry is).
- Geskik vir entrepreneurs met beperkte kapitaal.
- Aandeelhouders kan tot 50 wees dus kan genoeg kapitaal verkry word.
- Geskik vir families met kundigheid

- Het sy eie regs persoon

MAKS.10

- **NADELE**

- Kapitaal is slegs tot 50 lede beperk. Mag nie die publiek uitnooi om aandele te koop nie. √√
- Aandele is nie vrylik verhandelbaar nie.
- Die mpy. betaal belasting op winste en die aandeelhouers op hulle dividende (dubbele belasting).
- Indien 'n private mpy. te groot raak is dit beter dat 'n publieke mpy. gestig word.
- Daar kan bestuursprobleme ontstaan a.g.v. beperkte ledetal.
- Registrasie is duur en neem tyd.
- Dit is moeilik om 'n private mpy. te registreer.

MAKS. 8

- **DOKUMENTE WAT INGEDIEN MOET WORD.**

- Die promotors moet die volgende dokumente by die Registrateur van Maatskappye indien.
 - Oorspronklike Akte en twee gesertifiseerde afskrifte √√
 - Oorspronklike Statuut en twee gesertifiseerde afskrifte.
 - Adres posadres van die geregistreerde kantoor.
 - Bewys van betaling van registrasiegelde
 - Bewys dat jaarbelasting betaal is
 - Geskrewe verklaring van elke direkteur om as sodanig op te tree.
 - Lys van direkteure
- Indien die registrateur tevrede is sal hy/sy 'n Sertifikaat van Inlywing uitreik.

MAKS.

10

GEVOLGTREKING

Leeders se eie mening en enige relevante opmerking. √√

MAKS. 2

FEITE:

40

MAKSIMUM**NB: MOENIE PUNTE TOEKEN VIR FEITE WAT HERHAAL WORD NIE.**

INSIG**Struktuur / Uitleg:**

* inleiding ,bespreking en gevolgtrekking 2

Analise en Interpretasie :

* leerders se vermoë om die vraag op te breek en te verstaan
wat gevra is 2

Syntesis :

* relevante inligting wat in die antwoord ingesluit is
voordele bo ander ondernemingsvorme 4

Oorspronklikheid:

* kandidate se aanbeveling en redenasie 2
10

OPBREEK VAN VRAAG

Identifikasie	Maks 2 punte
Inleiding	Maks 4 punte
Kenmerke	Maks 10 punte
Aanbeveling :	
* voordele	Maks 10 punte
* nadele	Maks 8 punte
Dokumente wat ingedien moet word	Maks 10 punte
Gevolgtrekking	Maks 2 punte
MAKSIMUM	40 PUNTE

FEITE	40
INSIG	10
TOTAAL	50

VRAAG 3 : FINANSIËLE FUNKSIE**Lesing oor vaste- en bedryskapitaal****Inleiding**
Kapitaal

- Kapitaal is koopkrag in die vorm van kontant wat aangewend word om produksiemiddele aan te koop bv. grond en geboue, voorraad. √√
- Kapitaal word gevorm deur meer te produseer as wat gebruik gaan word en d.m.v. besparing.
- Enige ander relevante antwoord. **MAKS.4**

KAPITAALVEREISTES VAN 'N ONDERNEMING

- **VASTE KAPITAAL**
 - Daardie deel van totale kapitaal wat in vaste bates belê word soos grond en geboue, toerusting en voertuie √√

MAKS. 2**BRONNE VAN VASTE KAPITAAL**

- Kan vaste kapitaal op die **kapitaalmark** verkry op die langtermyn √√
- Verkoop van aandele √√
- Uitreiking van skuldbriewe
- Langtermynlenings (Verbandlening)
- Reserwefonds

MAKS. 8
(vol
sinne)**FAKTORE WAT VASTE KAPITAALBEHOEFTE BEPAAL**

- **Aard van die onderneming** √
Die aard bepaal die vaste kapitaalbehoefte. Byvoorbeeld sal 'n bloemiste minder vaste kapitaal benodig as 'n fabriek wat voertuie vervaardig. √√
- **Grootte van die onderneming**
Hoe groter die onderneming, hoe groter die behoefte aan vaste kapitaal.
- **Ontwikkelingstadium**
Die behoefte aan vaste kapitaal van 'n nuwe onderneming is groter as die onderneming wat reeds gevestig is.

MAKS. 9

- **BEDRYSKAPITAAL**

- Daardie deel van totale kapitaal wat gebruik word om lopende uitgawes soos die aankoop van voorraad, krediet toe te staan, ens. √√
- Dit is likied en verander daagliks. **MAKS. 2**

BRONNE VAN BEDRYFSKAPITAAL

- **Geld - / kredietmark** voorsien lenings op die korttermyn √√
- Krediet deur verskaffers toegestaan (Leweransiers krediet) √
'n Vorm van bedryfskapitaal waar geen kapitaal uitvloei nie. √
Geen sekuriteit word vereis nie.
- Oortrokke bankrekening
Gerieflike wyse om bedryfskapitaal te bekom.
Reël met die bank om meer geld te onttrek as wat in die tjekrekening is.
Banke kan a.g.v. ekonomiese toestande die fasiliteit inkort, wat die besigheid nadelig kan raak. (Sekuriteit word vereis)
- Korttemynlenings
Sekuriteit word vereis.
Word oor 'n vagestelde termyn (maksimum 5 jaar) terugbetaal.
- Handelwissels / promesses
Hierdie bedryfsbate kan aan finansiële instellings verkoop (verdiskonteer) word wanneer bedryfskapitaal benodig word.
- Bankaksepte
Wanneer fonds benodig word om bv. voorraad aan te koop, kan daar met 'n bank gereël word dat die verskaffer 'n wissel op die bank trek en dit dan verdiskonteer.
Die bank stel sy eie kredietwaardigheid beskikbaar tot voordeel van die klient.
- Faktorering van debiteure
Verkoop van debiteure se skuld aan 'n faktor (Finansiële instelling)
Die finansiële instelling hou 'n deel van die bedrag (finansieringskoste en rente) en gee die res aan die onderneming.
Op die manier kry die onderneming met een slag 'n groot bedrag geld in plaas daarvan om elke maand 'n klein gedeelte te kry.
Debiteur betaal aan die faktor die geld terug
Voorbeeld: Afbetalingsverkoop-ooreenkomste.
- Pakhuiswitansies
Kan gebruik word as sekuriteit by lenings
- Bruikhuur
In plaas daarvan om 'n groot bedrag geld uit te lê om 'n bate te koop, kan die artikel op 'n huurbasis bekom word.

MAKS. 8

FAKTORE WAT BEDRYFSKAPITAALBEHOEFTE BEPAAL

- **Aard van die onderneming.** √
Bv. 'n myn se behoeftes aan bedryfskapitaal is groter as die van 'n kafee, want 'n myn het bv. meer werkers wat lone moet kry. √√
- **Grootte van die onderneming**
Hoe groter die onderneming, hoe groter is die behoefte aan bedryfskapitaal.
- **Ontwikkelingstadium**
'n Besigheid wat nog besig is om uit te brei, het meer bedryfskapitaal nodig.
- **Produksietydperk**
As die eindproduk lank neem om te voltooi, bv. graanboerdery, word meer bedryfskapitaal benodig.
- **Omsetsnelheid van voorraad**
Hoe vinniger die voorraad in kontant omgesit word, hoe minder bedryfskapitaal word benodig.
Geld kom gouer in waarmee nuwe voorraad gekoop en bedryfsuitgawes mee betaal kan word.
Hoe stadiger die omsetsnelheid, hoe groter is die behoefte aan bedryfskapitaal.
- **Inkoop- en verkoopvoorwaardes**
Indien die onderneming voorraad op krediet aankoop en dit vir kontant verkoop, is die behoefte aan bedryfskapitaal minder.
Wanneer goedere vir kontant aangekoop word en op krediet verkoop word, word meer bedryfskapitaal benodig.
- **Seisoensverbruik**
Fabrikante en handelaars wat goedere verkoop wat seisoensgebonde is, se behoefte aan bedryfskapitaal is groter.
Die fabriek moet deur die jaar aan die gang gehou word, terwyl die goedere net sekere tye van die jaar verkoop word.
- **Seisoensproduksie**
Graangewasse neem redelik lank om verbou te word.
Totdat dit gereed is om geoes te word, is daar uitgawes, bv. lone, brandstof, ens.
Dit verhoog die behoefte aan bedryfskapitaal.

MAKS. 12

GEVOLGTREKKING

Leeders se eie opinie oor die onderwerp-enige aanvaarbare antwoord. √√ **MAKS. 2**

.....

FEITE: 40

INSIG**Struktuur / Uitleg:**

Ingesluit die inleiding, bespreking en gevolgtrekking 2

Analise / interpretasie / opeenvolging:

Leerders se vermoë om die vraag op te breek en te wys dat hulle die vraag verstaan. 2

Sintese

Relevante inligting in die antwoord 2

Huidige tendense:

Huidige rentekoerse / nuwe bronne van kapitaal / enige ander relevante inligting. 4

10

INDELING VAN DIE VRAAG

		VERMINDER TOT
Inleiding	maks 4 punte	4 MAKS
VASTE KAPITAAL		18 MAKS
Defenise	maks 2 punte	
Bronne van Vaste Kapitaal	maks 8 punte	
Faktore wat Vaste Kapitaal bepaal	maks 9 punte	
BEDRYFSKAPITAAL		18 MAKS
Defenise	maks 2 punte	
Bronne van Bedryfskapitaal	maks 8 punte	
Faktore wat Bedryfskapitaal bepaal.	maks 12 punte	
Gevolgtrekking	maks 2 punte	2 MAKS
MAKSIMUM	40 PUNTE	40 MAKS

FEITE	40
INSIG	10
TOTAAL	50

VRAAG 4 : BEMARKINGSFUNKSIE

Die rol van handelsmerke en verpakking in bemarking.

INLEIDING

Dit vorm deel van die **PRODUKBELEID / BEMARKING** ens. √√

Maks. 2

Die Verpakking van die produk**Doel:**

om die **produk te beskerm** teen skade wat opgedoen kan word en √√

die **verkope van die produk te bevorder**.

Maks. 4

Die verpakking van die produk moet aan die volgende VEREISTES voldoen:

- * Dit moet die **oog van die verbruiker** op die winkelrak **vang**. √√
- * Dit moet by die **produk aanpas**.
- * Die moet vir die **doelmark ontwerp word**.
- * Verpakking moet 'n **eie identiteit skep**.
- * Verpakking moet maklik van mededingers se produkte onderskei kan word.
- * Verpakking moet so wees dat dit die **beeld van die onderneming self bevorder**.
- * Verpakking moet **ideaal vir uitstalling** wees en die verbruiker se aandag trek.
- * Verpakking moet **goed ontwerp, sterk, gerieflik en maklik hanteerbaar** wees.
- * Die verpakking moet ook aan die **vereistes** wat die **handelaar** wat dit bemark, daaraan stel, **voldoen**.
- * Verpakking moet ook aan die **keuse** en vereistes van kleinhandelaars voldoen.

Enige 5x2 = Maks. 10

Verskillende **VORME** van verpakking

- **Spesialiteitsverpakking**- beklemtoon die duursaamheid of deftigheid van die produk bv. Juweliersware in 'n deftige houer. √√
- **Verpakking vir dubbele gebruik**- die houer word so ontwerp dat dit vir ander doeleindes weer gebruik kan word bv. sap wat in 'n beker verkoop word.
- **Gesamentlike verpakking** – twee of meer verwante produkte word saam verpak bv. 'n hemp en 'n das.
- **Verpakking wat voortdurend wissel (kaleidoskopiese verpakking)**- verpakking wat baie verander om bv. 'n tema te reflekteer.
- **Verpakking vir onmiddellike gebruik** – word ook eenheidsverpakking genoem bv. die verpakking van wegneem-etes.
- **Verpakking vir herverkope (herrangskikking)**- produkte word so verpak dat die kleinhandelaar dit in kleiner eenhede kan verpak om in die behoeftes van verbruikers te voldoen.

Maks. 4x3=12

DIE HANDELSMERK OF ETIKETERING VAN PRODUKTE.**Die belangrikheid van 'n handelsmerk**

- * 'n Handelsmerk is 'n spesiale merk of teken wat op vervaardigers se produkte voorkom en wat aandui dat dit deur 'n spesifieke vervaardiger vervaardig is. ✓✓
- * 'n Handelsmerk is 'n spesiale merk wat vervaardigers, herverpakkers en soms ook kleinhandelaars op goedere plaas om dit te **onderskei** van soortgelyke goedere van hul mededingers.
- * Die merk word by die Registrateur van Handelsmerke geregistreer en gevolglik mag niemand anders die merk gebruik nie.
- * Die merk dien as waarborg dat die produk uit 'n sekere bron afkomstig is en dat dit beantwoord aan die goeie standaard van die vervaardiger.
- * Wanneer so 'n handelsmerk by die verbruiker inslag vind, dring hy daarop aan, gevolglik word die handelaars verplig om goedere met dié handelsmerk in voorraad te hou.
- * 'n Handelsmerk beskerm die verbruiker sowel as die vervaardiger.
- * Die verbruiker kan die produk identifiseer en verskaf hom sekerheid van die besondere gehalte van die produk.
- * Die verkoper kan op sy beurt die handelsmerk aanwend in sy bemarkingsprogram asook vir die uitstalling daarvan. **ENIGE 5x2=10**

Die Vereistes van 'n handelsmerk.

- Dit moet die voordele en dienswaardes van die produk weerspieël. ✓✓
- Dit moet in 'n gepaste beskrywende taal weergegee word sodat die voodele maklik verstaan kan word.
- Dit moet maklik uitgespreek en onthou kan word.
- Dit moet onderskeidend wees van ander produkte om verwarring te voorkom.
- Dit moet maklik in 'n ander reeks opgeneem kan word.
- Moet maklik registreerbaar wees sodat wetlike beskerming geniet kan word. **ENIGE 5x2=10**

VORME VAN HANDELSMERKE

- VERVAARDIGER'S HANDELSMERK ✓
Bv. Pick & Pay se no- name produkte (eie- produkte) ✓✓
- INDIVIDUELE HANDELSMERKE ✓✓
- Die vervaardiger eie produkte elkeen 'n afsonderlike handelsmerk gee bv. Fanta. **ENIGE 2x3=6**

GEVOLGTREKKING

Die voordele van handelsmerke en verpakking aan beide die kleinhandelaar en verbruikers of enige andertoepaslike kommentaar.

2 punte

INSIG**Struktuur / Uitleg:**

Ingesluit die inleiding, bespreking en gevolgtrekking 2

Analise / interpretasie / opeenvolging:

Leerdere se vermoë om die vraag op te breek en te wys dat hulle die vraag verstaan. 2

Sintese

Relevante inligting in die antwoord 2

Huidige tendense:

Spesifieke produkte / voorbeelde hoe verpakking en handelsmerke beide die kleinhandelaar en verbruiker ondersteun of enige relevante informasie 4

10**INDELING VAN VRAAG**

		VERMINDER TOT
Inleiding	Maks. 2	2 maks.
VERPAKKING		18 MAKS.
Doel van verpakking	Maks. 4	
Vereistes van verpakking	Maks. 10	
Vorme / soorte verpakking	Maks. 12	
HANDELSMERKE		18 MAKS.
Belangrikheid van handelsmerke	Maks. 10	
Vereistes van handelsmerke	Maks. 10	
Vorme van handelsmerke	Maks. 6	
Gevolgtrekking	Maks. 2	2 MAKS.
MAKSIMUM	40 punte	40 punte

FEITE	40
INSIG	10
TOTAAL	50

VRAAG 5 : ALGEMENE BESTUUR

Die Lyn organisasiestruktuur en die Funktionele organisasiestruktuur.

INLEIDING

Defenisie van Organisasie- (verspreiding van werk en wie is vir wat verantwoordelik.)
Tipes Organisasiestrukture - lyn / lyn en staf / funksionele / projek / matrix.

MAKS 4

Die Lyn Organisasiestruktuur

Kenmerke

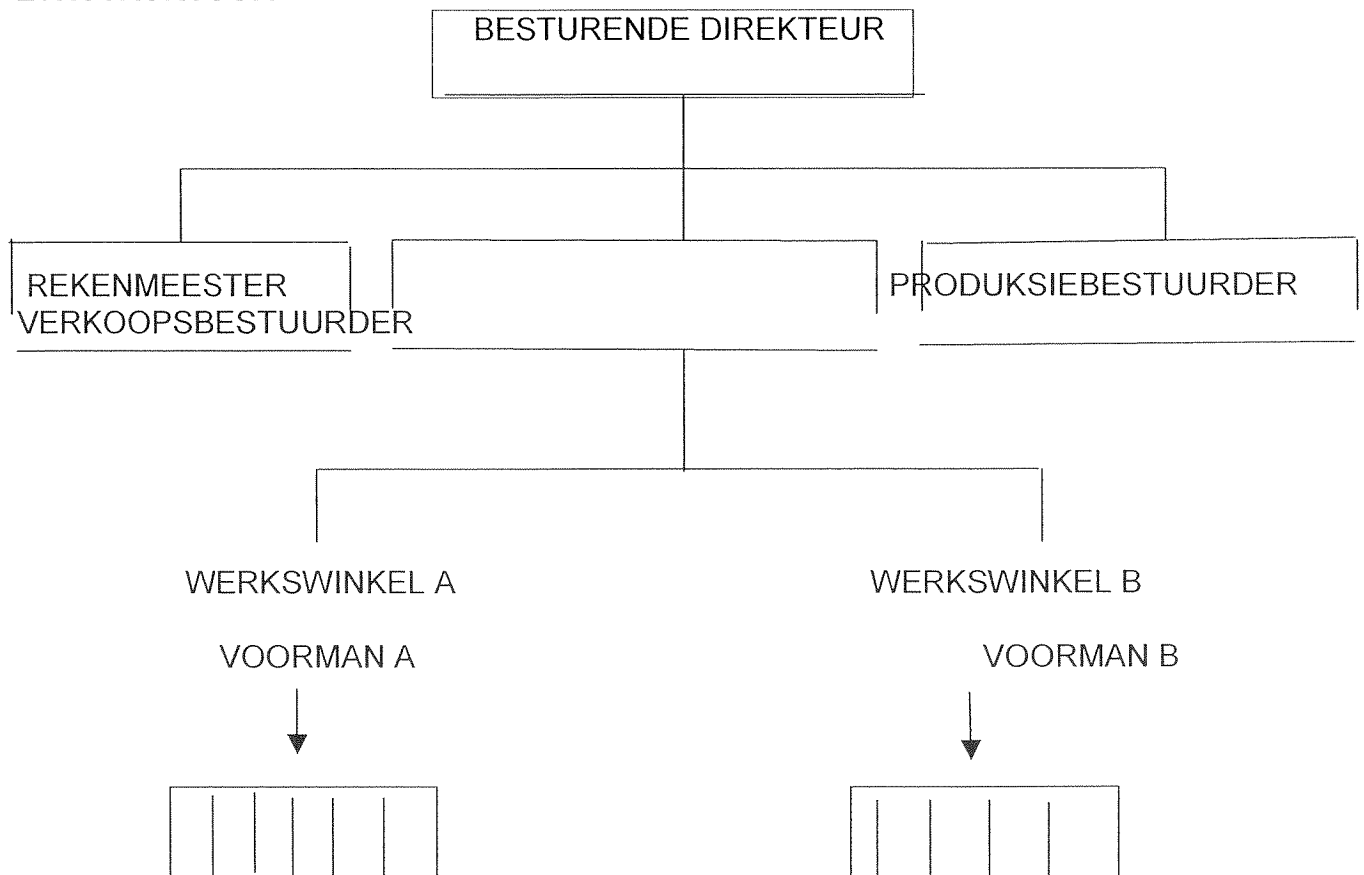
- Dit is die oudste en mees natuurlikste organisasiestruktuur. √√
- Ondergeskiktes ontvang hulle opdragte van hul onmiddellike hoof.
- Opdragte word deur die onmiddellike hoof gegee.
- 'n Toesighouer is slegs vir 'n aantal werkers verantwoordelik (spanwydte van leiding is binne perke)
- Die gesag en verantwoordelikheid van die opdraggewer is duidelik afgebaken.

ENIGE 3X2=MAX6

Diagram van die Lyn organisasiestruktuur

Maks 4

LYNSTRUKTUUR



Voordele

1. Eenvoudig en maklik verstaanbaar vir almal. √√
2. Een baas gee opdragte wat verwarring uitskakel.
3. Gesag en verantwoordelikheid in elke afdeling is maklik bepaalbaar.
4. Vinnige besluitneming en optrede moontlik.

ENIGE 3X2=6

Nadele

1. Ondoeltreffend wanneer die onderneming groot word. √√
2. Topamptenare kan geleidelik oorlaai word met bestuur.
3. Koördinasieprobleme lei tot ondoeltreffende bestuur.
4. Topamptenare ontwikkel tot sleutelmannen en wanneer hulle bedank ontstaan probleme.

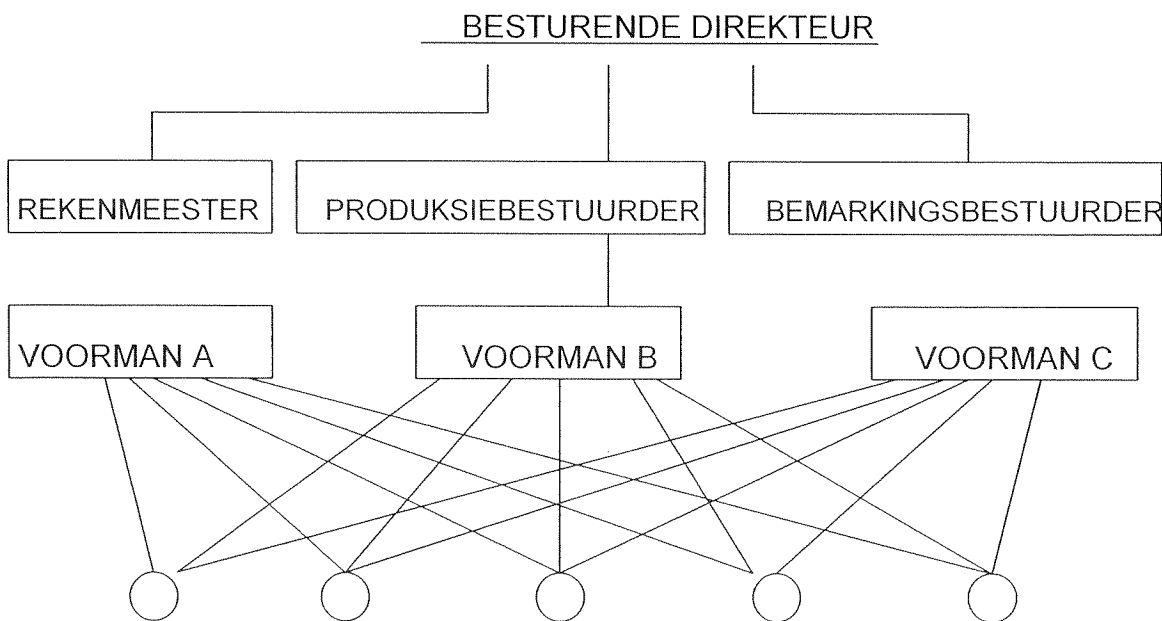
ENIGE 3X2=6

2. **Die funksionele organisasiestruktuur.**

Kenmerke

- * Die kundigheid van deskundiges tot alle werkers laat deurdring. √√
- * Taak van toesighouers verlig.
- * Taak wat werkers verrig meer afbaken en beter arbeidsverdeling verkry.

ENIGE 2X2=MAKS 4



MAKS 4

VOORDELE

- Groter spesialisasieword verkry. √√
- Werkers word vinniger opgelei.
- Minder bekwame werkers wat laer salarisse verdien kan vir afgebakende werk gebruik word.
- Geen oormaat van gesag aan enkele persoon nie. **ENIGE 3x2=6**

NADELE

- Spanwydte van leiding is te groot. √√
- Geen eenheid van bevel nie.
- Koördinasieprobleme.

GEVOLGTREKING

Die keuse van die organisasiestrukture √√ wat aandui hoe die produktiwiteit van werkers verbeter. √√ **(2 redes)** **MAKS 6**

INSIG	
Struktuur / Uitleg:	
Ingesluit die inleiding, bespreking en gevolgtrekking	2
Analise / interpretasie / opeenvolging:	
Leeders se vermoë om die vraag op te breek en te wys dat hulle die vraag verstaan.	2
Sintese	
Relevante inligting in die antwoord	2
Huidige tendense waar ondernemings hierdie strukture gebruik:	
Ten minste een voorbeeld by beide strukture	
Enige relevante inligting	
Huidige tendense- plat hierargiese struktuur.	
Enige ander relevante inligting	4
	<u>10</u>

INDELING VAN VRAAG

		VERMINDER NA
Inleiding	MAKS 4	4
Lynorganisasie		18
Kenmerke	MAKS 4	
Diagram	MAKS 4	
Voordele	MAKS 6	
Nadele	MAKS 4	
Funksionele organisasie		18
Kenmerke	MAKS 4	
Diagram	MAKS 4	
Voordele	MAKS 6	
Nadele	MAKS 4	
Gevolgtrekking	MAKS 4	6
MAKSIMUM	40 PUNTE	40

FEITE	40
INSIG	10
TOTAAL	50

AFDELING C**VRAAG 6: ONDERNEMINGSVORME**

6.1.1 i) Limpopo Meubileerders Bpk. √√

ii) Verkoop sitkamerstelle aan verbruikers

iii) Beperkte Aanspreeklikheid

iv) 100 000 Gewone Aandele van R20 elk = R 2 000 000 **4X2=8**

6.1.2 i) Statuut √√

ii) Prospektus

iii) Sertifikaat om met sake te begin **3X2=6**

6.1.3 i) Horisontale Amalgamasie √√

Beide ondernemings verkoop meubels. √√ **2x2=4**6.1.4 ii) Redes vir samesmelting en voordele

- Die vinnige groei van 'n maatskappy kan meebring dat aandeelkapitaal dringend vergroot moet word. √ Dit kan bewerkstellig word deur meer aandele uit te reik of met 'n bestaande maatskappy saam te smelt. √√
- Ongunstige bedryfsresultate, bv. aanhoudende verliese, kan 'n maatskappy dwing om sy aandeelkapitaal te verminder of 'n reorganisasie na onderhandelings met sy aandeelhouers en skuldeisers uit te voer. Dit kan tot samesmelting met 'n ander maatskappy lei en na alle waarskynlikheid die ongunstige bedryfsresultate in gunstige (wingsgewende) bedryfsresultate te omskep.
- 'n Kapitaalkragtige maatskappy kan dit ekonomies voordelig vind om 'n wankelende maatskappy in dieselfde produksie- of handelsvertakking oor te neem deur saam te smelt, bates teen gunstige pryse te verkry en beheer oor te neem.
- Twee sterk maatskappye wat dieselfde produksie- of handelsbedrywighede beoefen, kan saamsmelt om 'n monopolie in dié besondere vertakking te bewerkstellig. Sodoende word mededinging tussen hulle uitgeskakel en kan die nuwe maatskappy kragtiger meeding met ander maatskappye wat dieselfde bedrywighede beoefen.
- Samesmelting kan die risiko verlaag, aangesien die verskillende maatskappye wat saamgesmelt het, onafhanklike regspersone is, met die gevolg dat die verpligtinge van die een maatskappy los staan van die verpligtinge van die ander maatskappy(e) en die risiko daardeur versprei word.
- VERHOOG EFFEKTIWITEIT: Die verhoging in volume lei tot 'n verlaging in bedryfskoste per eenheid. Optimale benutting van aankoop en verkooppersoneel. Duplisering word uitgeskakel.

- VERSEKER BRONNE: Die deurlopende aanbod van grondstowwe word verseker. Veral baie skaars hupbronne. Produksie verloop glad sonder enige onderbrekings.
- VERBETER MEDEDINGING: Gapings in die produktereeke word gevul. Gapings in die verspreidingsproses word gevul. Mededinging kan selfs uitgeskakel word.
- FINANSIËLE REDES: Wanneer ondernemings 'n geldtekort het (aanvulling) Samesmeltings is goedkoper as lenings. Aandele word vir bates ingeruil.

ENIGE 4X3=12

6.2

KENMERKE	VENNOOTSKAPPE	BESLOTE KORPORASIE
Getal lede	2 tot 20 lede √√	1 tot 10 √√
Bestuur	Verkose vennote soos in die ooreenkoms aangedui	Al die lede.
Oprigtingsprosedure	Mondelings of geskrewe ooreenkoms tussen lede	'n Stigtingsverklaring moet voltooi word.
Naam van die onderneming	Enige naam soos ooreengekom	Moet met B.K. eindig.
Regspersoonlikheid	Geen (dit setel in sy lede)	Het sy eie regspersoon, onafhanklik van sy lede.
Belasting	Geen. Vennote betaal belasting op die inkomste wat hulle verkry.	Betaal belasting op winste volgens die belastingskaal. Lede betaal volgens inkomste.(salaris)
Verdeling van winste	Soos in die vennootskapskontrak aangedui.	Word verdeel volgens die belang wat lede het soos in die stigtingsverklaring aangedui.
Voortbestaan	Geen of Beperk. Indien 'n lid sou sterf of uittree dan ontbind die vennootskap.	Het 'n onbeperkte voortbestaan solank daar een lid is.
Verkoop van lede se belang	Die vennote moet toestemming verleen. Die vennootskap ontbind ook en 'n nuwe een moet gevorm word.	Ander lede moet toestemming verleen. Dit is nie nodig dat die BK ontbind nie.

ENIGE 5 X 2 x 2=20

VRAAG	PUNT
6.1	30
6.2	20
TOTAAL	50

VRAAG 7: FINANSIËLE FUNKSIE**7.1.1 Verhouding tussen Eie en Geleende kapitaal.**

$$\begin{array}{rcl} \text{Eie kapitaal} & = & \text{R } 200\,000 \text{ (Gewone aandele)} \\ & & + \text{R } 150\,000 \text{ (Voorkeur aandele)} \\ & & \underline{\text{R } 350\,000} \quad \checkmark \end{array}$$

$$\begin{array}{rcl} \text{Geleende Kapitaal} & = & \text{R } 85\,000 \text{ (Verbandlening)} \\ & & + \text{R } 15\,000 \text{ (Skuldbriewe)} \\ & & \underline{\text{R } 90\,000} \quad \checkmark \end{array}$$

$$\text{R } 350\,000 / \text{R } 90\,000 \quad \checkmark = 3.89 : 1 \quad \checkmark$$

Kommentaar

Dit is te hoog $\checkmark\checkmark$ Die norm is 2:1. \checkmark
 Enige ander aanvaarbare kommentaar

**INDIEN DIE ANTWOORD KORREK IS, GEE VOLPUNTE AAN KANDIDATE.
 ANDERSINS MOET DIE VRAAG SOOS AANGEDUI GEMERK WORD VIR DIE
 VERSTAAN VAN DIE KONSEPTE EN PROSEDURE.**

NB: BEREKENING	4 PUNTE
KOMMENTAAR	3 PUNTE
TOTAAL	7 PUNTE

**7.1.2 BEDRYFSKAPITAAL VERHOUDING
BEDRYFSBATES / BEDRYFSLASTE
 R 92 000 \checkmark / R 20 000 \checkmark = **4.6 : 1** \checkmark**

**GEE VOLPUNTE INDIEN DIE ANTWOORD KORREK IS, ANDERSINS GEE
 PUNTE VIR DIE VERSTAAN VAN DIE KONSEP EN DIE PROSEDURE SOOS
 AANGEDUI.**

ADVIES :

Ja, die onderneming sal sy korttermyn verpligtinge kan nakom. \checkmark

Die norm is 2:1 \checkmark

Gebruik die kapitaal vir meer produksie / Betaal die skulde $\checkmark\checkmark$

NB: BEREKENINGE	3 PUNTE
ADVIES	4 PUNTE
TOTAAL	7 PUNTE

7.1.3 VUURPROEFVERHOUDING:

$$R 92\ 000 - R 36\ 000 = R 56\ 000 \sqrt{} / R 20\ 000 \sqrt{} = 2.8:1 \sqrt{}$$

GEE VOLPUNTE INDIEN DIE ANTWOORD KORREK IS, ANDERSINS GEE PUNTE VIR DIE VERSTAAN VAN DIE KONSEP EN DIE PROSEDURE SOOS AANGEDUI.

IMPLIKASIES EN ADVIES

Die verhouding is te hoog, Norm is 1:1 $\sqrt{}$

Die onderneming het te veel kapitaal in voorraad belê $\sqrt{}$

Hulle moet minder voorraad dra. $\sqrt{}$

NB:	BEREKENINGE	3 PUNTE
	ADVIES	3 PUNTE
	TOTAAL	6 PUNTE

7.2 DRIE VOORDELE VAN KREDIETHANDEL

- Die handelaar het baie meer klandisie $\sqrt{}$ en sy omset is dus groter ten spyte van die feit dat sy winsgrens laer kan wees. $\sqrt{}$ Hy trek 'n groot aantal salaris- en loontrekkers wat goeie betalings is, dog eers aan die einde van die maand kan betaal. Baie mense kan ook nie groot items soos meubels, videomasjiene of yskaste koop tensy hulle die kans gebied word om dit maandeliks af te betaal nie.
- Wanneer die handelaar krediet toestaan, is hy daarop geregtig om 'n hoër prys vir sy goedere te laat betaal om te vergoed vir die risiko wat hy loop, asook om rente vir uitgestelde betaling te vra.
- Deur krediet toe te staan, wen die handelaar die goeie gesindheid en lojaliteit van klante. Hulle word gereelde ondersteuners van die onderneming en is nie toevallige kopers wat rond en bont koop nie.
- As klante goedere nodig het, kan hulle dit nou koop en later betaal.
- Boere word in staat gestel om saad, gereedskap en ander benodigdhede aan te koop, meer te produseer en na die oes te betaal.
- Kredietverlening lei tot 'n uitbreiding van die handel, groter landbou- en fabrieksproduksie en gevolglik meer werkgeleenthede en minder werkloosheid.

ENIGE3X3=9

NOEM	1 PUNT
BESPREEK	2 PUNTE

7.3 DRIE NADELE VAN VOORRAADVORMING

- Risiko van brand, diefstal, ens. √√
- Verouderingsprobleem.
- Prysskommelings wat laer neig as die aankoopprys.
- Baie bedryfskapitaal word benodig vir belegging in voorraad

ENIGE 3X2=6

7.4 SOORTE VOORKEURAANDELE

- KUMULATIEWE VOORKEURAANDELE √
Houers van die soort aandele kry jaarliks 'n vaste persentasie dividend
Indien daar nie genoeg wins is nie kan dit tot die volgende jaar
aangesuiwer word. √√
- GEWONE VOORKEURAANDELE
Houers van die aandele ontvang hulle dividende eerste, maar net vir 'n
spesifieke jaar.
- DEELNEMENDE VOORKEURAANDELE
Hulle ontvang hulle normale dividende en deel ook in die oorskotwins
indien daar nog wins oorgebly het.
- Nie-Kumulatiewe voorkeuraandele
Hulle verbeur hulle reg op vorige jaar se winste.
- Veranderlike (convertible), omvormbare kumulatiewe voorkeuraandele
Hierdie lede kan van 'n voorkeuraandeel na gewone aandeelhouers
oorskakel.
Dit kan gedoen word na 'n spesifieke tyd. (Sekere voorwaardes geld.)
- Aflosbare voorkeuraandele
Kry 'n vasgestelde persentasie dividend maar is aflosbaar na 'n sekere
tyd.

**NOEM 1 PUNT
BESPREEK 2 PUNTE**

Enige 3X3=9

7.5 **DRIE faktore wat die premie van brandversekering bepaal.**

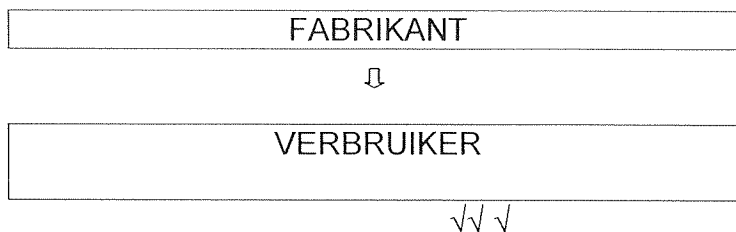
- Aard van goedere/gebou bv. premie op 'n hout gebou is hoër as betongeboue.
- Beskikbaarheid/afwesigheid van brandblussers, brandweer in omgewing.
- Aard van geboue in omgewing bv. nabygeleë petrolstasies.

3X2=6

VRAAG	PUNT
7.1	20
7.2	9
7.3	6
7.4	9
7.5	6
TOTAAL	50

VRAAG 8 BEMARKINGSFUNKSIE

8.1.1 **KANAAL**



3 punte

8.1.2 **VIER Redes waarom Adri van die direkte verkoopsmetode gebruik maak**

- Wenslikheid om die fabrikate te demonstreer, √ gespesialiseerde naverkoopdienste te lewer en ingewikkelde verkooponderhandelinge self te behartig. √√
- Onwilligheid van groothandelaars, kleinhandelaars en agente om die verkope van 'n bepaalde fabrikaat afsonderlik te bevorder.
- Onvermoë van die fabrikaat om self groot- en kleinhandelaars te oorreed om sy fabrikate te bemark.
- Onbillike hoë winsgrense waarop groot- en kleinhandelaars en agente soms aandrang.
- Onvermoë van middelman om die fabrikate na die verbruiker te vervoer

**NOEM 1 PUNT
BESPREEK 2 PUNTE**

ENIGE4X3=12

8.1.3 JA ✓

Groter volume van verkope of enige relevante antwoord. ✓✓

OF

NEE ✓

Sy sal haar wins met ander moet deel of enige relevante antwoord. ✓✓

3 punte

8.1.4

Metodes van beheer oor kleinhandelaars**Alleenagentskappe ✓**

Fabrikante sluit 'n kontrak met die groothandelaar waarvolgens hy alleenreg kry om produk in 'n bepaalde gebied te verkoop, bv motorhandel.

Hy ontvang 'n kommissie op soortgelyke goedere indien iemand anders dit in sy gebied verkoop.

Hy mag nie soortgelyke goedere van 'n ander fabrikant in daardie gebied verkoop nie. Pryse soos deur die fabrikant voorgeskryf moet gehandhaaf word. ✓✓

Die kontrakstelsel of prysbinding

Kleinhandelaar onderteken 'n kontrak waarin hy onderneem om die goedere teen vasgestelde pryse te verkoop.

Indien hy die kontrak nakom ontvang hy 'n spesiale korting, indien nie word hy op 'n swartlys geplaas en ontvang geen verdere voorraad nie.

Finansiële beheer

Fabrikante betaal die handelaar se lisensie, besit die gebou of skiet aan hom die geld voor – sodoende kry hy 'n houvas op hom.

Voorbeelde – bierbrouery finansier hotelle en drankwinkels.

Oliemaatskappye finansier vulstasies.

Die handelaar word nou gedwing om net die spesifieke fabrikant se produkte te verkoop.

NOEM 1 PUNT
BESPREEK 2PUNTE
3x2=6

8.1.4 i) **Normale handelspraktyke**

- Dit is bv. normale praktyk by sommige handelaars om 'n kontantafslag van 10% te gee. √√
- By die vasstelling van pryse van matte moet dit in berekening gebring word, sodat hierdie afslag geabsorbeer kan word. √√

4 punte

ii) **Aard van die vraag**

- Die vraag na matte soos ander luukse produkte is elasties √√ omdat kopers die produk nodig het en die prys soos gevra sal betaal √√

4 punte

8.2 **PUBLISITEIT**

- Die vraag na die produk word op 'n onpersoonlike wyse d.m.v. nuus aan uitgewers bv. Koerante gegee. √√
- Gunstige verslag oor die radio en televisie word verkry en waarvoor jy nie betaal nie
- Ondernemings wil graag vrye publisiteit verkry waar hulle onderneming en produk se beeld bevorder word
- Publisiteit het groter nuuswaarde en kredietwaardigheid as advertensies en kan daarom baie effektief gebruik word as dit reg hanteer word.
- Die publisiteit kan baie gunstig en positief wees.
- Aan die ander kant kan publisiteit negatief en skadelik wees indien sake verkeerd ontwikkel.
- Hoë graad van geloofwaardigheid. Verslag oor produkte en dienste in die media het 'n groter geloofwaardigheid as advertensies.

ENIGE3X2=6

8.3 **VEREISTES VAN 'N GOEIE ADVERTENSIE**

- * **Aandag trek** √√
Die ontwerp, kleur en illustrasie moet die aandag van verbruikers trek √
- * **Belangstelling wek**
Die leser of kyker moet oortuig wees dat die produk vir hom van waarde sal wees en in sy behoeftes sal voorsien.
- * **Begeerte ontstaan om die produk te besit:**
Die aandag van die verbruiker moet behou word totdat die begeerte ontstaan om die produk te besit.

* **Lei tot optrede**

Moet so oortuigend wees dat die persoon die produk sal koop.

4 x 3 = 12

VRAAG	PUNT
8.1	32
8.2	6
8.3	12
TOTAAL	50

VRAAG 9 : PRODUKSIE FUNKSIE**9.1.1 PRIMÊRE KOSTE****DIREKTE MATERIAALKOSTE**

8 000 EENHEDE X R 3.00 per EENHEID = R 24 000 √√

DIREKTE ARBEIDSKOSTE = $\frac{R\ 16\ 000}{R\ 40\ 000}$ √√

(6 punte)

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9.1.2 BOKOSTE

R 6000 √+ R 400 √+ R 30 000 √+ R 1 100 √ = R 37 500 √√

(6 punte)

GEE VOLPUNTE INDIEN DIE ANTWOORD KORREK IS, ANDERSINS GEE PUNTE VIR DIE VERSTAAN VAN DIE KONSEP EN DIE PROSEDURE SOOS AANGEDUI.

9.1.3 TOTALE KOSTE

R 40 000 √+ 37 500√ = R 77 500 √√

(4)

GEE VOLPUNTE INDIEN DIE ANTWOORD KORREK IS, ANDERSINS GEE PUNTE VIR DIE VERSTAAN VAN DIE KONSEP EN DIE PROSEDURE SOOS AANGEDUI.

(4)

9.1.4 **EENHEIDSKOSTE**

$$R 77\,500 / 200 \checkmark\checkmark = R 387.50 \checkmark\checkmark$$

(4)

GEE VOLPUNTE INDIEN DIE ANTWOORD KORREK IS, ANDERSINS GEE PUNTE VIR DIE VERSTAAN VAN DIE KONSEP EN DIE PROSEDURE SOOS AANGEDUI.

9.1.5 JA. $\checkmark\checkmark$

Daar is 'n elektrisiteitstekort in S.A. 'n Klein bedlampie sal minder elektrisiteit gebruik as 'n groot lig. $\checkmark\checkmark$ of enige ander relevante antwoord

OF

NEE. $\checkmark\checkmark$

Elektrisiteit kortsluitings. Voorkom onnodige elektriese aparate in huise $\checkmark\checkmark$ of enige relevante antwoord.

(4)

9.2.1 **MASSAPRODUKSIE** $\checkmark\checkmark$

Groot hoeveelheid lekkergoed word ononderbroke geproduseer of eendoelige masjinerie word gebruik om lekkergoed te produseer of enige relevante antwoord. $\checkmark\checkmark$

(4)

9.2.2 **VOORDELE VAN MASSAPRODUKSIE**

- * Laer produksiekoste per eenheid \checkmark voordeel van die wet op toenemende opbrengs geld. $\checkmark\checkmark$
- * Voorraadhoudingskoste per eenheid is laag sodat minimum bergruimtes nodig is.
- * Arbeidsverdeling verseker 'n hoër graad van behendigheid deur werkers.
- * Minimum ledige tyd vir werkers en masjiene.
- * Hantering van materiaal word beperk.
- * Produksiebeheerproses word vereenvoudig.
- * Minimum bedryfskapitaal belê in voorraad omsetsnelheid hoog is.
- * Gereedskap en produkonderdele word vasgelê; (gestandaardiseer) dié eenvormigheid lei tot vinniger en goedkoper produksie.

**NOEM 1 PUNT
BESPREEK 2 PUNTE
ENIGE 4X3=12**

OF

9.2.1 REEKSPRODUKSIE

'n Sekere verskeidenheid lekkergoed word geproduseer op een slag bv. ALL SHORTS en dan TOFFIES (4)

9.2.2 VOORDELE VAN REEKSPRODUKSIE

- Daar is 'n groter buigsaamheid in die hoeveelheid wat geproduseer word asook die uitleg van die fabriek en die toerusting. √√
- Onderbrekings a.g.v. brekasies kan voorkom word.
- Die masjiene wat gebruik word is baie goedkoper as massaproduksie.
- Die verandering in vraag kan makliker voorkom word.

**NOEM 1 PUNT
BESPREEK 2 PUNTE**

ENIGE 4 x 3 = 12

9.3 VYF VEILIGHEIDSMATREËLS IN 'N FABRIEK

- Higieniese aspekte vir die werkers se behoeftes soos ablisiegeriewe/ventilasie en beligting. √√
- Fabriek se veiligheidsmaatreëls om ongelukke te voorkom.
- Beskerming van werkers teen masjiene - beskermende klere.
- Bewaring van die omgewing - geen storting van afval materiaal en giftige gasse nie.
- Algemene sekuriteit en veiligheid - Veiligheidswagte en hekke.

Enige 5x2=10

VRAAG	PUNT
9.1	24
9.2	16
9.3	10
TOTAAL	50

VRAAG 10: DIE ONDERNEMING EN SY OMGEWING**10.1.1 S A R B - Beheer krediet en die hoeveelheid geld in omloop**

- Deur sy diskontobeleid ✓
 - Hy verhoog of verlaag die rentekoers waarteen hy wissels herdiskonteer
 - Verhoging van die koers ontmoedig handelsbanke om wissels te herdiskonteer
 - So verminder hulle kontantreserwes en kan hulle minder krediet toestaan
 - Op dié manier word ongesonde uitbreiding en inflasie teengegaan ✓✓
 - Verlaging van die koers moedig banke aan om wissels te herdiskonteerSodoende kan hulle meer krediet toestaan; daar kom meer geld in omloop en die landseksonomie word gestimuleer.
- Deur sy opemarktransaksies
 - Die Reserwebank verkoop staatseffekte en ander waardepapier op die ope mark in tye wanneer oormatige krediet toegestaan word en die landseksonomie oorverhit raak
 - Op dié manier onttrek hy geld na sirkulasie en neem oormatige besteding, veral aan verbruikersgoedere, af.
- Deur die vermindering of –meerdering van die persentasie kontantreserwes wat geldinstellings by die Reserwebank moet hou
 - Wanneer die persentasie verhoog word, word meer geld aan die banke en ander finansiële instellings onttrek en hulle word verplig om krediet in te kort.
 - Verlaging van die persentasie het die teenoorgestelde uitwerking
 - Op dié wyse word die hoeveelheid geld in omloop in 'n mate beheer.
- Verkryging, prosessering en interpretasie van Ekonomiese Statestieke
Dit vorm die basis vir sy eie beleid en optrede ook vir ander finansiële instellings soos banke.
- Formulering en implementering van monetêre en wisselkoersbeleid
Die SARB is verantwoordelik vir die formulering en die uitvoering van die monetêre en wisselkoersbeleid.

**NOEM 1 PUNT
BESPREEK 2 PUNTE**

Enige 5x3=15

10.2 THE JOHANNESBURGSE SEKURITEITBEURS (JSB)

1. Dien as belangrike skakel tussen belegger en bedryfsleier. ✓
Beleggers moet die vertrouwe hê om op die JSB te belê. ✓✓
2. Moedig en help 'n persoon wat op kleinskaal kan belê aan om ook 'n aandeel in sy land se handel en nywerheid te hê.
3. Help geldinstellings soos bougenootskappe en versekeringsmaatskappye om hul fondse in aandele te belê.
4. Verskaf 'n groot mate van beskerming aan die belegger weens streng noteringsvereistes
5. Maatskappye se aandele word deur 'n groot aantal kenners na waarde geskat.
6. Aandelepryse word daagliks gepubliseer wat beleggers en voornemende beleggers op hoogte hou oor pryse.
7. 'n Sensitiewe barometer van ekonomiese toestande.

NOEM 1 PUNT
BESPREEK 2 PUNTE

ENIGE 5X3=15

10.3 DIE WETENSKAPLIKE NYWERHEIDS- EN NAVORSINGSRAAD (WNNR)

- * Om wetenskaplike en nywerheidsnavorsing in die RSA ✓✓
te onderneem en te bevorder. ✓
- * Om die minister van Handel en Nywerheid van raad te bedien oor navorsing belang van die Suid-Afrikaanse handel en nywerheid.
- * Om saam met die onderwysowerhede en ander organisasies onderrig in die wetenskap, asook die opleiding van navorsers en tegnoloë, te bevorder.
- * Die ontwikkeling van menslike hulpbronne. Dit sluit in personeelnavorsing, opleiding van personeel, opleidingfasiliteite, ens.
- * Die ontwikkeling van materiële hulpbronne. Dit sluit in navorsing t.o.v. produksiemetodes, produksieverbetering, ens.
- * Die ontwikkeling van gemeenskapsdienste. Dit sluit in navorsing oor behuising, voeding, lugbesoedeling, waterbenutting, ens.
- * Die ontwikkeling van nasionale dienste. Dit sluit in navorsing oor vervoerdienste, kommunikasiemiddele, ens. (infrastruktuur).

NOEM 1 PUNT
BESPREEK 2 PUNTE

ENIGE 4X3=12

10.4 SAKEKAMERS

1. Die bevordering van handel in hulle dorp of stad. ✓✓
2. Om as arbiter op te tree in geskille tussen lede.
3. Om onbillike medediging te probeer uitskakel.
4. Om nuwe wette, regulasies ens. te bestudeer en dit dan onder die aandag van lede te bring.
5. Om eenvormigheid te verkry wat betref winkellure, lone en pryse.
6. Om te argiteer vir munisipale regulasies en wetgewing wat in die handelaar se voordeel is.
7. Om 'n swartlys van slegte betalers op te stel.

Enige 4x2=8

VRAAG	PUNT
10.1	15
10.2	15
10.3	12
10.4	8
TOTAAL	50

VRAAG 11: ALLERLEI**11.1 INHOUD VAN DIE STIGTINGSVERKLARING**

- Naam van die Beslote Korporasie met hoofletters BK aan die einde. ✓✓
- Geregistreerde kantoor se posadres.
- Name en identiteitsnommers van lede (Belanghebbendes).
- Besonderhede van elke lid se bydrae tot die kapitaal.
- Besonderhede van ledebelange uitgedruk as 'n persentasie.
- Datum van die einde van die finansiële jaar.
- Naam en adres van rekeningkundige beampte (Boekhouer / Ouditeur)
- Samewerkingsooreenkoms tussen die lede.

ENIGE 5X2=10**11.2 BEGINSELS VAN REKLAME**

- * Slegs gehalte goedere moet geadverteer word. ✓✓
- Diepgaande kennis oor die oorsprong, kwaliteit en eienskappe van goedere is noodsaaklik.
- 'n Opvallende ontwerp, kenmerk of slagspreuk b.v. oorpakke van petroljoggies.
- Foutiewe/vals inligting moet vermy word – produk moet oor geadverteerde eienskappe beskik.
- Mededingers mag nie gekritiseer of in 'n swak lig gestel word nie.

- Die keuse van die soort advertensie en advertensiemedium moet sodanig wees dat dit die doelklante bereik, bv. Skoonheidsmiddele in vrouetydskrif.
- Advertensies moet eenvoudig, sonder lang verduidelikings, en aantreklik, kleurrik en humoristies wees.
- * Advertensiekoste moet so laag as moontlik gehou word.

ENIGE 5x2 = 10

11.3 VOORDELE VAN VOLDOENDE KONTANT

- Verpligtinge kan maklik nagekom word, wat die kredietwaardigheid verhoog. √√
- Kontantbetalings kan lei tot kontantkorting.
- Gunstiger leningsvoorwaardes.
- Verhoog onderneming se doeltreffendheid.
- Vereffen bedryfsuitgawes op voordelige tye.
- Benut winsgewende geleenthede.
- Belê surplus kontant op die korttermyn.

ENIGE 5X2=10

11.4 VOORDELE VAN SENTRALISASIE

- Werksmetodes en prosesse is meer eenvormig . √√
- Duplisering word grootliks uitgeskakel
- Minder gedupliseerde dokumente en afskrifte
- Werkprosesse kan vereenvoudig en gestandaardiseerd word
- Gedurende spitstye kan werk makliker afgehandel word
- Die spesialisering in kantore lei daartoe dat arbeid makliker verdeel kan word

ENIGE 5X2 = 10

11.5 VOORDELE VAN 'N EENMANSAAK

- Maklik om te begin (Geen regsformaliteite) √√
- Geen ekstra uitgawes om te begin (Goedkoop)
- Vinnige en vrye besluitneming
- Eienaar doen ondervinding op in alle aspekte van die sakewêreld
- As eienaar al sy/haar vermoëns in die besigheid insit, baat hy/sy daarby
- Vertouensverhouding ontstaan tussen eienaar en kliënte/werknemers (Kliënte sal gereeld ondersteun/werknemers sal getrou wees)
- Baie eenmansake in 'n gebied lei tot gesonde kompetisie wat tot voordeel van die eienaar en die kliënte is
- Kan maklik by veranderde omstandighede aanpas

ENIGE 5X2=10

11.6 BELANGRIKE FAKTORE VAN MOTIVERING

- Sekuriteit. √√
- Redelike vergoeding.
- Erkenning (waardering) vir goeie werk.
- Belangstelling in die werker as mens.
- Goeie menseverhoudings.
- Menswaardige behandeling.
- Kommunikasie met mense.
- Sinvolle opdragte.
- Geleentheid tot selfverwesening.

ENIGE 5X2=10

11.7 BEGINSELS VIR EFFEKTIEWE BEPLANNING

- Beplanning moet buigsaam wees ten einde aan te pas by veranderde omstandighede. √√
- Moet sonder uitsondering altyd wetenskaplik wees en alle moontlike faktore ontleed en oorweeg word.
- Die metode en tegniek wat gekies word moet die geskikste wees vir die bepaalde taak of probleem.
- Omdat beplanning op verskillende vlakke plaasvind moet dit in 'n hiërargie van planne gekoördineer word.
- Realisties wees, met ander woorde uitvoerbaar en ekonomies.
- Daar moet die nodige balans in die beplanning van die werksaamhede op die verskillende vlakke wees, veral roetineplanne.
- Inligting oor al die planne moet deur 'n doeltreffende kommunikasiestelsel aan al die belanghebbendes oorgedra word.
- Die tydperk van vooruitbeplanning moet realisties wees en met ontwikkeling op alle fronte rekening hou.
- Die tydsberekening vir beplanning en die uitvoering daarvan is belangrik.
- Beplanning moet altyd in skrif wees.

ENIGE 5X2=10

MERK SLEGS 5 VRAE	
VRAAG	PUNT
11.1	10
11.2	10
11.3	10
11.4	10
11.5	10
11.6	10
11.7	10
TOTAAL	50 maks

BEDRYFSEKONOMIE

HOËRGRAAD : MAART 2007

ANTWOORDBLAD

EKSAMEN NOMMER																			
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VRAAG EEN

1.1 BEANTWOORD ELKE VRAAG DEUR 'N KRUISIE (X) INDIE BETROKKE BLOKKIE TE PLAAS

1.1.1	A	B X $\sqrt{\sqrt{\sqrt{\quad}}}$	C	D
1.1.2	A	B	C X	D
1.1.3	A	B	C X	D
1.1.4	A X	B	C	D
1.1.5	A X	B	C	D
1.1.6	A	B	C X	D
1.1.7	A	B	C X	D
1.1.8	A	B	C X	D
1.1.9	A	B	C X	D
1.1.10	A	B	C X	D
1.1.11	A	B	C	D X
1.1.12	A	B	C	D X
1.1.13	A	B	C	D X
1.1.14	A	B X	C	D
1.1.15	A	B	C	D X
1.1.16	A X	B	C	D
1.1.17	A	B X	C	D
1.1.18	A	B	C	D X
1.1.19	A X	B	C	D
1.1.20	A	B X	C	D

20 X 3 = 60

1.2 WAAR OF VALS

NOMMER	WAAR	VALS	KORREKSIE
1.2.1	X √√		
1.2.2		X√√	GROORHANDELAAR √
1.2.3	X√√		
1.2.4	X√√		
1.2.5	X√√		
1.2.6		X√√	SAKEKAMERS √
1.2.7		X√√	REKENKUNDIGE REKORDS √
1.2.8		X√√	SUID AFRIKAANSE BURO VAN STANDAARDE √

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PUNTE

1.3 SKRYF DIE KORREKTE KONSEP NEER.

1.3.1	KOOPERATIEWE VEREENIGING √√
1.3.2	BESLOTE KORPORASIE
1.3.3	SRORMSKADE / OMVATTENDE / HUISEIENAARSVERSEKERING.
1.3.4	REKLAME/ ADVERTENSIE
1.3.5	DENOTA OF SLUITNOTA

5x2=10

PUNTE

1.4 SKRYF DIE NAAM NEER VAN DIE KORREKTE SPAN

1.4.1	ALGEMENE BESTUURSPAN √√
1.4.2	FINANSIËLE-SPAN
1.4.3	BEMARKING-SPAN
1.4.4	ADMINISTRATIEWE-SPAN
1.4.5	DIE AANDEELHOUERS

5X2=10

PUNTE

	100 PUNTE
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