

BUSINESS ECONOMICS SG
MARCH 2007

EXAMINATION NUMBER																			
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SECTION A
ANSWER SHEET

QUESTION 1

1.1 MULTIPLE CHOICE QUESTIONS

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

16 X 3 = 48

1.2 MATCHING ITEMS

1.2.1	F
1.2.2	A
1.2.3	C
1.2.4	B
1.2.5	D

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DEPT. OF EDUCATION

5 X 2 = 10

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1.3 TRUE OR FALSE

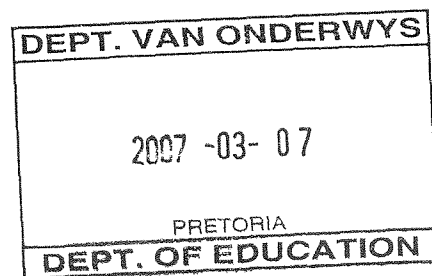
NUMBER	TRUE	FALSE
1.3.1		
1.3.2	X	
1.3.3	X	
1.3.4		X
1.3.5		X
1.3.6	X	
1.3.7	X	
1.3.8		X
1.3.9		X
1.3.10	X	

10 X 2 = 20

1.4 SUPPLY THE CORRECT TERM

1.4.1	CAPITAL MARKET
1.4.2	CREDIT LIMIT
1.4.3	CREDITOR
1.4.4	INVOICING
1.4.5	VELOCITY OF CIRCULATION

5 X 2 = 10



1.5 DATA RESPONSE

1.5.1	CONSUMABLES
1.5.2	INDUSTRIAL GOODS
1.5.3	CONSUMABLES
1.5.4	INDUSTRIAL GOODS
1.5.5	CONSUMABLES
1.5.6	SERVICES

6 X 2 = 12

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	100 MARKS
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SECTION B**QUESTION 2 FORMS OF OWNERSHIP****2.1 COMPARISON**

2.1.1

		PARTNERSHIP	PRIVATE COMPANY
(i)	Minimum number of members	2 partners ✓✓	1 shareholder ✓✓
(ii)	Continuity	Limited	Unlimited
(iii)	Liability of members	Unlimited	Limited
(iv)	Legal entity	No	Yes

4 X4 = (16)

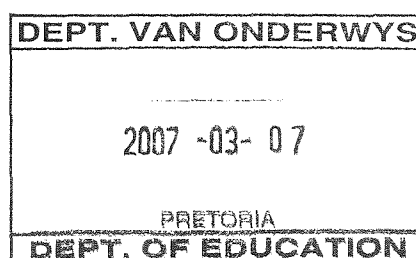
2.2 FOUR CONTENTS OF PARTNERSHIP ARTICLES

- Procedure to be followed when the partnership is dissolved ✓✓
- Aim of the business
- Duration of the partnership
- Chosen name
- Names of the partners
- Capital contribution of each partner
- The proportion in which profits and losses are to be divided
- Who will manage the partnership and sign the cheques
- Dividing of tasks between the partners
- Rules for taking leave
- Arbitration clause
- Interest payable on capital and drawings
- Salaries payable to partners
- Drawings of partners

ANY 4 X 2 (8)

2.3 FOUR CONTENTS OF MEMORANDUM OF ASSOCIATION

- The name of the company ✓✓
- The aim of the company
- A clause stating that the shareholders have a limited liability
- The amount of share capital
- The signing of the document
- The amendment of the document



ANY 4 X 2 (8)

2.4 FOUR ADVANTAGES OF CLOSE CORPORATIONS

- Easy to form ✓✓
- Separate legal entity
- Members have limited liability
- Flexible decision making process
- Members are motivated by self-interest
- Unlimited continuity
- Few legal rules involved in establishment
- Financial statements not published

ANY 4 X 2 (8)

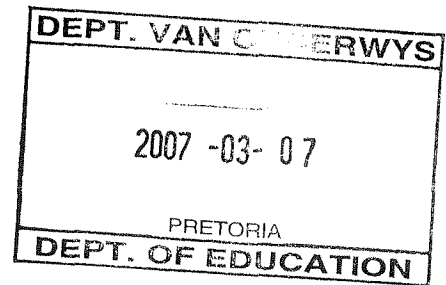
QUESTION	MARK
2.1	16
2.2	8
2.3	8
2.4	8
TOTAL	40

QUESTION 3 MARKETING FUNCTION

3.1 PACKAGING

3.1.1 TWO OBJECTIVES / AIMS OF PACKAGING

- Protects the product ✓✓
- Promotes marketing
- Increases profitability



ANY 2 X 2 (4)

3.1.2 FOUR REQUIREMENTS OF GOOD PACKAGING

- Must be eye-catching ✓✓
- Designed for target market (high school learners)
- Differ from that of competitors
- Promote image of business
- Well designed and strong
- Promote sales
- Suit the pizza
- Any suitable example illustrating the above requirements

Ex. Different size boxes for different size pizzas

Fact = 1
Example / elaboration =2
ANY 3 X 3 (9)

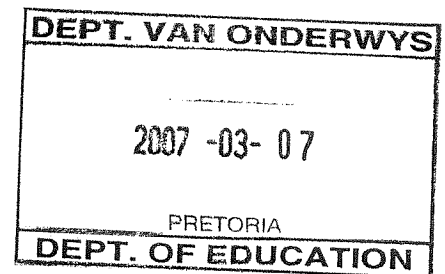
3.2 FIVE ADVANTAGES OF ADVERTISING

- Promoting sales of the product √√
- Promoting the image of the business
- Stimulating primary demand – introducing a new product
- Stimulating selective demand
- Reaching a certain predetermined sales volume
- Reacting to competitors' advertising
- Increasing efficiency of sales staff
- Emphasising new uses of products
- Reminding consumers that the product is still available
- Reassuring current consumers that they have made the right choice
- Reducing fluctuations in sales
- Announcing specials
- Educating the consumer about the product
- Ensuring distribution of product
- Encouraging purchases of product at certain time
- Advertise only goods of quality
- Advertising expenses must be kept as low as possible
- Group relation must be stressed

ANY 5 X 2 (10)

3.3 FOUR FACTORS INFLUENCING PRICE DETERMINATION

- Satisfaction of needs √√
- Nature of demand
- Competition
- Availability of substitutes
- Form of market
- Normal trade practices
- Fixed prices
- Production and distribution costs
- Reaction of dealers
- Credit policy
- Marketing strategy



ANY 4 X 2 (8)

3.4 DIRECT / INDIRECT DISTRIBUTION

CHOICE OF DISTRIBUTION CHANNEL√ (1)

FOUR REASONS FOR DIRECT DISTRIBUTION

- The need to demonstrate the product √√
- Intermediaries are not willing to distribute the goods
- Manufacturer is incapable of persuading intermediaries
- The unduly high profit margins of intermediaries
- No auxiliary services offered by intermediaries

- Intermediaries cannot deliver the product to the consumer soon enough
- Costs of intermediaries are too high
- Dealers and consumers prefer the manufacturer to supply directly to them
- Preventing intermediaries from acquiring a position of power

OR

FOUR REASONS FOR INDIRECT DISTRIBUTION

- Insufficient funds of manufacturer
- Lack of knowledge regarding distribution
- Can use capital better
- Not enough related products
- Scattered target market
- Insufficient auxiliary services

ANY 4 X 2 (8)

QUESTION	MARK
3.1	13
3.2	10
3.3	8
3.4	9
TOTAL	40

QUESTION 4 FINANCIAL FUNCTION

4.1 KINDS OF SHARES

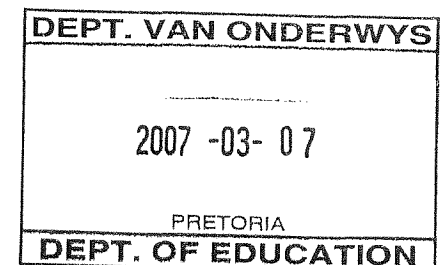
4.1.1 non-voting shares / preference shares ✓✓

4.1.2 convertible **preference** shares

4.1.3 ordinary shares

4.1.4 cumulative **preference shares**

4.1.5 bonus shares



5 X 2 (10)

4.2 FOUR OTHER SOURCES TO DETERMINE CREDIT-WORTHINESS

- **Application form** ✓✓ - all necessary information is obtained ✓
- **Interview** - additional information and to discuss the application
- **Business reference** - businesses with which he conducted business can be contacted
- **Bank reference** - status report may be obtained from potential customer's bank
- **Business chambers** - keep an updated list of people in community who are bad payers

ANY 4 X 3 (12)
NAME = 2
ELABORATION = 1

4.3 THREE DISADVANTAGES OF STOCKPILING

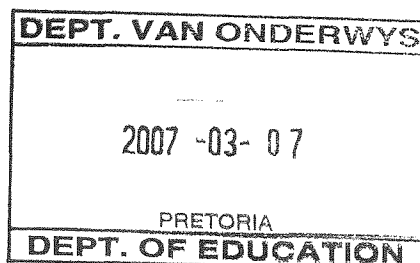
- **Large amounts of capital** $\sqrt{\sqrt{\quad}}$ – are tied up in stock. $\sqrt{\quad}$
- **Insurance expensive** – insurance against theft and fire are expensive.
- **Storage space** – storage space for the stock is very expensive.
- **Obsolescence** – stock may become old and it may be impossible to sell it.
- **Damage loss** – losses as a result of damage to stock is very high.
- **Price fluctuations** – it necessitates selling products at a price lower than purchase price.

ANY 3 X 3 (9)
NAME = 2
ELABORATION = 1

4.4 THREE ADVANTAGES OF HAVING SUFFICIENT CASH

- **Favourable credit rating** $\sqrt{\sqrt{\quad}}$ – obligations can easily be fulfilled which increases the status of the business with suppliers and banks. $\sqrt{\quad}$
- **Discounts** – if a business purchases with cash, it can demand cash discount.
- **Management task easier** – timely payment of obligations facilitates the task of management.
- **Lower prices** – cash purchases offer the possibility of negotiating lower prices.
- **Increased profit opportunities** – profitable transactions can be utilised.
- **Respected** – a business with a high liquidity is respected by potential investors.
- **Increased efficiency** – efficiency of the business is increased because the business is able to cope with any unforeseen situation.
- **Sales not lost** – provision may be made for an unexpected increase in demand.
- **Loan terms** – more favourable terms can be negotiated should a need for a loan arises
- **Surplus cash** – can be invested on a short-term basis.

ANY 3 X 3 (9)
NAME = 2
ELABORATION = 1



QUESTION	MARK
4.1	10
4.2	12
4.3	9
4.4	9
TOTAL	40

QUESTION 5 PRODUCTION FUNCTION / FUNCTION OF GENERAL MANAGEMENT

5.1 PRODUCTION TERMS

- 5.1.1 break-even point ✓✓
 5.1.2 method study
 5.1.3 preventative maintenance
 5.1.4 **fixed** overheads costs / fixed costs
 5.1.5 primary production costs 5 X 2 (10)

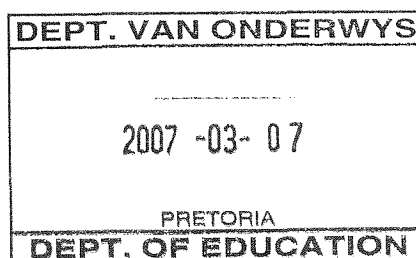
5.2 PRODUCTION SYSTEMS

- 5.2.1 jobbing ✓✓
 5.2.2 mass production / batch production 2 X 2 (4)

5.3 FOUR ADVANTAGES OF MASS PRODUCTION

- **Lower cost per unit** ✓✓ – the advantages of the law of increasing returns come into operation. ✓
- **Lower stock holding costs per unit** – that is the result of lower stock levels which can be maintained.
- **Workers become skilled quickly** – owing to the division of labour and specialization.
- **Equipment / labour fully utilised** – workers and machines are optimally employed.
- **Better production/ quality control** – the processes are more simplified.
- **Improved quality** – product quality improves and labour costs are reduced.
- **Reduced production costs** – standardisation of equipment, machinery and components leads to reduced production costs.
- **Limited handling of stock** – movement by conveyer belts is cheap and limits the handling of stock.
- **Increases turnover rate of stock** – this reduces the amount of working capital tied up in stock.

ANY 4 X 3 (12)
 NAME = 2
 ELABORATION = 1



5.4 THREE SAFETY PROMOTION MEASURES

- Train workers ✓✓
 - Supply protective clothing and accessories
 - Safety prescriptions
 - Encourage safe conditions
 - Predetermined places for tools
 - Suitable safety facilities
 - Provide for emergency situations
 - Take fire preventative measures
- (do not accept repetition AND examples can also be seen as facts)**

ANY 3 X 2 (6)

5.5 FOUR PRINCIPLES OF EFFECTIVE PLANNING

- It must be realistic and feasible. ✓✓
- It must be scientific.
- It must be adjustable.
- It must be clear and simple.
- It must be put in writing.
- The purpose of the plan must be defined.
- The plan must be communicated.
- It must be time-related.
- It is a means to an end and not an end itself.

Accept any appropriate recommendation based on the efficiency of planning.

ANY 4 X 2 (8)

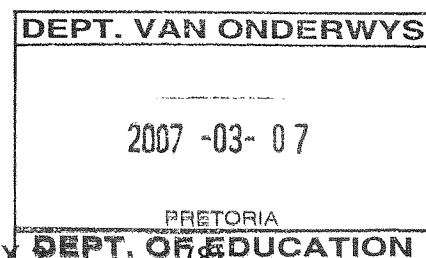
QUESTION	MARK
5.1	10
5.2	4
5.3	12
5.4	6
5.5	8
TOTAL	40

QUESTION 6 FUNCTION OF GENERAL MANAGEMENT

6.1 LINE AND STAFF ORGANISATION CHART

6.1.1 FOUR DISADVANTAGES OF A LINE AND STAFF ORGANISATION STRUCTURE

- Advisers exceed their powers – conflict ✓✓
- Advice may be interpreted as instructions
- It is expensive to use advisers
- Workers may become confused



ANY 4 X 2 (8)

6.1.2 TWO OTHER ORGANISATION STRUCTURES

- Line organisation structure ✓✓
 - Functional organisation structure
 - Project organisation structure
 - Matrix organisation structure
- ANY 2 X 2 (4)**

6.1.3 SPAN OF CONTROL

7 workers ✓✓ (2)

6.2 LEVELS OF MANAGEMENT

6.2.1 B – middle management ✓✓

6.2.2 A – top level

6.2.3 C – lower / first-line management

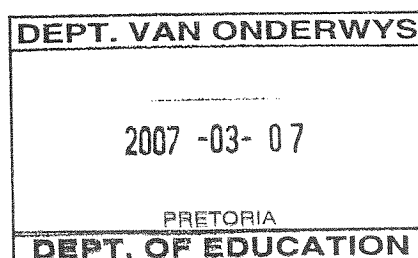
6.2.4 C – lower / first-line management

6.2.5 A – top level **5 X 2 (10)**

6.3 TWO FACTORS / METHODS TO MOTIVATE WORKERS

- Fair remuneration ✓✓
- Security
- Appreciation and acknowledgement of good work
- Interest in worker as a person
- Good human relations
- Dignified treatment
- Good liaison (communication) with workers
- Reasonable instructions
- Opportunities for self-realisation
- Pleasant working conditions
- Participation in the decision-making process

ANY 2 X 2 (4)



6.4 FOUR STEPS IN THE CONTROL PROCESS

- **Determining standards** √√ – the standards should be clearly defined for measuring the actual production.√
- **Measuring standards** – the actual production must be tested against the required standards.
- **Comparison** – the measured result is compared to the planned standards to determine any deviation.
- **Taking corrective steps** – if necessary, remedial action should be taken to prevent a continuation or a repetition.

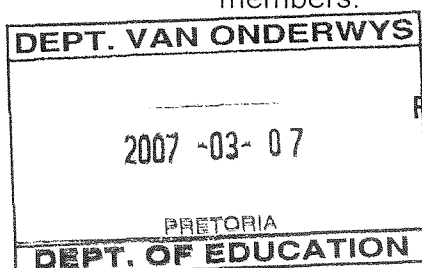
ANY 4 X 3 (12)
 NAME = 2
 ELABORATION = 1

QUESTION	MARK
6.1	14
6.2	10
6.3	4
6.4	12
TOTAL	40

QUESTION 7 THE ENTERPRISE AND ITS ENVIRONMENT

7.1 FOUR SERVICES RENDERED BY THE CHAMBER OF COMMERCE

- Promote trade within its town √ / area.√√
- Further the interests of members through close contact with authorities.
- Bring members into contact with institutions that may assist them in their business.
- Give advice to members regarding labour relations and foreign trade.
- Provide members with an updated list of bad debtors.
- Negotiate group medical insurance and pension schemes for members.
- Make important sources of information and documents available to members.
- Present courses and seminars to members to develop their potential.
- Settle differences, disputes and problems between members through arbitration.
- Try to eliminate unnecessary rivalry and unhealthy competition between members.



FULL SENTENCES:

NAME 1
 EXAMPLE / ELABORATE 2
 ANY 4 X 3 (12)

7.2 THREE METHODS BY SARB TO CONTROL CREDIT AND MONEY IN CIRCULATION

- **Engaging in open market transactions** ✓✓ – it buys government stocks during recessions and thereby stimulating the economy or sells stock during boom periods to dampen spending. ✓
- **Increasing / decreasing discount rates** – during recessions the discount rate is lowered = more money into circulation or during periods of excessive spending it raises the rediscount rate = curtail credit and inflation.
- **Increasing / decreasing cash reserves** – lowering cash reserves requirements will stimulate the economy or increasing cash reserves will curtail credit and dampen the economy.
- **Disciplinary measures** – if commercial banks do not follow the lead of the SARB, disciplinary measures may be implemented.
- **Collecting, processing and interpreting economic statistics** – they do it 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 policies** – it is responsible for the formulation and the execution of monetary and exchange rate policies.

ANY 4 X 3 (12)
NAME = 2
ELABORATION = 1

7.3 JOHANNESBURG SECURITIES EXCHANGE

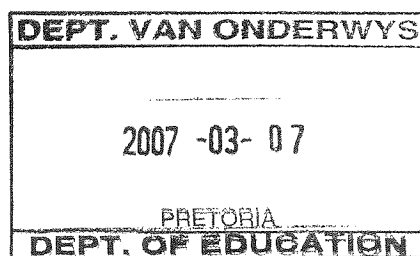
- 7.3.1 Demand and supply ✓✓ or any appropriate answer
- 7.3.2 R22-50 ✓✓ or (2250 c)

(4)

7.3.3 SIX FUNCTIONS OF THE JSE

- Protects investors – companies must comply with strict requirements. ✓✓
- Encourages small investors
- Serves as link between investors and entrepreneurs.
- Offers facilities for financial institutions to invest their funds in shares.
- Provides opportunities for company shares to be assessed by a large number of professionals.
- Publishes share prices daily.
- Sensitive barometer of economic conditions.
- Offers liquidity of investment.

ANY 6 X 2 (12)



QUESTION	MARK
7.1	12
7.2	12
7.3	16
TOTAL	40

QUESTION 8 FINANCIAL FUNCTION / ADMINISTRATION FUNCTION**8.1 KIND OF DEBENTURES**

8.1.1 redeemable debenture √√

8.1.2 debenture to bearer

8.1.3 secured debenture

3 X 2**(6)****8.2 INSURANCE CONCEPTS**

8.2.1 excess payment √√

8.2.2 average clause

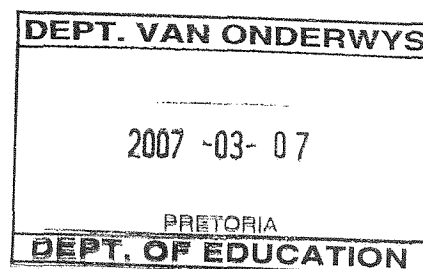
8.2.3 indemnification

3 X 2**(6)****8.3 FOUR FACTORS TO CENTRALISE OR DECENTRALISE**

- **Quality of staff** √√ - decentralisation can easily be implemented when staff is well-trained. √
- **Level of standardisation** - duties according to same procedure can be centralised more easily.
- **Competency of managers** - decentralisation is possible if managers are competent.
- **Geographical distribution** - daily activities at different branches are decentralised.
- **Nature and size of business** - large businesses usually centralise.

ANY 4 X 3**(12)****NAME = 2****ELABORATION = 1****8.4 THREE ADVANTAGES OF CENTRALISATION**

- Specialisation is possible √√
- Division of labour is possible
- Standardisation is easier
- Expertise is increased
- Duplication of activities is eliminated
- Decisions are more authoritative

ANY 3 X 2**(6)**

8.5 **SELLING ON CREDIT OR NOT**

YES ✓✓ (2)

FOUR ADVANTAGES OF CREDIT

- More customers ✓✓
- More regular customers
- Means of advertising
- May charge more
- Useful address lists
- Obtains loyalty of customers
- Stimulates trade

ANY 4 X 2 (8)

OR

NO ✓✓ (2)

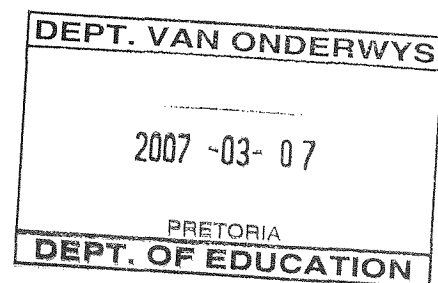
FOUR DISADVANTAGES OF CREDIT

- More working capital
- Increases costs
- Risk of bad debts
- More staff will have to be employed
- Customer pays more

ANY 4 X 2 (8)

Alternative answer: Learners may recommend the present system eg. Advantages of cash)

QUESTION	MARK
8.1	6
8.2	6
8.3	12
8.4	6
8.5	10
TOTAL	40



QUESTION 9 MISCELLANEOUS**(ANY FOUR QUESTIONS)****9.1 FIVE REASONS FOR PARTNERSHIP DISSOLUTION**

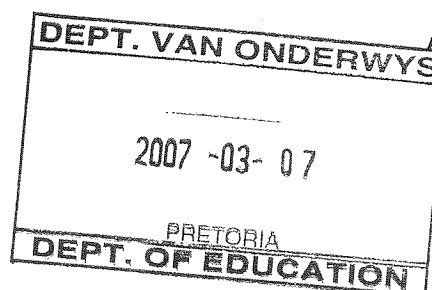
- Mutual agreement of all partners ✓✓
- Admission of new partner
- A partner leaving
- Completion of the partnership business
- Insolvency of a partner
- An order of the court
- More than 20 partners
- Outbreak of war (some partners residing in opposing country)
- Failure of one partner to deliver his predetermined contribution

ANY 5 X 2 (10)**9.2 FIVE DETAILS INCLUDED IN THE FOUNDING STATEMENT**

- Name of the business ✓✓
- Objectives of the business
- Financial year of the business
- Details of accounting officer
- Addresses of the business
- Details of the members
- Contribution of each member
- Percentage interest of each member

ANY 5 X 2 (10)**9.3 FIVE CHARACTERISTICS OF A SOLE TRADER**

- Only one owner ✓✓
- Not a legal entity
- Unlimited continuity
- Owner has a unlimited liability for debt
- Business is not taxed
- Usually people with business sense but not a lot of capital engage in this
- Usually render personal services
- Small retail shops are often suitable for sole traders
- It is easy to establish

ANY 5 X 2 (10)

9.4 FIVE REQUIREMENTS OF A GOOD TRADE MARK

- Must be approved by public √√
- Must contain a unique symbol / mark / graphic sign or word
- Must have versatile usage
- Not be misleading
- Reflects the value of the product
- Must be in suitable language and easy to pronounce
- Be easy to register with registrar
- Must promote the marketing mix
- Must be different from that of competitors
- Be adaptable

ANY 5 X 2 (10)

9.5 FIVE UNETHICAL ADVERTISING PRACTISES

- Misleading advertising √√
- Encouraging false needs
- Cultural pollution
- Providing false information
- Criticism of competitors
- Being annoying and in poor taste
- Emotional influence
- Misleading claims
- Abuse of children

ANY 5 X 2 (10)

9.6 FIVE ADVANTAGES OF THE INFORMAL SECTOR

- Income opportunities
- Creates work for entrepreneur
- Creates opportunities for entrepreneurs
- Stimulate mixed marketing system
- Supplies goods and services
- Low capital outlay
- Cheap facilities
- Not registered as VAT-vendor

ANY 5 X 2 (10)

ONLY FOUR QUESTIONS

	QUESTION	MARK
DEPT. VAN ONDERWYS 2007 -03- 07 PRETORIA DEPT. OF EDUCATION	9.1	10
	9.2	10
	9.3	10
	9.4	10
	9.5	10
	9.6	10
	TOTAL	40

**BEDRYFSEKONOMIE SG
MAART 2007**

EKSAMENNOMMER																			
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AFDELING A
ANTWOORDBLAD

VRAAG 1

1.1 VEELVULDIGEKEUSEVRAE

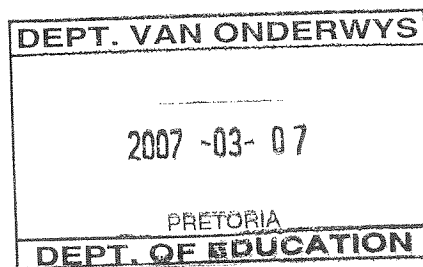
1.1.1	A	B	C	D
1.1.2	A	B	C	D
1.1.3	A	B	C	D
1.1.4	A	B	C	D
1.1.5	A	B	C	D
1.1.6	A	B	C	B
1.1.7	A	B	C	D
1.1.8	A	B	C	D
1.1.9	A	B	C	D
1.1.10	A	B	C	D
1.1.11	A	B	C	D
1.1.12	A	B	C	D
1.1.13	A	B	C	D
1.1.14	A	B	C	D
1.1.15	A	B	C	D
1.1.16	A	B	C	D

16 X 3 = 48

1.2 AFPARING

1.2.1	F
1.2.2	A
1.2.3	C
1.2.4	B
1.2.5	D

5 X 2 = 10



1.3 WAAR OF ONWAAR

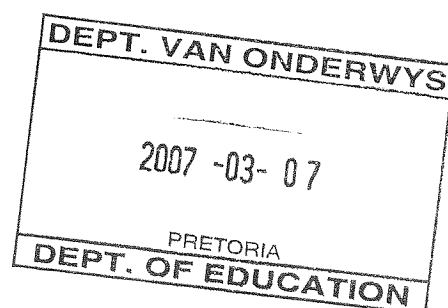
NOMMER	WAAR	ONWAAR
1.3.1		
1.3.2	X	
1.3.3	X	
1.3.4		X
1.3.5		X
1.3.6	X	
1.3.7	X	
1.3.8		X
1.3.9		X
1.3.10	X	

10 X 2 = 20

1.4 VERSKAF DIE KORREKTE TERM

1.4.1	KAPITAALMARK
1.4.2	KREDIETPERK
1.4.3	KREDITEUR
1.4.4	FAKTORERING
1.4.5	OMLOOPSNELHEID VAN VOORRAAD

5 X 2 = 10



1.5 DATA REAKSIE

1.5.1	VERBRUIKSGOEDERE
1.5.2	INDUSTRIËLE GOEDERE
1.5.3	VERBRUIKSGOEDERE
1.5.4	INDUSTRIËLE GOEDERE
1.5.5	VERBRUIKSGOEDERE
1.5.6	DIENSTE

6 X 2 = 12

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	100 PUNTE
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AFDELING B**VRAAG 2 ONDERNEMINGSVORME****2.1 VERGELYKING****2.1.1**

		VENNOOTSKAP	PRIVATE MPY
(i)	Minimum aantal lede	2 vennote √√	1 aandeelhouer √√
(ii)	Kontinuiteit	Beperk	Onbeperk
(iii)	Aanspreeklikheid van lede	Vennote gesamentlik en afsonderlik aanspreeklik	Beperkte aanspreeklikheid
(iv)	Regspersoon	Geen / nee	Is een / ja

4X4 = (16)**2.2 VIER ASPEKTE IN VENNOOTSKAPSOOREENKOMS**

- Prosedure met ontbinding √√
- Doel en aard van vennootskap
- Duur van vennootskap
- Naam van vennootskap
- Name van vennote
- Kapitaalbydrae van elke vennoot
- Verhouding waarin winste en verliese verdeel gaan word
- Wie gaan bestuur en tjeks teken.
- Pligte van elke vennoot
- Verlofreelings
- Hoe geslille besleg word
- Duur van finansiële periode
- Rentekoers betaalbaar op kapitaal en onttrekkings
- Salarisse van vennote
- Omvang van onttrekkings

ENIGE 4 x 2 (8)**2.3 VIER ASPEKTE IN DIE AKTE VAN OPRIGTING**

- Naam van die maatskappy √√
- Doel van die maatskappy
- Klousule wat bepaal dat aandeelhouers 'n beperkte aanspreeklikheid het
- Die bedrag van die aandeelkapitaal
- Die ondertekening van die akte van oprigting
- Die wysiging van die document

ENIGE 4 x 2 (8)

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2.4 VIER VOORDELE VAN 'N BESLOTE KORPORASIE

- Relatief maklik om te stig √√
- Is 'n afsonderlike regs persoon
- Lede het beperkte aanspreeklikheid
- Is 'n buigsame eenheid
- Lede word deur eie belang gemotiveer
- Het 'n onbeperkte bestaanskontinuiteit
- Min wetlike reëls en regulasies
- Finansiële state word nie gepubliseer nie.

ENIGE 4 x 2 (8)

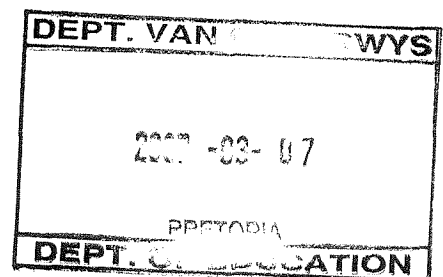
VRAAG	PUNTE
2.1	16
2.2	8
2.3	8
2.4	8
TOTAAL	40

VRAAG 3 BEMARKINGSFUNKSIE

3.1 VERPAKKING

3.1.1 TWEE DOELSTELLINGS VAN VERPAKKING

- Beskerm die produk √√
- Bevorder bemaking
- Verhoog winsgewendheid



ENIGE 2 x 2 (4)

3.1.2 VIER VEREISTES VAN GOEIE VERPAKKING

- Moet aandag van verbruiker trek √√
- Moet vir die (doelmark) hoërskoolleerlinge ontwerp word
- Moet anders as dié van mededingers wees
- Moet beeld van onderneming bevorder
- Moet goed en sterk ontwerp wees
- Moet verkope bevorder
- Moet pas by die pizzas
- Enige toepaslike voorbeeld wat bogenoemde uitbeeld

Bv. Verskillende grootte bokse vir verskillende grootte pizzas.

FEITE 1
VOORBEELD / BESPREKING 2
ENIGE 3 x 3 (9)

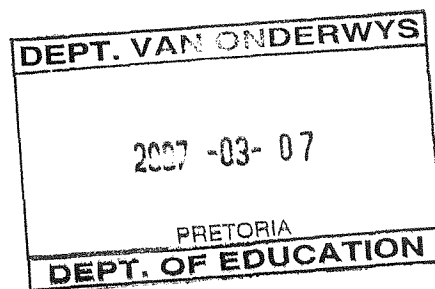
3.2 VYF VOORDELE VAN REKLAME

- Bevorder die verkope van produk ✓✓
- Bevorder die beeld van die onderneming
- Stimuleer die primêre vraag – stel nuwe produk bekend
- Stimuleer die selektiewe vraag
- Om 'n vooraf bepaalde verkoopvolume te bereik
- Reageer op mededingers se reklame
- Vergemaklik taak van verkoops personeel
- Dui nuwe gebruike van produkte aan
- Herinner klant dat produk nog beskikbaar is
- Verseker huidige verbruikers dat hulle die regte keuse gemaak het
- Verminder wisselinge in verkope
- Kondig uitverkopings aan
- Voed die verbruiker op rakende die produk
- Verseker verspreiding van produk
- Moedig die koop van 'n produk gedurende 'n sekere tyd aan
- Adverteer slegs kwaliteitprodukte
- Reklamekoste moet so laag moontlik gehou word
- Groepsverband moet beklemtoon word

ENIGE 5 x 2 (10)

3.3 VIER FAKTORE WAT PRYSBEPALING KAN BEÏNVLOED

- Behoeftbevreëdiging ✓✓
- Aard van die vraag
- Mededinging
- Beskikbaarheid van substitute
- Normale handelspraktyke
- Vasgestelde pryse
- Produksie- en verspreidingskoste
- Reaksie van handelaars
- Kredietbeleid
- Bemarkingstrategie



ENIGE 4 x 2 (8)

3.4 DIREKTE / INDIREKTE VERSPREIDING

KEUSE VERSPREIDINGSKANAAL ✓

(1)

VIER REDES VIR DIREKTE VERSPREIDING

- Wil produk demonstree ✓✓
- Tussenpersone is onwillig om verspreiding te doen
- Vervaardiger kan nie tussenpersone oorreed om produkte te versprei nie
- Onbillike hoë winsgrense van tussenpersone
- Geen hulpdienste aangebied deur tussenpersone

- Tussenpersone kan nie produk vinnig genoeg aan verbruiker lewer nie
- Koste van tussenpersone is te hoog
- Handelaars en verbruikers verkies dat vervaardiger direk aan hulle lewer
- Verhoed dat tussenpersone 'n magposisie verkry

OF

VIER REDES VIR INDIREKTE VERSPREIDING

- Vervaardiger het onvoldoende fondse √√
- Vervaardiger het onvoldoende fondse van verspreiding
- Kapitaal kan beter gebruik word deur vervaardiger
- Nie genoegsame verwante produkte om verspreiding moeite werd te maak nie
- Geografiese verspreide mark maak dit 'n duur proses
- Vervaardigers het onvoldoende hulpdienste

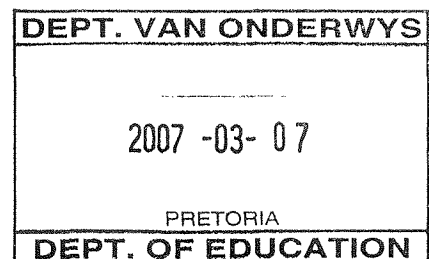
ENIGE 4 x 2 (8)

VRAAG	PUNTE
3.1	13
3.2	10
3.3	8
3.4	9
TOTAAL	40

VRAAG 4 FINANSIËLE FUNKSIE

4.1 SOORTE AANDELE

- 4.1.1 nie-stemdraende aandele / voorkeuraandele √√
- 4.1.2 omskepbare voorkeuraandeel
- 4.1.3 gewone aandele
- 4.1.4 kumulatiewe voorkeuraandele
- 4.1.5 bonusaandele



5 x 2 (10)

4.2 DRIE BRONNE OM KREDIETWAARDIGHEID TE BEPAAL

- **Aansoekvorm** √√ - alle nodige inligting word verkry √
- **Onderhoud** - addisionele inligting en bespreek die aansoek
- **Sakeverwysings** - ondernemings met wie hy handle gedryf het kan gekontak word
- **Bankverwysing** - statusverslag kan van voornemende klant se bank verkry word
- **Sakekamers** - het 'n opgedateerde lys van swak betalers in gemeenskap

ENIGE 4 x 3 (12)
NOEM = 2
VERDUIDELIK = 1

4.3 DRIE NADELE VAN VOORRAADHOUDING

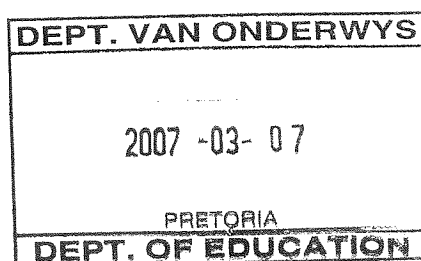
- **Groot bedrae kapitaal** √ √ – opgesluit in voorrade √
- **Versekering duur** – teen diefstal, brand ens.
- **Opbergruimte** – vir voorraad is baie duur
- **Veroudering** – voorraad kan verouderd en nie verkoop word nie
- **Beskadiging** – verliese a.g.v voorraad beskadiging is baie hoog
- **Prysskommelings** – veroorsaak dat produkte teen laer pryse verkoop word as waarteen dit aangekoop is.

ENIGE 3 X 3 (9)
NOEM = 2
VERDUIDELIK = 1

4.4 DRIE VOORDELE VAN VOLDOENDE KONTANT

- **Gunstige kredietvoorwaardes** √√ - finansiële verpligtinge word getrou nagekom, en so word aansien verhoof by leweransiers en banke √
- **Kortings** – kontantkortings kan beding word
- **Vergemaklik taak van bestuur** – word gedoen deur tydigte betaling van verpligtinge
- **Laer pryse beding** – kan laer pryse beding met kontant
- **Meer winsmoontlikhede** – kan ten beste benut word
- **Word gerespekteer** – 'n onderneming met 'n hoë likiditeit word deur potensiële beleggers gerespekteer
- **Verhoog doeltreffendheid** – in onderneming omdat onverwagte gebeure die hoof gebied kan word
- **Behou verkope** – voorsiening kan gemaak word vir onverwagte toename in vraag
- **Leningvoorwaardes** – gunstige voorwaardes kan beding word indien 'n lening benodig word.
- **Surplus kontant** – kan belê word vir 'n korttermyn

ENIGE 3 x 3 (9)
NOEM = 2
VERDUIDELIK = 1



VRAAG	PUNTE
4.1	10
4.2	12
4.3	9
4.4	9
TOTAAL	40

VRAAG 5 PRODUKSIEFUNKSIE / FUNKSIE VAN ALGEMENE BESTUUR

5.1 PRODUKSIETERME

- 5.1.1 gelykbreekpunt / gelykspeelpunt ✓✓
- 5.1.2 metodestudie
- 5.1.3 voorkomende instandhouding
- 5.1.4 **vaste** bokoste / vaste koste
- 5.1.5 primêre produksiekoste

5 x 2 (10)

5.2 PRODUKSIESTELSELS

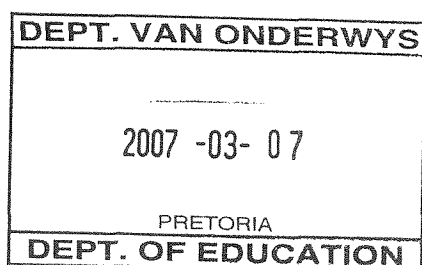
- 5.2.1 stukproduksie / produksie op bestelling / enkelproduksie ✓✓
- 5.2.2 massaproduksie / reeksproduksie

2 x 2 (4)

5.3 VIER VOORDELE VAN MASSAPRODUKSIE

- **Laer eenheidskoste** ✓✓ - goedere word teen 'n laer eenheidskoste geproduseer ✓
- **Laer voorraadhoudingskoste per eenheid** – agv laer voorraadvlakke wat gehandhaaf word
- **Werkers raak gou behendig** – agv arbeidsverdeling en spesialisasie
- **Toerusting / arbeid optimal benut** – minimum ledige tyd – word optimal benut
- **Beter produksie- en kwaliteitskontrole** – omdat prosesse eenvoudiger is
- **Kwaliteit verbeter** – kwaliteit van produkte verbeter en arbeidskoste verlaag
- **Verlaagde produksiekoste** – standaardisering van toerusting, masjiene en onderdele lei tot verlaagde produksiekoste
- **Beperkte hantering van voorraad** – beweging dmv vervoerbande is goedkoop en beperk hantering van voorraad
- **Verhoog omsetsnelheid van voorraad** – dit beperk die bedryfskapitaal wat daarin opgesluit word

ENIGE 4 x 3 (12)
 NOEM = 2
 VERDUIDELIK = 1



5.4 DRIE VEILIGHEIDSMATREËLS

- Opleiding van werkers √√
 - Voorsien veiligheidstoestelle en –klere
 - Veiligheidsvoorskrifte
 - Moedig sindelikeit aan
 - Toerusting op vasgestelde plekke
 - Geskikte veiligheidsfasiliteite
 - Voorsien vir noodsituasies
 - Brandvoorkomende maatreëls
- (let op vir duplisering EN voorbeelde kan ook as feite beskou word.)**

ENIGE 3 x 2 (6)

5.5 VIER BEGINSELS VAN EFFEKTIEWE BEPLANNING

- Moet realisties en uitvoerbaar wees √√
 - Moet wetenskaplik wees
 - Moet aanpasbaar wees
 - Moet duidelik en eenvoudig wees
 - Moet op skrif gestel wees
 - Moet die doel van beplanning omskrywe
 - Moet gekommunikeer word
 - Moet tydgebonde wees
 - Moet 'n middel tot 'n doel wees, en nie 'n doel op sigself nie
- (aanvaar ook voorstelle wat gebaseer is op effektiewe beplanning)**

ENIGE 4 x 2 (8)

VRAAG	PUNTE
5.1	10
5.2	4
5.3	12
5.4	6
5.5	8
TOTAAL	40

VRAAG 6 FUNKSIE VAN ALGEMENE BESTUUR

6.1 LYN- EN STAFORGANISASIESTRUKTUUR

6.1.1 VIER NADELE VAN LYN-EN STAFORGANISASIESTRUKTUUR

- Adviseurs oorskry hul magte – konflik √√
- Advies kan as opdragte vertolk word
- Adviseurs kan verskil met bestuurders – vertraag proses
- Gebruik van adviseurs is duur
- Werkers mag verwar word

ENIGE 4 x 2 (8)

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6.1.2 TWEE ANDER ORGANISASIESTRUKTURE

- Lynorganisasiestruktuur √√
- Funksionele organisasiestruktuur
- Projekorganisasiestruktuur
- Matriksorganisasiestruktuur

ENIGE 2 x 2 (4)**6.1.3 SPANWYDTE**

7 werkers √√

(2)**6.2 VLAKKE VAN BESTUUR**

6.2.1 B – middelvlakbestuur √√

6.2.2 A – topbestuur

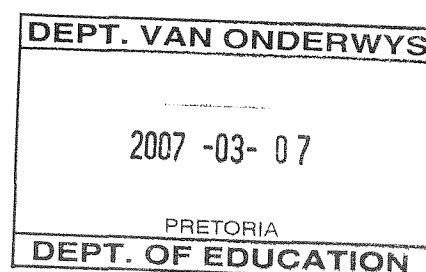
6.2.3 C – laervlakbestuur

6.2.4 C – laervlakbestuur

6.2.5 A – topbestuur

5 x 2 (10)**6.3 TWEE FAKTORE / METODEDES WAT WERKERS MOTIVEER**

- Aanvaarbare vergoeding √√
- Sekuriteit
- Waardering en erkenning vir goeie werk
- Belangstelling in werker as mens
- Goeie menseverhoudinge
- Menswaardige behandeling
- Goeie kommunikasie met werkers
- Redelike instruksies
- Geleenthede vir selfverwesening
- Aangename werksomstandighede
- Deelname in besluitnemingsproses

ENIGE 2 x 2 (4)

6.4 VIER STAPPE IN BEHEERPROSES

- **Bepaling van standaarde** $\sqrt{\sqrt{\quad}}$ - standaarde vir werklike produksie moet duidelik omskryf word $\sqrt{\quad}$
- **Meting van resultate** – werklike produksie moet getoets word aan vereiste standaarde
- **Vergelyking** – werklike resultate moet met voorafbeplande standaarde vergelyk word om afwyking te bepaal
- **Regstellende stappe** – indien nodig moet stappe geneem word om verdere afwykings te voorkom

ENIGE 4 x 3 (12)

NOEM = 2

VERDUIDELIK = 1

VRAAG	PUNTE
6.1	14
6.2	10
6.3	4
6.4	12
TOTAAL	40

VRAAG 7 DIE ONDERNEMING EN SY OMGEWING

7.1 VIER DIENSTE VAN SAKEKAMERS

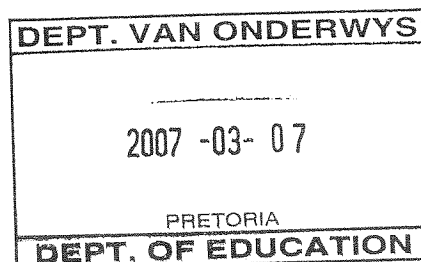
- Bevorder handel binne sy dorp $\sqrt{\quad}$ / gebied $\sqrt{\sqrt{\quad}}$
- Bevorder belange van lede deur noue kontak met owerheidsorganisasies
- Bring lede in aanraking met verenigings wat hul ondernemings kan bevoordeel
- Bedien lede met advies rakende arbeidsverhoudinge en buitelandse handel
- Voorsien lede van 'n lys van plaaslike swak betalers
- Beding groep mediese versekering en pensioenfondse vir lede
- Bied kursusse en seminare aan vir lede
- Besleg verskille tussen lede deur arbitrasie
- Probeer onnodige wedywering en ongesonde kompetisie tussen lede uitskakel

NOEM 1

VOORBEELD / BESPREKING 2

ENIGE 4 x 3 (12)

VOLSINNE



7.2 VIER METODEDES VAN SARB OM KREDIET TE BEHEER

- **Opemarktransaksies** √√ - koop staatseffekte gedurende resessies en stimuleer so die ekonomie **of** verkoop staatseffekte gedurende “boom” tydperke om besteding in te kort √
- **Verhoog / verlaag diskontobeleid** – gedurende resessies verlaag die diskontokoers = meer geld beskikbaar **of** gedurende periodes van oormatige besteding verhoog die diskontokoers = hou krediet en inflasie in toom
- **Vermindering / vermeerdering van kontantreserwes** – vermindering van kontantreserwe vereistes sal ekonomie stimuleer **of** vermeerdering van kontantreserwes sal krediet inkort en die ekonomie benadeel
- **Dissiplinêre maatreels** – as handelsbanke nie die leiding van die SARB aanvaar nie, kan sulke maatreels ingestel word
- **Versameling, prosessering en vertolking van ekonomiese statistiek** – hulle doen dit as basis vir hul eie beleid asook sodat dit deur die banke gebruik kan word
- **Formulering en implimentering van monotêre en wisselkoersbeleide** – is verantwoordelik daarvoor

ENIGE 4 x 3 (12)
NOEM = 2
VERDUIDELIK = 1

7.3 JOHANNESBURG SEKURITEITEBEURS

7.3.1 Vraag en aanbod √√ (aanvaar enige aanvaarbare antwoord)

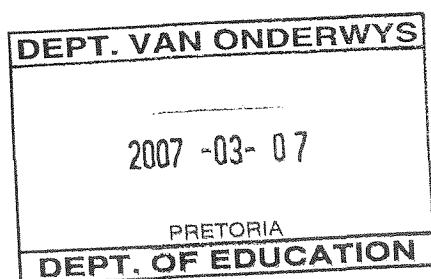
7.3.2 R22-50 √√ of (2250 c)

(4)

7.3.3 SES FUNKSIES VAN DIE JEB

- Beskerm beleggers – maatskappy moet aan streng vereistes voldoen √√
- Moedig klein beleggers aan
- Dien as skakel tussen belegger en bedryfsleier
- Bied geleentheid aan finansiële instellings om hul geld in aandele te belê
- Bied die geleentheid dat aandele van 'n maatskappy deur kenners na waarde geskat kan word
- Publiseer aandelepryse daaglik
- Sensitiewe barometer van ekonomiese toestande
- Bied likwiditeit aan beleggings

ENIGE 6 x 2 (12)



VRAAG	PUNTE
7.1	12
7.2	12
7.3	16
TOTAAL	40

VRAAG 8 FINANSIËLE FUNKSIE / ADMINISTRATIEWE FUNKSIE**8.1 TIPE SKULDBRIEWE**

8.1.1 Aflosbare skuldbriewe √√

8.1.2 Skuldbrief aan toonder √√

8.1.3 Versekerde skuldbrief √√

3 X 2**(6)****8.2 VERSEKERING: TERME**

8.2.1 Bybetaling √√

8.2.2 Aweryklousule √√

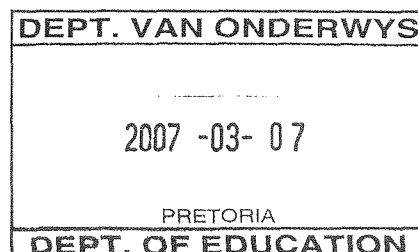
8.2.3 Skadeloosstelling √√

3 X 2**(6)****8.3 VIER FAKTORE OM TE SENTRALISEER OF DESENTRALISEER**

- **Bevoegdheid van personeel** √√ - desentralisasie wanneer personeel goed opgelei is √
- **Vlak van standardisasie** – take met dieselfde prosedure word makliker gesentraliseer
- **Bevoegdheid van bestuurders** – desentralisasie wanneer bestuurders bevoegd is
- **Geografiese verspreiding** – daaglikse take by takke word gedentraliseer
- **Aard en grootte van onderneming** – groot ondernemings is geneig om alle administratiewe take te sentraliseer

ENIGE 4 x 3**(12)****NOEM = 2****VERDUIDELIK = 1****8.4 DRIE VOORDELE VAN SENTRALISASIE**

- Spesialisasie is moontlik √√
- Arbeidsverdeling is moontlik
- Standaardisasie is makliker
- Kundigheid verhoog
- Duplisering van aktiwiteite word uitgeskakel
- Besluite dra meer aansien

ENIGE 3 X 2**(6)**

8.5 KREDIETVERKOPE OF NIE

JA ✓✓

(2)

VIER VOORDELE VAN KREDIETVERLENING

- Handelaar het meer klandisie
- Handelaar sal meer gereelde klante hê
- Krediet kan as reklamemiddel gebruik word
- Handelaar kan meer vra om te verged vir risiko
- Adreslyste kan vir bemarking gebruik word
- Verkry die lojaliteit van klante
- Dit stimuleer die handel

ENIGE 4 x 2 (8)

OF

NEE ✓✓

(2)

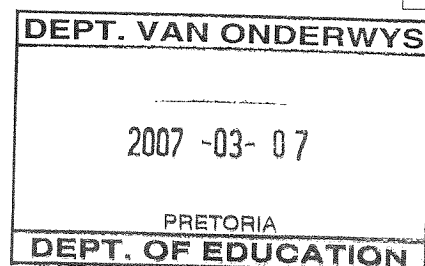
VIER NADELE VAN KREDIETVERLENING

- Meer bedryfskapitaal is nodig
- Administratiewe koste verhoog
- Risiko van oninbare skulde
- Meer personeel sal benodig word
- Klante koop meer as wat hulle kan bekostig
- Die klant moet meer vir artikel betaal

ENIGE 4 x 2 (8)

Alternatiewe antwoord: Leerders kan ook die huidige stelsel aanbeveel bv. die voordele van kontant.

VRAAG	PUNTE
8.1	6
8.2	6
8.3	12
8.4	6
8.5	10
TOTAAL	40



VRAAG 9 ALLERLEI**(ENIGE VIER VRAE)****9.1 VYF REDES HOEKOM 'N VENNOOTSKAP MAG ONTBIND**

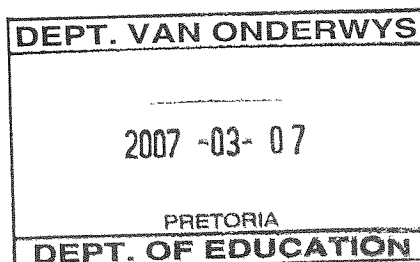
- Onderlinge ooreenkoms tussen vennote ✓✓
- Toelating van 'n nuwe vennoot
- Dood, aftrede of bedanking van vennoot
- Voltooing van doel waarvoor vennootskap gestig is
- Insolvensie van vennoot
- 'n Hofbevel
- Meer as 20 vennote
- Uitbreek van oorlog
- Onvermoe van een van vennote om voorafooreengekome bydrae te lewer

ENIGE 5 x 2 (10)**9.2 VYF BESONDERHEDE IN DIE STIGTINGSVERKLARING**

- Naam van die onderneming ✓✓
- Doel van die onderneming
- Finansiële jaar van die onderneming
- Besonderhede van rekeningkundige beampte
- Adresse van die onderneming
- Besonderhede van elke lid
- Bydrae van elke lid
- Persentasie belang van elke lid

ENIGE 5 X 2 (10)**9.3 VYF EIENSKAPPE VAN 'N EENMANSAAK**

- Net een eienaar ✓✓
- Nie 'n regs persoon
- Geen kontinuiteit
- Eienaar het onbepaalde aanspreeklikheid vir skuld
- Onderneming word nie belas
- Persone met besigheidsin, maar nie baie kapitaal
- Lewer persoonlike dienste
- Klein handelsake
- Oprigting eenvoudig

ENIGE 5 X 2 (10)

9.4 VYF VEREISTES VIR 'N GOEIE HANDELSMERK

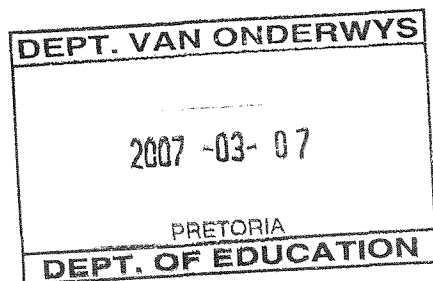
- Byval vind by publiek
- Unieke simbool / merk / grafiese teken of word
- Verskeie gebruike
- Nie misleidend wees nie
- Weerspieël gebruikswaarde
- Gepaste taal en maklik uitgespreek word
- Maklik registreerbaar
- Bevorder bemarkingsresep
- Onderskeidend van mededingers
- Moet aanpasbaar wees

ENIGE 5 X 2 (10)**9.5 VYF ONETIESE PRAKTYKE**

- Misleidende reklame
- Skynbehoefte
- Kulturele besoedeling
- Verskaf vals inligting
- Kritiseer mededingers
- Swak smaak
- Emosionele beïnvloeding
- Misleidende aansprake
- Misbruik van kinders

ENIGE 5 X 2 (10)**9.6 VYF VOORDELE VAN DIE INFORMELE SEKTOR**

- Skep inkomstegeleenthede
- Skep werk vir entrepreneur
- Entrepreneursgeleenthede word geskep
- Stimuleer gemengde markstelsel
- Voorsien goedere en dienste aan verbruiker
- Min kapitaal benodig
- Goedkoop geriewe
- Nie BTW-handelaar

ENIGE 5 X 2 (10)**ENIGE VIER VRAE**

VRAAG	PUNTE
9.1	10
9.2	10
9.3	10
9.4	10
9.5	10
9.6	10
TOTAAL	40