



Confidential

MARK SCHEME

{521/01}

MARKS: 100

Question 1**(a) (i) Define the term cooperative.**

Cooperative - is a group of people who pool their resources (1) and work together for a common goal.(1) [2]

(ii) Suggest two cooperatives that the youth can form.

Workers cooperative – based on worker ownership and control.

Consumer cooperative – based on consumers ownership and control

Producers – based on producer ownership and control, formed through joining together of producers.

Any two, example must have the name of the cooperative. [6]

(iii) Explain two factors of production that may be used by the youth when forming a cooperative. Give an example of each factor.

Land (1 – refers to all gifts of nature (1 eg Premises, Buildings (1

Labour (1 – all human physical and mental effort used in the production of goods and services.(1 workers (1

Capital (1 – assets used in the production of goods and services (1 Cars, Equipment (1

Entrepreneurs (1 – the factor that combines all the other factors of production (1 the youth (1

any two for 3 marks each. [6]

(b) (i) Explain what is meant by a certificate of incorporation.

Certificate of incorporation – certifies that the company has registered (1) and incorporated as a separate legal entity.(1) [2]

(ii) Distinguish between a public limited company and a public corporation.**Public ltd company**

- owned by shareholders
- profit motive
- shareholders appoint directors
- controlled by private individuals

Public corporation

- state owned
- citizens welfare oriented
- minister appoints directors
- controlled by government

Any two differences [4]

[Total marks: 20]

Question 2**(a) (i) List two examples of trade unions in ESwatini**

Swaziland National Association of Teachers
 Swaziland Democratic Nurses Union
 Swaziland National Association of Journalists
 Swaziland Manufacturing and Allied Workers Union
 Swaziland Media, Publishers and Allied Workers Union
 Swaziland Union Financial and Allied Workers Union
 National Public Sector and Allied Workers Union

Any two for 1 mark each [2]

(ii) Explain the court that deals with trade union issues.

Industrial Court (1 – has jurisdiction over labour related issues.) (1) [2]

(iii) Explain three reasons why the textile and manufacturing workers joined ETMU.

Self interest (1 – enjoy belonging to a group) (1)
Keep a particular job (1 – some jobs offered to only unionised members) (1)
Benefits – enjoy certain benefits such as legal aid
Security – knows that they are part of a union thus employers cannot just
 Treat them unfairly.
Jobs secured – as the union will fight for them, avoid unfair dismissals
Information – some information is accessed by unionised workers only

Any three for 2 marks each [6]

(b) (i) Define what is meant by communication.

Communication is the transmission of information (1 from one individual or organisation to another.) (1) [2]

(ii) Explain four importance of communication

To place orders (1 – must be able to order what it needs) (1)
To attend to customer complaints – for purposes of customer service
To distribute information – inform customers about products or changes taking place in the business.
Provide information to the public
Promote products
Give instructions to employees and receive feedback from them

Any four explained 2 marks each [8]

[Total marks: 20]

Question 3**(a) Explain what is meant by the following:**

- (i) Scarcity - It refers to the inability to satisfy all wants because they are more than what we can produce. [2]
- (ii) Website - Is a collection of web pages describing a particular organisation. [2]
- (iii) Endorsement - it refers to the signing of a cheque at the back to indicate that ownership has been transferred to another person. [2]
- (iv) Product – a good or service made to satisfy the needs and wants of a target market. [2]
- (v) Complement – a good that is consumed together with another. [2]

(b) (i) Name four factors that promote job satisfaction.

- Generous wages
- Job security
- Interesting work
- Team work
- Useful fringe benefits
- Flexible working hours
- Rotation among jobs
- Job status
- Appreciation of work done
- Good chances of promotion

Any four for 1 mark each**[4]****(ii) Explain three monetary rewards that workers earn from their jobs.****Wages (1 – work is measured by output produced. (1****Bonus (1 – extra payment over normal pay for targets reached.(1****Special rewards – given to top achievers.****Profit sharing – a portion of the business profit shared among workers if business has done well.****Commission – paid to sales staff when they have generated high sales.****Any three for 2 marks per point****[Total marks: 20]**

Question 4**(a) (i) Explain the two classes of costs.**

Fixed cost/indirect costs are the costs that are unavoidable whether a business produces goods or not. Fixed cost exists at zero output. [2]

Variable costs which are direct costs are the costs which are directly related to the level of output produced. They vary directly with a business's level of output. [2]

(ii) Explain two reasons for budgeting.

- To get the most out of your money
- To achieve short term goals, such as buying clothes
- To achieve long-term goals, such as buying a house or car
- To develop a sense of financial confidence.

Any three explained, no mark for advantages. [6]

(b) Income:	E
Sales	3 800 (1
Receipts from debtors	<u>1 600 (1</u>
Total income	5 400
Expenses:	
Rent of shop	200 (1
Rent of equipment	500 (1
Purchases of stock	1 500 (1
Wages	900 (1
Transport	800 (1
Stationery	200 (1
Loan repayment	<u>1 100 (1</u>
Total expenses	<u>5 200</u>
Balance	200 (1

[10]

[Total marks: 20]

Question 5**(a) (i) State four objectives of marketing.**

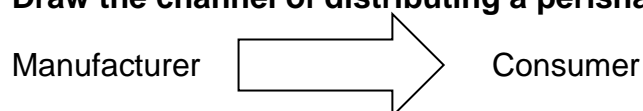
Increase market share
 Increase sales
 Promote the products and business
 Develop new products
 Conduct market research
 Improve existing products
 Attend to customer complaints

Any four for 1 mark each**[4]****(ii) Explain three elements of the marketing mix.**

Product (1 – the good or service produces by the business (1
Promotion (1 – methods used by the business to raise awareness about the product and also persuade consumers to buy it (1
Place (1 – where the product is sold or found (1
Price (1 – amount at which the product is offered to the consumers (1

Any three, 2 marks each**[6]****(iii) Differentiate between interview and observation in research**

Interview	Observation
- collect data by having a conversation	consumers watched/monitored, no conversation
- may prepare focal questions	no focal questions
- allows getting indepth information	collect only observed data

Any two for 2 marks per difference**[4]****(b) (i) Draw the channel of distributing a perishable product.****[2]**

(ii) **Explain two environmental features that influence the nature of a market.**

Geographical location – the climate and vegetation of a particular location

Cultural and religious groups (1 – the different ethnic and religious groups found in an area.(1

Age and gender (1 – the different age groups and gender differentials(1

Occupation and income – different jobs and professions and wages earned by people in an area

Technological developments – developments that are made with regards to the technology used in the industry

Infrastructure – the state of the roads, communication, buildings and other resources in a certain zone.

Any two for 2 marks each

[4]

[Total marks: 20]