



EXAMINATIONS COUNCIL OF ESWATINI

Junior Certificate Examination

CANDIDATE
NAME

CENTRE
NUMBER

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CANDIDATE
NUMBER

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BUSINESS STUDIES

521/01

Paper 1

October/November 2019

1 hour 30 minutes

READ THESE INSTRUCTIONS FIRST

1. Write your candidate name, Centre number and candidate number on the spaces provided.
2. Answer all questions.
3. Write your answers using a dark blue or black pen.
4. Marks are given in [] at the end of each question or part question.
5. Special attention must be paid to legibility and neatness.
6. Name(s) of businesses/persons used in this paper are fictitious.
7. You may use a calculator.

For Examiner's use	
1.	
2.	
3.	
4.	
5.	
TOTAL	

This document consists of **11** printed pages and **1** blank page.

QUESTION 1

Wants can be classified as material and non-material wants:

(a) (i) Explain what is meant by 'material wants.'

.....
..... [2]

(ii) State **three** examples of non-material wants.

Non-material want 1
Non-material want 2
Non-material want 3 [3]

All countries have three fundamental economic questions to answer.

(b) (i) Explain how a country can answer the **three** fundamental economic questions.

Question 1
Explanation.....
.....
Question 2
Explanation.....
.....
Question 3
Explanation
..... [9]

(ii) Explain the stages of production given below. Give **one example** of each.

Primary production explanation.....
.....
Example

Tertiary production explanation

Example

Secondary production explanation.....

Example..... [6]

[Total marks: 20]

QUESTION 2

Nozi owns Early Childhood Development Center. The centre is situated in her home area and it takes care of children of ages between 3 to 5 years.

- (a) (i) Identify the sector of the economy in which the Early Childhood Development Centre can be classified.

..... [1]

- (ii) State **three** examples of businesses that are classified under the same sector as Nozi's business

Example 1

Example 2

Example 3 [3]

- (iii) Explain **three** ways in which Nozi's business contributes to her community.

Way 1

Explanation

.....

Way 2

Explanation

.....

Way 3

Explanation

..... [6]

There has been an increase in the number of parents who want to enroll their children in Nozi's Early Childhood Development Centre. This increase in demand has created the need for internal growth.

(b) (i) Explain **two** ways in which internal growth may occur.

Way 1 explanation.....

.....

.....

Way 2 explanation

.....

..... [4]

Nozi wants to be a successful entrepreneur.

(ii) Explain **three** characteristics of a successful entrepreneur.

Characteristic 1.....

Explanation

.....

Characteristic 2

Explanation

.....

Characteristic 3

Explanation

..... [6]

[Total marks: 20]

QUESTION 3

(a) (i) Describe the following business terms and give **one** example for each:

Cooperative

.....

.....

.....

Example

Website

.....

.....

.....

Example

Trade union

.....

.....

.....

Example [9]

(b) (i) Match each explanation to the relevant term by drawing an arrow from the explanation to the term/phrase. The first one has been done as an example.

Explanation	Term/Phrase
1. A business owned by one person	Token Strike
2. All resources used by owner to start a business.	Federation
3. The reason why employees want to work hard and work effectively for the business.	Non current assets
4. Group of workers who are taking industrial action and stand outside the place of work to protest arrival or departure of other employees.	Selective strike
5. A short stoppage of half a day or even an hour to indicate the strength of feeling the claim.	picketing
	Sole trader
	Motivation
	Capital

[5]

(ii) Explain **three** differences between Douglas MacGregor's motivational theories X and Y.

Difference 1.....

.....

.....

.....

Difference 2

.....

.....

.....

Difference 3

.....

.....

..... [6]

[Total marks: 20]

Question 4

Sizo started a car wash business. He uses billboards to promote the business and the market oriented approach to develop his services.

- (a) (i) Explain **two** other methods that Sizo can use to promote his car wash service business.

Method 1

Explanation

.....

.....

Method 2

Explanation

.....

..... [4]

- (ii) Analyse **two** ways in which Sizo's business benefits from using the market oriented approach.

.....

.....

.....

.....

.....

.....

.....

..... [4]

Sizo has decided to open a second car wash in another city. He conducted market research before opening the new car wash.

(b) (i) Explain **two** methods of data collection that Sizo might have used when carrying out the research.

Method 1

Explanation

.....

Method 2

Explanation

..... [6]

(ii) Explain **one** advantage to Sizo of conducting the market research before opening the new branch.

Advantage

.....

..... [2]

(iii) Explain the importance of marketing the car wash.

Importance 1

Explanation

.....

Importance 2

Explanation

..... [4]

[Total marks: 20]

QUESTION 5

After working for many years in business management, Titi decided to start her own bridal shop to rent out wedding gowns.

(a) (i) Define the term 'business management'.

.....
.....
..... [2]

(ii) State **four** qualities of a good manager.

Quality 1
Quality 2
Quality 3
Quality 4 [4]

(iii) Explain **two** other ways of entering into business other than the one used by Titi.

Way 1
Explanation
.....
Way 2
Explanation
..... [4]

Titi's business has operated successfully for two years. She is intending to expand the business using internal sources of finance.

(b) (i) Explain **three** factors that might have led to the success of the bridal shop.

Factor 1

Explanation

.....

.....

Factor 2

Explanation

.....

.....

Factor 3

Explanation

.....

..... [6]

(ii) Analyse **two** internal sources of finance that Titi could use.

Source 1.....

.....

.....

.....

Source 2

.....

.....

..... [4]

[Total marks: 20]

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