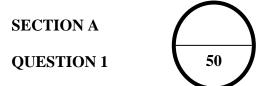


BUSINESS STUDIES: PAPER I

EXAMINATION NUMBER												
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ANSWER BOOKLET



Indicate the **most correct** answer by writing the letter of the alternative you have chosen in the space provided below.

1.1	1.6	1.11
1.2	1.7	1.12
1.3	1.8	1.13
1.4	1.9	1.14
1.5	1.10	1.15

30

QUESTION 2

Match the columns: write only the correct letter from Column B next to the appropriate question number of Column A.

Column A	Column B
2.1	
2.2	
2.3	
2.4	
2.5	
2.6	
2.7	
2.8	
2.9	
2.10	

20

SECTION B QUESTION 3 50

3.1 Fill in the **missing information** from the schematic diagram.

3.1.1	Three entrepreneurial qualities of a successful manager:
	*
	*
	*
	(3 marks)
3.1.2	Description of a transformational leadership style:
	(2 mortes)
212	(2 marks)
3.1.3	Two non-monetary factors that management can use to motivate employees:
	*
	*
214	(2 marks)
3.1.4	(a) Organisational awareness competency:
	(3 marks)
	(b) Customer service orientation competency:
	(3 marks)



3.2 Suggest, with a **different** strategy for each, how the Mr Price Group Ltd's management team could effectively deal with each of the following **micro challenges**:

3.2.1	The purchasing manager consistently fails to meet budget deadlines.
	(2 marks)
3.2.2	There is a lack of commitment by managers to deal with racism in the workplace.
	(2 marks)
3.2.3	The method used in conducting performance appraisals is quoted as the main reason for staff resignation.
	(2 marks)



3.3 For each of the elements of **Porter's Five Forces Model** you are required to:

- Describe, with the aid of an example, **a challenge** that Mr Price may encounter under this force;
- Discuss a different **strategy** to deal with the challenge;
- Identify a different **stakeholder** that would benefit from the implementation of the strategy.

Element of Porter	Challenge being faced	Strategy to deal with challenge	Stakeholder that would benefit from implementation of strategy
3.3.1 Level of rivalry in the market			
	(2 marks)	(2 marks)	(1 mark)
3.3.2 The power of suppliers			
	(2 marks)	(2 marks)	(1 mark)



3.4 Mr Price Ltd has a diversified investment portfolio. Discuss each of the investment options using the criteria given in the second column.

	vestment Options	Criteria	Discussion
3.4.1	Equities	Risk	
			(2 marks)
3.4.2	Collectibles	Return on Investment (ROI)	
			(2 marks)
3.4.3	Fixed Deposit	Timeline	
			(2 marks)

6	

5	3.5.1	(a)	Example of a tangible resource:	
			Example of an intangible resource:	
			(2	marks)
		(b)	A strategy that Mr Price could use to ensure tangible resour used in an optimal manner:	ces are
			(2	marks)
	3.5.2	А ро	ssible strength of Mr Price:	
			(1	1 mark)
	3.5.3	An a	dvantage in management completing an environmental scan at Mr	Price:
			(2	marks)
	3.5.4	The	process involved in completing a Value Chain Analysis:	
			(3	marks)

10

3.6 Mr Price Sport records high sales during the festive period in December, but there is a drastic drop in this figure from January to March. Sales tend to pick up again in April.

With the aid of ONE creative problem-solving technique you are required to:

- Analyse the problem faced by Mr Price Sport; and
- Propose a solution to the problem.

Note: you are not allowed to use the Value Chain Analysis as one of the techniques to solve this problem.

Creative problem-solving technique:	
	(1 mark)
Analysis of problem using problem-solving technique chosen:	
	(3 marks)
Propose a solution to the problem:	
	(1 mark)