

BUSINESS STUDIES: PAPER I

EXAMINATION NUMBER

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

ANSWER BOOKLET

SECTION A

QUESTION 1

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

1.1	
1.2	
1.3	
1.4	
1.5	

1.6	
1.7	
1.8	
1.9	
1.10	

20

QUESTION 2

Change the **bold word(s)** in each statement to make the statement **TRUE**. Write only the **correct word/term** in the space below.

2.1	
2.2	
2.3	
2.4	

2.5	
2.6	
2.7	

14

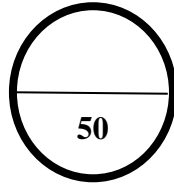
QUESTION 3

Give the correct word/term from the **list of possible alternatives** given to complete each statement. Write only the **correct word/term** in the space provided below.

3.1	
3.2	
3.3	
3.4	
3.5	
3.6	
3.7	
3.8	

SECTION B

QUESTION 4



4.1 Supply the **missing information** from the schematic diagram.

4.1 (a)	
4.1 (b)	
4.1 (c)	

3

4.2 Suggest, with a different strategy for each, how the Famous Brands management team could effectively deal with each of the following ethical challenges:

<p>4.2.1 Franchises selling food products of which the sell-by date has passed.</p>	<p>(2 marks)</p>
<p>4.2.2 An outsider attempting to gain access to confidential information about employees.</p>	<p>(2 marks)</p>
<p>4.2.3 A Famous Brands manager is on the selection committee for choosing a new cleaning company for the business. His wife submits a tender for the contract.</p>	<p>(2 marks)</p>

6

4.3 Refer to the schematic diagram in the Question Paper and complete the table below.

Department	Quality of Performance Technique	Discussion of how the technique can be applied to improve the quality of performance at Famous Brands Ltd
Purchasing Department	(1 mark)	(3 marks)
Human Resources/ Human Capital Department	(1 mark)	(3 marks)
Financial Department	(1 mark)	(3 marks)

12

4.4 Illustrate, with the use of an example for each, how the following concepts would relate to insurance that Steers would have to take out:

4.4.1 Excess clause:	(3 marks)
4.4.2 Insurable interest:	(3 marks)

6

4.5 Supply the **missing information** that relates to the illustration of discipline in a Steers Franchise Work Environment.

4.5.1	(2 marks)
4.5.2	(1 mark)
4.5.3	(1 mark)
4.5.4 *	(4 marks)
*	
4.5.5	(2 marks)
4.5.6	(2 marks)
4.5.7	(2 marks)
4.5.8 (a) Positive outcome:	
Negative outcome:	
	(4 marks)
4.5.8 (b)*	(2 marks)
*	

20

4.6 List **THREE** elements that Famous Brands Ltd could include in their marketing communication policy.

*	(1 mark)
*	(1 mark)
*	(1 mark)

3