



EXAMINATIONS COUNCIL OF ESWATINI
Junior Certificate Examination

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER

BUSINESS STUDIES

521/01

Paper 1

October/November 2020

1 hour 30 minutes

READ THESE INSTRUCTIONS FIRST

1. Write your candidate name, centre number and candidate number in 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

There are many different forms of business that could be formed. One being a cooperative.

(a) (i) Define the term 'cooperative'.

.....

.....

.....[2]

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

Cooperative 1

Explanation

.....

.....

Cooperative 2

Explanation

.....

.....[6]

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

Factor 1

Explanation

.....

.....

Example

Factor 2

Explanation

.....

.....

Example[6]

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

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

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

Difference 1

.....
.....
.....
.....

Difference 2

.....
.....
.....
.....[4]

[Total marks: 20]

QUESTION 2

Eswatini Textiles and Manufacturing Union (ETMU) is a trade union for workers in the textile and manufacturing industry.

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

Example 1

Example 2[2]

(ii) Identify the court that deals with employers and employees matters.

Court

(iii) Explain **three** reasons why workers who are employed by textile and manufacturing firms join ETMU.

Reason 1

Explanation

.....

Reason 2

Explanation

.....

Reason 3

Explanation

.....[6]

Effective communication is important in a business.

(b) (i) Define what is meant by the term 'effective communication'.

.....

.....

.....[2]

(ii) Explain **four** importance of communication to a business.

Importance 1

Explanation

.....

.....

Importance 2

Explanation

.....

.....

Importance 3

Explanation

.....

.....

Importance 4

Explanation

.....

.....[8]

[Total marks: 20]

QUESTION 3

(a) Define the following terms.

(i) Scarcity

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

(ii) Website

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

(iii) Endorsement

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

(iii) Product

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

(iv) Complement

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

Most people go to work because of the rewards they will get in return and they value job satisfaction.

(b) (i) State **four** factors that promote job satisfaction.

- Factor 1
- Factor 2
- Factor 3
- Factor 4[4]

(ii) Explain **three** monetary rewards that workers earn from their jobs.

- Reward 1
- Explanation
-
- Reward 2
- Explanation
-
- Reward 3
- Explanation
-[6]

[Total marks: 20]

QUESTION 4

Businesses incur costs when producing goods and services, therefore it is important for businesses to budget.

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

Cost 1

Explanation

.....

.....

Cost 2

Explanation

.....

.....[4]

(ii) Explain **three** reasons for preparing a budget.

Reason 1

Explanation

.....

Reason 2

Explanation

.....

Reason 3

Explanation

.....[6]

QUESTION 5

It is important for businesses to have an effective marketing department.

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

- Objective 1
- Objective 2
- Objective 3
- Objective 4[4]

(ii) Explain **three** elements of the marketing mix.

- Element 1
- Explanation
-
- Element 2
- Explanation
-
- Element 3
- Explanation
-[6]

(iii) Explain **two** differences between interview and observation in market research

- Difference 1
-
-
- Difference 2
-
-[4]

Businesses produce goods and services to meet the needs and wants of a certain target market. The needs and wants are met when the products reach the final consumers.

(b) (i) Draw the channel of distribution for a perishable product.

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

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

Feature 1

Explanation

.....

Feature 2

Explanation

.....[4]

[Total marks: 20]

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