



EXAMINATIONS COUNCIL OF ESWATINI
Junior Certificate Examination

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER

BUSINESS STUDIES

521/01

Paper 1

October/November 2022

1 hour 45 minutes

READ THESE INSTRUCTIONS FIRST

1. Write your name, Centre number and candidate number on the spaces provided.
2. Answer **all** questions.
3. Write your answers using a **blue** or **black** pen in the spaces provided.
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.	
TOTAL	

This document consists of **9** printed pages and **3** blank pages.

QUESTION 1

Jabu and his friends started a fishing business in their community. They sell the fish to local retailers (restaurants and supermarkets). The boys use the money they get to cater for their basic needs. The young fishers have applied for a loan of E1 500 from the Youth Enterprise Fund to buy some of the resources they need such as cooler boxes and fishing nets. However, the young fishers are faced with the basic economic problem.

(a) State **four** examples of basic needs.

Example 1.....

Example 2.....

Example 3.....

Example 4..... [4]

(b) Explain the economic problem faced by the young fishers.

Economic problem.....

Explanation.....

.....

..... [3]

(c) Explain the cost that may result as the young fishers solve the economic problem.

Cost.....

Explanation.....

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..... [4]

(d) Explain the forms of specialisation practised by the young fishers and the retailers.

Form by fishers.....

Explanation.....

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Form by retailers.....

Explanation.....

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..... [6]

The young fishers have applied for a loan of E1 500 from the Youth Enterprise Fund.

(e) Do you think obtaining the loan would be beneficial to the fishery business? Justify your answer.

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..... [8]

[Total Marks: 25]

QUESTION 2

Comfy Furnitures employs ten sales staff. The business offers its staff 10% commission based on their monthly sales. Moreover, the managers consider the needs of its staff as outlined by Maslow’s theory of motivation. Communication with customers is mainly through electronic mail (e-mail).

(a) Identify **four** other examples of written communication that Comfy Furnitures can use.

Example 1.....

Example 2.....

Example 3.....

Example 4..... [4]

(b) Explain **one** other monetary reward that can be used at Comfy Furnitures.

Monetary reward.....

Explanation.....

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..... [3]

(c) Explain **two** needs from Maslow’s theory of motivation that Comfy Furnitures may have to satisfy for the staff to remain motivated.

Need 1

Explanation.....

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Need 2

Explanation.....

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..... [4]

(d) Explain **two** benefits to the furniture shop of having a motivated sales staff.

Benefit 1

Explanation.....

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Benefit 2

Explanation.....

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..... [6]

(e) Do you think that e-mails are the best method of communication for Comfy Furnitures?
Justify your answer.

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[Total Marks: 25]

QUESTION 3

Thandi opened a second-hand clothing shop in her home area using her personal savings. She normally sells on cash basis but allows credit to trustworthy customers. The clothing shop has a bank account with KP Bank that allows the business access to overdrafts. The business encourages customers to use e-wallet when making payments as it can easily withdraw the money using Automated Teller Machines (ATM's).

(a) State **four** advantages of using Automated Teller Machines.

- Advantage 1.....
- Advantage 2.....
- Advantage 3.....
- Advantage 4..... [4]

(b) Explain how personal savings are classified as a source of finance.

- Classification.....
- Explanation.....
-
- [3]

(c) Explain **two** sources of finance that Thandi could have used for her business other than savings and overdrafts.

- Source 1.....
- Explanation.....
-
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- Source 2.....
- Explanation.....
-
- [4]

(d) Explain **two** disadvantages of using e-wallet as a payment method to the clothing shop.

Disadvantage 1.....

Explanation.....

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Disadvantage 2.....

Explanation.....

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..... [6]

(e) Do you think that the clothing shop should use a bank overdraft? Justify your answer

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[Total Marks: 25]

QUESTION 4

Mangweni Plc rents out construction equipment to other companies. The construction equipment is branded as a way of promoting the services provided by the business. The business conducts market research on a regular basis.

- (a) Identify **four** strategies used in promoting a product.

Strategy 1.....

Strategy 2.....

Strategy 3.....

Strategy 4..... [4]

- (b) Explain what is meant by the term 'market research'. Give **one** piece of information that could be collected by Mangweni Plc when conducting the research.

Meaning.....

.....

Piece of information.....

..... [3]

- (c) Explain **two** reasons why marketing is of importance to Mangweni Plc.

Reason 1.....

Explanation.....

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Reason 2.....

Explanation.....

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..... [4]

(d) Explain **two** documents that were prepared by Mangweni Plc before it started operating.

Document 1.....

Explanation.....

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Document 2.....

Explanation.....

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..... [6]

Mangweni Plc conducts market research on a regular basis.

(e) Do you think using market-oriented approach is a good idea to Mangweni Plc? Justify your answer.

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[Total Marks: 25]

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