



EXAMINATIONS COUNCIL OF ESWATINI  
Junior Certificate Examination

CANDIDATE  
NAME

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CENTRE  
NUMBER

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CANDIDATE  
NUMBER

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**BUSINESS STUDIES**

**521/02**

Paper 2

**October/November 2022**

**1 hour 45 minutes**

**READ THESE INSTRUCTIONS FIRST**

1. Write your name, Centre number and candidate number in the spaces provided.
2. Answer **all** questions.
3. Write your answers using **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.

<b>For Examiner's use</b>	
1.	
2.	
3.	
4.	
<b>TOTAL</b>	

This document consists of **10** printed pages and **2** blank pages.

## BABY VERGZ PTY LTD

Baby Vergz Ltd is a company that produces a range of baby vegetables including baby onions, baby tomatoes, baby carrots and baby beetroots. The shareholders bought the company from the government. Baby Vergz Ltd has a large production facility with two hundred workers employed under three departments namely: farming, packaging and administration.

The company has recently conducted primary market research to satisfy the different segments of the market. Most customers pay using credit cards and a few use cash. The business considers communication to be an important aspect of its operations since it buys most of its agricultural equipment abroad. Baby Vergz Ltd uses signs, billboards and models of new vegetables that are put around the farm that serve as means of communication. However, at times the business experiences barriers to effective communication.

There are two supervisors in the packaging department, who work on different weeks. One of the supervisors uses the democratic leadership style and the other uses the laissez-faire leadership style.

Appendix A below shows the number of packaged baby vegetables on different weeks as supervised by the two supervisors.

### Appendix A

<b>Supervisor</b>	<b>Baby Vegetables packages per week</b>
Supervisor 1 – democratic leadership	45 000 packages
Supervisor 2 – laissez-faire leadership	30 000 packages

**QUESTION 1**

The shareholders bought the company from the government.

- (a) State **three** reasons that may have led to government selling the baby vegetable business to Baby Vergz Ltd 's shareholders.

Reason 1 .....

Reason 2 .....

Reason 3 ..... [3]

- (b) Explain **one** characteristic of the economic system in which Baby Vergz Ltd operates.

Characteristic.....

Explanation .....

.....

..... [3]

- (c) Explain **three** aims of Baby Vergz Ltd.

Aim 1 .....

Explanation .....

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Aim 2 .....

Explanation .....

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Aim 3 .....

Explanation .....

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..... [9]

**(d)** Do you think Baby Vergz Ltd should continue to operate as a private limited company?  
Justify your answer.

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[10]

**[Total marks: 25]**

**QUESTION 2**

Baby Vergz Ltd produces for different segments of the market and most customers pay using credit cards.

**(a)** Identify **three** commercial banks in Eswatini.

Commercial bank 1 .....

Commercial bank 2 .....

Commercial bank 3 ..... [3]

**(b)** Explain **one** difference between the commercial bank used by Baby Vergz Ltd and the Central Bank of Eswatini.

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..... [3]

**(c)** Explain **three** ways in which Baby Vergz Ltd can segment its market.

Way 1 .....

Explanation .....

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Way 2 .....

Explanation .....

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Way 3.....

Explanation .....

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..... [9]



**QUESTION 3**

Baby Vergz Ltd has recently conducted market research to ensure that their marketing mix is still relevant.

**(a)** State **three** elements of the marketing mix for Baby Vergz Ltd.

Element 1 .....

Element 2 .....

Element 3 ..... [3]

**(b)** Explain **one** way in which Baby Vergz Ltd can segment its market.

Way .....

Explanation .....

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..... [3]

**(c)** Analyse **three** methods of conducting primary research at Baby Vergz Ltd.

Method 1 .....

Explanation .....

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Method 2 .....

Explanation .....

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Method 3.....

Explanation .....

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..... [9]





**QUESTION 4**

Baby Vergz Ltd has signs put up around the farm. These signs are used to communicate, but the business at times experiences barriers to effective communication.

- (a) Identify **three** factors that may be considered when choosing an appropriate method of communication.

Factor 1 .....

Factor 2 .....

Factor 3 ..... [3]

- (b) Explain **one** key element in the communication process.

Element .....

Explanation .....

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..... [3]

- (c) Explain **three** barriers to effective communication that the farming business could experience.

Barrier 1 .....

Explanation .....

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Barrier 2 .....

Explanation .....

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Barrier 3 .....

Explanation .....

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..... [9]

There are signs, billboards and models of new vegetables, put up around the farm premises that serve as means of communication.

**(d)** Do you think that Baby Vergz Ltd should use visual communication when communicating with its stakeholders? Justify your answer.

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**[Total marks: 25]**



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