



EXAMINATIONS COUNCIL OF ESWATINI
Junior Certificate Examination

CANDIDATE
NAME

CENTRE
NUMBER

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CANDIDATE
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BUSINESS STUDIES

521/01

Paper 1

October/November 2023

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 a dark **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 | |

QUESTION 1

Excel Pro is a clothing business that buys and sells goods online (e-commerce) and is operating under a market economy. The business hired three skilled assistants who have worked hard to create customer loyalty.

(a) State **four** advantages of e-commerce to Excel Pro.

Advantage 1.....

Advantage 2.....

Advantage 3.....

Advantage 4..... [4]

(b) Explain the interest of Government as a stakeholder in Excel Pro.

.....

.....

..... [3]

(c) Explain **two** ways in which Excel Pro can create customer loyalty.

Way 1.....

.....

.....

Way 2.....

.....

..... [4]

QUESTION 2

Glow Paints is a company that manufacturers different types of paints in Eswatini. The business employs many workers and believes in always keeping the workers motivated, hence the business has had a few industrial disputes over the past years. The business mostly uses telephones as a means of communication with all its departments.

(a) State **four** examples of extrinsic motivation that can be used at Glow Paints.

Example 1.....

Example 2.....

Example 3.....

Example 4..... [4]

(b) Explain Herzberg's two factor theory of motivation.

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..... [3]

(c) Glow paints may pay its workers wages or salaries. Differentiate between wages and salaries.

.....

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..... [4]

QUESTION 3

Pig farming has grown rapidly in the country in recent years. Some famers ventured into the business without conducting any market research while others simple used observation to study customers' buying trend. The lack of market research has resulted to farmers struggling to set an acceptable price in the market. The pig market in the country is mainly affected by socio cultural factors.

(a) Name **four** examples of physical markets in Eswatini.

Example 1.....

Example 2.....

Example 3.....

Example 4..... [4]

(b) Explain the first step in conducting market research.

Step.....

Explanation

.....

..... [3]

(c) Explain how socio-cultural factor can affect the pig market.

Factor.....

Explanation.....

.....

.....

..... [4]

QUESTION 4

Timele Car Hire is a partnership business formed by five siblings. The business uses its website to market its products. The market demand for hired cars is normally very high during the festive season.

(a) Name **four** types of demand.

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

(b) Explain what is meant by market demand for a product.

.....
.....
..... [3]

(c) Explain the relationship between price and quantity with regards to the law of demand.

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..... [4]

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