

INSTRUCTIONS

1. This task consists of TWO ACTIVITIES.
2. Complete ALL questions in each ACTIVITY.
3. Learners should work on all activities individually.
4. Adhere to the numbering used in this question paper.



ACTIVITY 1

1.1 Define the following terms:

1.1.1 Monitoring systems

(2)

1.1.2 Gantt chart

(2)

1.1.3 The negation of migrant labour

(2)

1.1.4 Marketing mix

(2)



1.1.5 SARS

(2)

TOTAL MARKS FOR ACTIVITY 1

[10]



ACTIVITY 2

2.1 Explain what the following means:

2.1.1 Ethics

(2)

2.1.2 Code of conduct

(2)

2.2 Describe THREE ways an entrepreneur can use social responsibility to redress the imbalances in the community.

(6)



2.3 You would like to start a business selling vegetables in your area. Which factors should you consider when screening your business idea? Mention SIX of those factors.

(6)

2.4 Discuss how you would use the following skills in presenting a business plan:

2.4.1 Answering of questions

(2)

2.4.2 Body language

(2)

2.4.3 Communication

(2)



2.5 Mention TWO aspects that should be considered when writing a business plan.

(4)

2.6 In the table below differentiate between door to door survey and the interview research methods:

Door to door:	Telephone:

(4)

2.7 Explain how the taste and preference of consumers can change the business environment.

(2)

2.8 State TWO ways to adapt to the changing business environment caused by the taste and preferences of consumers.

(2)



Total for Task 4: 50 Marks

Task	Activity	Maximum Mark	Learner's Mark	Moderated Mark
Task 4	Activity 1	10		
	Activity 2	40		
	Total: Task 4	50		

