

Centre Number	Candidate Number	Candidate Name
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**NAMIBIA SENIOR SECONDARY CERTIFICATE**

**BUSINESS STUDIES ORDINARY LEVEL**

**4346/1**

PAPER 1

2 hours

Marks 100

**2017**

Additional Materials: Non-programmable calculator

**INSTRUCTIONS AND INFORMATION TO CANDIDATES**

- Candidates answer on the Question Paper.
- Write your Centre Number, Candidate Number and Name in the spaces at the top of this page and on all separate answer sheets used.
- Write in dark blue or black pen.
- You may use a soft pencil for any rough work, diagrams or graphs.
- Do not use correction fluid.
- Do not write in the margin *For Examiner's Use*.
- You may use blank pages for working/when answers are crossed out and corrected.
- Answer **all** questions.
- The number of marks is given in brackets [ ] at the end of each question or part question.
- The businesses mentioned in this question paper are entirely fictitious.

For Examiner's Use	
<b>1</b>	
<b>2</b>	
<b>3</b>	
<b>4</b>	
<b>5</b>	
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<i>Marker</i>	
<i>Checker</i>	

This document consists of **12** printed pages.



Republic of Namibia

**MINISTRY OF EDUCATION, ARTS AND CULTURE**

**1** A multinational food company, X, has a factory in Country A making soup and sauces. Company X has another factory in Country B making cereals and powdered milk. The company thinks that it gets the most efficient use of resources through specialisation.

**(a) (i)** Identify the level of specialisation applied by this multinational company.

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[1]

**(ii)** Describe the benefits that can result from specialisation and trade.

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[3]

**(b)** The community and managers are two groups of stakeholders involved in a businesses activity.

Explain why conflict might occur in the objectives of these two groups.

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[4]

**(c)** Firms such as X can grow either internally or externally, horizontally or vertically.

**(i)** Explain the difference between internal and external growth. Give examples in your answer.

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[4]

**(ii)** Explain **two** possible benefits for multinationals like Company X growing horizontally.

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[4]

**(d)** “A country can be badly influenced by increased globalisation”.

Explain this statement.

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[4]

[20]

- 2 Achmad's restaurant sells a variety of food products. 2016 was a difficult year for the business. Its revenue decreased by 20% from 2015 to 2016. Table 1 shows information about the restaurant's finances.

**Table 1**

	<b>2015</b>	<b>2016</b>
	<b>N\$</b>	<b>N\$</b>
Revenue	80 000	?
Fixed costs	35 000	37 000
Variable costs	18 000	20 000
Profit/Loss	27 000	?

(a) Calculate

(i) the revenue for 2016.

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[3]

(ii) the profit/loss for 2016.

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[2]

(b) Differentiate between fixed cost and variable cost. Give examples in your answer.

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[6]

(c) Name and explain **two** functions that must be performed by management.

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- (d) For management to operate successfully, they need to communicate efficiently with the workforce.
  - (i) Illustrate by means of a drawing, what is meant by effective communication.

[4]

(ii) "Communication can also be one way."

Explain what is meant by this statement.

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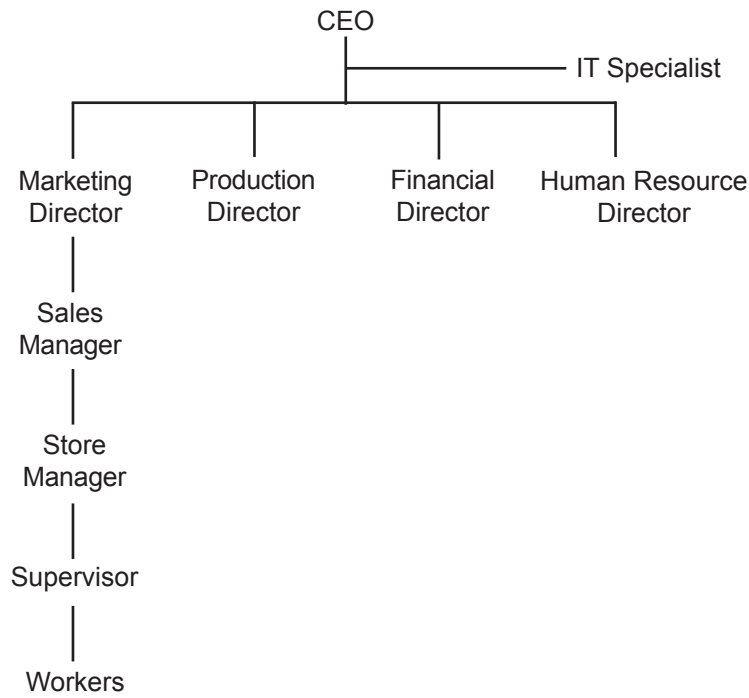
.....

[1]

[20]

- 3 AFC manufacture a range of saucepans and other cooking vessels. AFC sells its products through its own outlets. Table 2 shows the organisational structure of AFC.

**Table 2**



(a) Explain the following terms:

(i) *Chain of command*

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[2]

(ii) *Hierarchy*

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[2]

(b) Identify the different levels of hierarchy in the marketing department.

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[3]

(c) Identify and explain **three** benefits of having a shorter chain of command.

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[5]

(d) AFC is currently using batch production.

(i) Define the term *batch production*.

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[2]

(ii) Discuss **three** advantages of using the batch production method.

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[6]

[20]





(d) Informal groups play an important role within any business.

(i) Define the term *informal groups*.

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[2]

(ii) Explain the importance of informal groups within a business.

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[6]

[20]

5 Marcus, an entrepreneur, did research in his local city and found a gap in the market for a recruitment agency. To start his own recruitment agency he will require capital and staff.

(a) Explain the term *gap in the market*.

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[2]

(b) Marcus mainly used primary research.

Explain **two** reasons why he might have used this method of research.

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[4]

(c) List the **four** main elements of the marketing mix.

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[4]

