

Centre Number	Candidate Number	Candidate Name
---------------	------------------	----------------

NAMIBIA SENIOR SECONDARY CERTIFICATE

BUSINESS STUDIES HIGHER LEVEL

8336/1

PAPER 1

2 hours

Marks 80

2019

Additional Materials: Ruler

INSTRUCTIONS AND INFORMATION TO CANDIDATES

- Candidates answer on the Question Paper in the spaces provided.
- 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.

For Examiner's Use	
1	
2	
3	
4	
Total	

Marker	
Checker	

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



Republic of Namibia

MINISTRY OF EDUCATION, ARTS AND CULTURE

2 The main objective of a business in a market economy is to make a profit.

(a) Explain **two** main differences between a market and planned economy.

1

.....

.....

.....

2

.....

.....

.....

[4]

(b) How will a business in a market economy apply opportunity cost in decision making.

.....

.....

.....

.....

.....

.....

.....

.....

.....

[4]

(c) A business needs to make a decision to buy new machinery. Identify this type of decision and consider who will be responsible and why.

1. Type of decision

.....
.....

[1]

2. Who and why?

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

[5]

(d) The success of a firm in a market economy depends highly on the process of effective communication.

Assess **two** important aspects of effective communication.

1.....
.....
.....
.....
.....
.....

2.....
.....
.....
.....
.....
.....

[6]
[20]

3 Vauno Kali is a prospective entrepreneur who wants to start his own nursery. He knows that finance would be the biggest problem, but his friend advised him that he can obtain assistance from the government. He knows there is a risk of failing. Vauno decided to draw up a business plan.

(a) Explain the term *entrepreneur* in context.

.....
.....
.....
.....

[2]

(b) The government recognises the significance of entrepreneurs for the economy.

Suggest **one** way in which the government might support Vauno Kali.

.....
.....
.....
.....
.....
.....
.....
.....

[4]

(c) Consider **one** possible problem that Vauno could encounter in his new business.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

[6]

(d) Discuss **two** reasons why a business plan is important to Vauno.

1.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

2.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

[8]

[20]

4 Anix Fashion, a designer clothing shop, has 60% of the market. The business wants to expand its operations to increase its market share. Lukas, the managing director, realises the importance of market research to ensure the success of the business. The marketing department will be vital in deciding how to increase their market share and the type of research they will conduct.

(a) (i) Effective market research is the foundation stone of all successful business ventures, but it cannot guarantee success.

Evaluate this statement.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

[6]

(c) Draw a diagram that indicates an increase in demand for fashion.

*For
Examiner's
Use*

[4]

[20]