

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

**BUSINESS STUDIES ORDINARY LEVEL**

**4346/2**

PAPER 2

2 hours

Marks 100

**2020**

Additional Materials: Non-programmable calculator  
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*.
- Answer **all** questions.
- The number of marks is given in brackets [ ] at the end of each question or part question.

For Examiner's Use			
Q	Marks	Marker	Checker
1			
2			
3			
4			
5			
6			
7			
<b>Total</b>			

This document consists of **14** printed pages and **2** blank pages.



Republic of Namibia

**MINISTRY OF EDUCATION, ARTS AND CULTURE**

**Vicky's Bed and Breakfast (VBB)**

The growth in the tourism sector in Namibia provides many opportunities for small businesses to start up and to flourish. The needs of tourists and the tourism sector are diverse and very people orientated.

In Namibia, tourism is a novel idea and one that allows entry to the tourism market.

VBB started within this context. She had a baby, no business experience and no formal training in running a business, but she had a great idea. She recognised the need for the community to benefit from the many tourists to Namibia. It was also an opportunity for Vicky to provide a link between tourists and the community.

Vicky did market research. She visited many homes in her community and shared her idea with them. She also had community meetings with the local shebeen and crafters.

With the support of the community in her area she started bringing visitors to her home. She marketed VBB venture through printed flyers at the Tsumeb tourist centre. Currently, her visitors book boasts tourists from Germany, Britain and SADC countries. She has an email address through which individuals and tourists can make bookings. Vicky goes to Tsumeb once a week to respond to her email and to confirm her bookings. Her neighbours provide extra accommodation when she has more bookings than her two-roomed home can accommodate.

A specific speciality is her breakfast, which represents good "soul food". Items on the menu include "meat and pap" and spiced mopani worms.

**1 (a)** Suggest **two** possible reasons for Vicky to start a bed and breakfast business.

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2 .....

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[4]

(b) Explain **two** possible disadvantages of Vicky setting up as a sole trader.

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2.....  
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[5]

Vicky has an idea of running her business as a franchise and becoming a member of Airbnb Society.

(c) (i) Explain the term *franchise*.

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[2]

(ii) Explain what would be the benefit for Vicky if she decides to go for a franchise.

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[4]

[15]

2 (a) Is Vicky's business product-orientated or market-orientated? Justify your answer.

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[4]

(b) Explain how the internet and price reduction, can help Vicky to market her business.

Internet.....

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Price reduction.....

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[6]

(c) Why did Vicky do market research? Explain your answer.

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[5]

[15]

3 (a) Identify **two** possible factors that might negatively affect VBB's bookings.

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[4]

(b) What are the objectives of Vicky's marketing?

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[3]







(c) Explain why the information from VBB's financial statements is important to the bank, to the government and to Vicky.

Bank.....  
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Government.....  
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Vicky.....  
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[6]

[15]

**5** A marketing plan is very important to Vicky's business.

**(a)** What is a marketing plan?

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[2]

**(b)** Why do you think Vicky needs to prepare a marketing plan?

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[5]

(c) (i) Identify and explain **two** factors that will influence the demand of VBB.

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[4]

(ii) Identify and explain **two** factors that will influence the supply of VBB.

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2 .....

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[4]

[15]

6 (a) Explain **two** management tasks that Vicky has to perform.

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2.....  
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[4]

(b) Discuss the importance of delegation for Vicky and her employees.

Vicky .....  
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Employees .....  
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[7]

(c) Examine **two** barriers to effective communication with customers of VBB.

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[4]

[15]

7 (a) Explain the term *entrepreneur*.

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[3]

(b) Discuss the importance of an entrepreneur to Namibia's economy and to Namibian society.

Namibian economy .....

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Namibian society.....

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[7]

[10]



