

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

NAMIBIA SENIOR SECONDARY CERTIFICATE

BUSINESS STUDIES ORDINARY LEVEL

4346/1

PAPER 1

2 hours

Marks 100

2019

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	
1	
2	
3	
4	
5	
Total	

<i>Marker</i>	
<i>Checker</i>	

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



Republic of Namibia

MINISTRY OF EDUCATION, ARTS AND CULTURE

1 Deser and Ria used their entrepreneurial skills when they started their business and learnt very quickly that effective communication was vital. However, they did have some disagreements, mostly because Deser like to make decisions herself whereas Ria preferred to discuss matters with other people first.

(a) Name **four** qualities of an entrepreneur.

1.....

.....

2.....

.....

3.....

.....

4.....

.....

[4]

(c) What are the **three** basic types of leadership?

- 1.....
-
- 2.....
-
- 3.....
-

[3]

(d) How could conflict within a business be avoided?

-
-
-
-
-
-
-

[3]

[20]

2 Desert Printing and Designers Ltd (DPP) is based in Windhoek. Its main activity is printing invitation cards, letterheads and lamination. It was originally set up as a partnership between Deseré and Ria. After taking advice they changed the business to a private limited company. The business has grown dramatically in the last three years. Deseré wants to change the business' status to a public limited company.

(a) Define *specialisation*.

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

[2]

(b) Suggest **two** reasons why it may be better for the owners to operate Desert Printing and Designers Ltd as a private limited company rather than a partnership.

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

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

[4]

(c) What do you understand by the term limited liability?

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

[2]

(d) State **four** methods of measuring the size of a business.

1.....

 2.....

 3.....

 4.....

[4]

(e) Describe how ownership becomes divorced from control as the business grows.

.....

[4]

(f) Analyse the firms' need for funds for expansion purposes.

.....

[4]

[20]

3 The following table shows the range of output made by Desert Printing and Designers Ltd.

Expected Yearly Sales	Cost Price N\$	Selling Price N\$
Year 1: 50 000	65	80
Year 2: 60 000	55	70
Year 3: 70 000	50	65
Year 4: 80 000	55	65

(a) (i) The company uses job production at this factory. Explain this method of production.

.....

.....

.....

.....

[2]

(ii) Suggest **two** reasons why the Directors do not use flow production.

1

.....

2

.....

[2]

(iii) Explain the possible effects on employees if Desert Printing and Designers Ltd moves from job to flow production.

.....

.....

.....

.....

.....

.....

[3]

(b) Use the information in the table to show how Desert Printing and Designers Ltd gains from returns to scale.

.....

.....

.....

.....

.....

.....

[3]

(c) Identify and explain **two** internal economies of scale from which this company might benefit.

1
.....
.....

2
.....
.....

[4]

(d) Calculate the firms expected gross profit for Year 2.

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

[4]

(e) Explain the difference between gross profit and net profit.

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

[2]

[20]

4 Desert Printing and Designers Ltd is currently recruiting more staff. It has an induction scheme for all new employees. It is thinking of changing from “on the job” training to “off the job” training schemes.

(a) Identify **three** reasons why individuals work.

1

.....

2

.....

3

.....

[3]

(b) Discuss what managers can do to meet the needs of workers with regard to job satisfaction.

.....

.....

.....

.....

.....

.....

.....

.....

[4]

(c) Discuss the importance of formal and informal groups and the roles they play in the workplace.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

[5]

(d) What is meant by induction training and why is it needed?

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

[4]

(e) What do you think will be the advantages/disadvantages of a change from “on the job” training to “off the job” training?

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

[4]

[20]

(c) Distinguish between informative and persuasive advertising.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

[4]

(d) Discuss the importance to consumers of law passed by the government.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

[6]

[20]