

BOTSWANA EXAMINATIONS COUNCIL Botswana General Certificate of Secondary Education

CANDIDATE NAME			
CENTRE NUMBER		CANDIDATE NUMBER	
BUSINESS STUD	IES		0615/01
Specimen Paper 1	ľ	Octo	ber/November 20XX
			2 hour
Candidates answ	er on the Question Paper.		
No Additional Mate	erials required.		

READ THESE INSTRUCTIONS FIRST

Write your Centre number, candidate number and name in the spaces provided at the top of this page. Answer **all** questions.

Write your answers in the spaces provided on the Question Paper.

Do not use staples, paper clips, highlighters, glue or correction fluid.

The number of marks is given in brackets [] at the end of each question or part question.

Calculators may be used.

For Exam	iner's Use
1	
2	
3	
4	
5	
Total	

1	in B lead	ena Consultants runs training programmes for private and public sector organisations otswana. They recently trained senior government officers on the economic problem and dership using off the job training. The company uses a competitive pricing strategy for its vices.
	(a)	Explain two ways that the Government of Botswana may influence business activities of Kwena Consultants.
		Way 1:
		Explanation:
		Way 2:
		Explanation:
		[4
	(b)	Discuss the use of competitive pricing strategy by Kwena Consultants.

C)		ne off-the job training offered by Kwena Consultants beneficial to Senior Government icers ?Justify your answer.
		[8]
	Bot	Break owns a chain of lodges in South Africa. It recently took over a lodge in Kasane, swana. The executive team based in RSA encourages two-way communication between lodge managers and itself but prefers to take major decisions centrally.
	(a)	The lodge intends to recruit an office cleaner. Draw up a job description for the cleaner.
		[4]

(D)	Assess the effects to Sun Break of making major decisions centrally
	[8]
(c)	Would you recommend the use of e-mail to communicate between the head office and . the lodge managers? Justify your recommendation.

t f	ısin urn	ses and Godfrey own separate carpentry businesses, which produce wooden furniture by modern technology. Moses and Godfrey decided to form a joint venture to supply iture to a new hotel. Explain two benefits of automation in the production of furniture.
		Benefit 1:
		Explanation:
		Benefit 2:
		Explanation:
		[4]
((b)	Discuss whether the joint venture will be beneficial to Moses and Godfrey?

(-)	Will the use of total quality management meet the needs and requirements of the hotel management? Justify your answer.
	[8]
con	ri (Pty) Ltd manufactures and distribute cars through personal selling. The company the npany is well established in its market segment. The Marketing Manager plans to duct a market research and has to decide whether to use an interview or stionnaire.
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	Factor 2:
	Explanation:
	[4]
(b)	Discuss the use of personal selling by Dilori (Pty) Ltd. Justify your answer.
	[8]

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	successful entrepreneur prepared a break-even analysis for her business.
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(b)	Examine the use of break-even analysis to Mpno's business.	
	ro1	
(c)	Assess the use of a bank loan to improve the cash flow position of Mpho's business.	
161	Assess the use of a patik loan to improve the cash how position of hipho's pushiess.	
(0)	Justify your answer.	
(0)		
(6)		
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