



EXAMINATIONS COUNCIL OF ESWATINI
Junior Certificate Examination

CANDIDATE
NAME

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CENTRE
NUMBER

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CANDIDATE
NUMBER

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BUSINESS STUDIES

521/01

Paper 1

October/November 2024

1 hour 45 minutes

READ THESE INSTRUCTIONS FIRST

1. Write your candidate name, centre number and candidate number on the spaces provided.
2. Answer **all** questions.
3. Write your answers using a **blue** or **black** pen in the spaces provided.
4. Marks are given in [] at the end of each question or part question.
5. Special attention must be paid to legibility and neatness.
6. Name(s) of businesses/persons used in this paper are fictitious.
7. You may use a calculator.

For Examiner's use	
1.	
2.	
3.	
4.	
TOTAL	

This document consists of **9** printed pages and **3** blank pages.

QUESTION 1

Mr. Motsa is a beekeeper who started with only four beehives. The business has grown and added ten more beehives, and this has led to a rise in both fixed and variable costs. Before starting the business, he conducted market research using questionnaires. He discovered that there was a high market demand for his products which resulted in a shift in the demand curve.

(a) Identify **four** examples of variable costs in the beekeeping business.

Example 1.....

Example 2.....

Example 3.....

Example 4..... [4]

(b) Explain what is meant by fixed costs and give an example in the beekeeping business.

Explanation

.....

Example..... [3]

(c) Explain **two** reasons why Mr. Motsa conducted market research.

Reason 1.....

Explanation.....

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Reason 2.....

Explanation.....

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..... [4]

(d) Explain **two** causes of a shift in the demand curve in the beekeeping business.

Cause 1.....

Explanation.....

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Cause 2.....

Explanation.....

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..... [6]

(e) Do you think using questionnaires benefited Mr. Motsa in his business? Justify your answer.

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[Total Marks: 25]

QUESTION 2

Namile sells bags and shoes imported from China. She conducts her business in the comfort of her home using the internet. The business mainly uses direct debit to pay its bills. She mostly communicates with her stakeholders using electronic methods of communication such as social media networks (Facebook, WhatsApp).

(a) Identify **four** electronic methods of communication other than social media networks.

Method 1.....

Method 2.....

Method 3.....

Method 4..... [4]

(b) Explain what is meant by the term 'internet'.

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..... [3]

(c) Explain the interest of **two** stakeholders in Namile's business.

Stakeholder 1

Explanation.....

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Stakeholder 2

Explanation.....

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..... [4]

(d) Explain **two** advantages to Namile's business of using direct debits.

Advantage 1

Explanation.....

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Advantage 2

Explanation.....

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..... [6]

(e) Do you think using social media networks benefits Namile's business? Justify your answer.

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[Total Marks: 25]

QUESTION 3

Bambanani Bomake is a cooperative society formed by women of Sibuyeni. The women grow different types of vegetables on a wide scale using both labour-intensive and capital-intensive methods of production. Their produce is packaged and collected by the Eswatini Farmers Board that sells directly to consumers.

(a) Identify **four** examples of cooperative societies in Eswatini.

Example 1.....

Example 2.....

Example 3.....

Example 4..... [4]

(b) Identify the distribution channel used by Bambanani Bomake Cooperative Society when selling their produce.

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..... [3]

(c) Explain the **two** methods of production used at Bambanani Bomake Cooperative Society.

Labour-intensive

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Capital-intensive

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..... [4]

(d) Explain **two** elements of the marketing mix used by Bambanani Bomake Cooperative Society.

Element 1

Explanation.....

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Element 2.....

Explanation.....

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..... [6]

(e) Do you think it was a good decision for the women of Sibuyeni to form a cooperative society?
Justify your answer.

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[Total Marks: 25]

QUESTION 4

Emazomba Plumbing is a sole trade business that sells plumbing materials. The shop owner who is also a manager has three assistants. The owner uses McGregor's theory X and Y to motivate workers. Most of the workers like their work and feel satisfied in their jobs.

(a) Identify **four** non-monetary rewards that the plumbing business could provide.

- Reward 1
- Reward 2
- Reward 3
- Reward 4 [4]

(b) Explain what is meant by a sole trade business.

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-
- [3]

(c) Explain **two** qualities the shop owner must have as a good manager.

- Quality 1
- Explanation
-
-
- Quality 2
- Explanation
-
- [4]

(d) Explain **two** factors that can be used by Emazomba Plumbing to create job satisfaction to its workers.

Factor 1.....

Explanation

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Factor 2.....

Explanation

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(e) Do you think the manager should use McGregor's Theory X and Y to motivate the workers? Justify your answer.

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[Total Marks: 25]

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