



BSM1501

(471678)

May/June 2016

BUSINESS MANAGEMENT IA

Duration

2 Hours

70 Marks

EXAMINERS

FIRST SECOND MS A VAN LILLE MS E KRUGER

Closed book examination

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INSTRUCTIONS FOR COMPLETING THIS EXAMINATION PAPER:

This examination paper consists of 25 pages plus instructions for completing a mark-reading sheet

Please complete the attendance register on the back page, tear it off and hand it to the invigilator

Answer all the questions on a mark-reading sheet and circle the correct answers on the examination question paper.

[TURN OVER]

READ THE CASE STUDY BELOW AND ANSWER ALL THE QUESTIONS THAT FOLLOW

CASE STUDY BUTTONS AND BOWS BABY BOUTIQUE

Lindie Pretorius, a mother of three started *Buttons and Bows Baby Boutique* eight years ago in Durbanville in the northern suburbs of Cape Town Lindie is a qualified fashion designer who specialises in making maternity wear, clothing for toddlers and baptism dresses for babies

After the birth of their first child, Lindie and her husband decided that she should resign from her job. Lindie identified the need for an upmarket maternity, baby and toddler wear boutique in Durbanville. She started her own enterprise and registered it as a sole proprietorship. After careful consideration, they decided that Lindie should rather work from home instead of spending thousands of Rands per month on renting a small space in a shopping mall. Lindie contributed R30 000 of her savings to convert their double garage into a studio. She also applied for a short-term loan of R50 000 to buy new sewing machines, overlockers and furniture for the studio. The studio consisted of a small reception and display area, a fitting room and a workshop

Lindie's business became so popular that she could not accept all the orders anymore. She had to employ 2 seamstresses and she appointed Michelle to do the administration of the business. Administration plays an important role in this business, as the mothers must come to the studio for at least two fittings before the maternity wear can be finished, and they must bring their babies to the studio for at least two fittings before the baptism dresses can be finished. Buttons and Bows Baby Boutique must therefore keep record of the dates of each mother's and baby's fittings and their baptism dates to ensure that the dresses are completed in time. Michelle had to handle the record-keeping, schedule all Lindie's appointments and answer the phone.

Due to the appointment of the staff members, Lindie's premises became far too small. When their neighbours wanted to sell their home, Lindie decided to buy the building for her enterprise. She had to apply for a loan of R900 000 to buy the premises and offered

their own home, worth R1 million, as security. She also applied for financing of R80 000 to buy more advanced sewing machines, overlockers, office equipment and furniture.

The new premises had enough space for Lindie to open a small shop that sells finished baby garments, clothing for toddlers and matching dresses for mother and daughter. She appointed a full-time shop assistant to handle the sales. After numerous complaints from clients that they could not find affordable and cute baby accessories, one of the seamstresses, Vicky, suggested that they should start making accessories such as baby shoes, hair bands and diaper bags.

The process of making either maternity wear or a baptism dress starts when an expecting mother or new mother phones Lindie to make an appointment to see her at the studio. Lindie will then sketch a design according to the mother's preferences and show her samples of fabric that will suit that particular design. As soon as the mother has decided on a design and matching fabric, Lindie will work out a quotation for the items. The client must then sign a contract to confirm acceptance of the quotation and pay a deposit of 50% of the final price so that Lindie has enough cash to buy the fabric and accessories. Lindie will then cut the fabric according to the design and the seamstresses will start with the sewing. The mother or baby has to come to the studio for a fitting and a final fitting will take place one week before the baptism. The remainder of the money has to be paid when the mother collects the items from the studio

Lindie buys most of her fabric from Rubitex in Cape Town and from haberdashery stores around Durbanville Rubitex specialises in fabric and sells a large collection of local and imported material

Lindie's target market is in Durbanville and surrounding areas, and she competes with big businesses such as *Naartjie* and *Earth Child*. Although her clothing is just as expensive as those of *Naartjie* and *Earth Child*, she has the competitive advantage that she offers a wider range of designs, not just for babies and toddlers, but for expecting mothers as well. Her designs are also unique and made to the specific specifications and preferences of the mother.

Although Lindie's designs are original, she has to be aware of the latest trends in fashion, and overseas designs play an extremely big role in the choices of her clients. The fabric, designs and trimmings of maternity wear change constantly and Lindie has to be aware of new methods of stitching and ironing. Her equipment also has to be of the best quality and she has to upgrade her sewing machines and overlockers regularly.

The enterprise is located in a busy street, which makes it clearly visible to passers-by Lindie's husband also put up a big billboard in front of the shop. Lindie decided not to advertise in baby magazines as her competitors do, as a single advertisement can cost as much as R6 000. She established a website for free on which she advertises her clothing and accessories. The name of her business, her website and her contact details are also displayed on her car. However, most of Lindie's clients are referrals from previous, satisfied clients.

MULTIPLE-CHOICE QUESTIONS

- 1 Lindie Pretorius could be classified as a/an
 - 1) intrapreneur
 - 2) entrepreneur
 - 3) small business manager
 - 4) corporate entrepreneur
- Vicky, who suggested that they should make accessories such as baby shoes, hairbands and diaper bags, could be classified as a/an
 - 1) intrapreneur
 - 2) entrepreneur
 - 3) small business manager
 - 4) franchisee
- 3 Lindle registered *Buttons and Bows Baby Boutique* as a sole proprietorship. A disadvantage of a formal enterprise is that Lindle
 - 1) will struggle to obtain finance
 - 2) does not have to pay tax
 - 3) does not have to keep financial records
 - 4) has to pay tax
- 4 Lindie proved her commitment to Buttons and Bows Baby Boutique by
 - 1) using R30 000 of her savings to convert their double garage into a studio
 - 2) performing tasks herself and communicating well with her staff
 - 3) being realistic and not being discouraged when setbacks occur
 - 4) her intense determination and need to overcome obstacles

- 5 Lindie **sketches the designs** according to the mothers preferences, works out quotations for the items and **cuts the fabric** according to the designs. This could be regarded as an example of her
 - 1) involvement in Buttons and Bows Baby Boutique
 - 2) perseverance
 - 3) commitment to Buttons and Bows Baby Boutique
 - 4) positive attitude and approach
- 6 Lindle **contributed R30 000 of her savings** to convert their double garage into a studio. This could be regarded as an example of her
 - 1) perseverance
 - 2) creativity and innovative ability
 - 3) willingness to take risks
 - 4) positive attitude and approach
- 7 The **opening of a small shop** that sells finished baby garments, clothing for toddlers and matching dresses for mothers and daughters, could be regarded as an example of Lindie's
 - 1) creativity and innovative ability
 - 2) perseverance
 - 3) positive attitude and approach
 - 4) willingness to take risks
- 8 Lindle is a **qualified fashion designer** Therefore, she used her to establish Buttons and Bows Baby Boutique
 - 1) savings
 - 2) expertise
 - 3) aptitude
 - 4) talents

- 9 The workshop where Lindie and her two newly appointed seamstresses do the sewing, could be regarded as the of *Buttons and Bows Baby Boutique*
 - 1) industrial column
 - 2) enterprise
 - 3) supply chain
 - 4) establishment
- 10 Buttons and Bows Baby Boutique could be classified under the production branch, because they make maternity wear, clothing for toddlers and baptism dresses for babies and sell them directly to their clients
 - 1) clothing manufacturing and clothing trading
 - 2) manufacturing and service
 - 3) commercial and service
 - 4) manufacturing and commercial
- 11 Buttons and Bows Baby Boutique could be classified under the sector, because the small shop that Lindie opened, sells finished baby garments, clothing for toddlers and matching dresses for mothers and daughters directly to clients
 - 1) primary
 - 2) secondary
 - 3) tertiary
 - 4) retail

- 12 Buttons and Bows Baby Boutique could also be classified under the sector because the seamstresses use sewing machines to transform fabric into maternity wear, baby garments and clothing for toddlers
 - 1) primary
 - 2) secondary
 - 3) tertiary
 - 4) manufacturing
- 13 A finished baptism dress, from its original stage until it is collected by the mother, went through the route known as the
 - 1) design phase
 - 2) establishment
 - 3) industrial column (supply chain)
 - 4) quality control
- 14 Buttons and Bows Baby Boutique's primary objective is to
 - 1) offer their products at a competitive price
 - 2) make a profit
 - 3) make unique baby garments
 - 4) maintain good relations with their suppliers
- 15 Lindie's **sewing machines**, **overlockers and furniture** could be regarded as examples of her
 - 1) entrepreneurship
 - 2) capital
 - 3) natural resources
 - 4) labour

- 16 **Michelle and Vicky** could be regarded as which one of the production factors of Buttons and Bows Baby Boutique?
 - 1) Entrepreneurship
 - 2) Capital
 - 3) Natural resources
 - 4) Labour
- 17 Lindie identified the need for an upmarket maternity, baby and toddlers boutique in Durbanville. This could be regarded as an example of her.
 - 1) entrepreneurship
 - 2) capital
 - 3) natural resources
 - 4) labour
- 18 Lindle's **R30 000 contribution** from her savings to convert their double garage into a studio can be regarded as which one of the production factors?
 - 1) Entrepreneurship
 - 2) Capital
 - 3) Natural resources
 - 4) Labour
- 19 Lindle sketches a design according to the mother's preferences and shows her samples of fabric, after which the mother must decide on a design and matching fabric. This refers to Lindle's clients having the right to
 - 1) be informed
 - 2) exercise personal choice
 - 3) be heard
 - 4) be protected

- 20 Lindie upgrades the sewing machines and overlockers on a regular basis. This refers to the environment
 - 1) economic
 - 2) physical
 - 3) technological
 - 4) international

- 21 Lindie identified the need for an upmarket maternity, baby and toddler boutique in Durbanville, during the stage
 - 1) idea
 - 2) planning
 - 3) implementation
 - 4) business plan
- 22 Lindle identified the need for an upmarket maternity, baby and toddler boutique in Durbanville. The identification of a business idea is a creative process. **Creativity** is
 - 1) the ability to identify new opportunities
 - 2) the ability to implement new ideas
 - 3) only about the number of alternatives
 - 4) the ability to come up with new ideas and to implement them
- 23 Lindle is **right brain dominant**, which means that she see things in a/an manner, which refers to thinking
 - 1) analytical, divergent
 - 2) perceptual, divergent
 - 3) analytical, convergent
 - 4) perceptual, convergent

- 24 Lindie is a qualified fashion designer and has **experience in the fashion industry** therefore she used her as a method to generate her business ideas
 - 1) expertise
 - 2) skills
 - 3) aptitudes
 - 4) talents
- 25 According to the case study, which **method** did **Vicky** use to **generate the idea** of making accessories such as baby shoes, hair bands and diaper bags?
 - 1) Everyday activities
 - 2) Business publications
 - 3) Other sources
 - 4) Existing problems
- 26 During which stage in the creation of *Buttons and Bows Baby Boutique*, did Lindie decide that she will work from home?
 - 1) Idea stage
 - 2) Feasibility stage
 - 3) Planning stage
 - 4) Implementation stage
- 27 To develop her ideas, Lindie would use a
 - 1) feasibility study
 - 2) viability study
 - 3) bow-tie diagram
 - 4) brainstorming session

- 28 Lindle's planning stage consisted of two parts namely the and the
 - 1) feasibility study, business plan
 - 2) idea identification, registration
 - 3) viability study, business plan
 - 4) market analysis, registration
- 29 To which of the following questions would Lindie's market research provide answers?
 - a) Is there a need for baby garments?
 - b) Who is going to buy the baby garments?
 - c) How many baby garments can be sold?
 - d) What price can be charged for the baby garments?

- 1) a, b
- 2) a, c
- 3) a b, c
- 4) a, b, c, d
- 30 During which step of determining her market potential did Lindie find out who her consumers are and what their needs are, what products her consumers want and how her consumers make their buying decisions?
 - 1) Step 1
 - 2) Step 2
 - 3) Step 3
 - 4) Step 4

- 31 The characteristics of consumers and information about their location and numbers is known as Lindie's
 - 1) target market
 - 2) customer profile
 - 3) market research
 - 4) potential market
- 32 Lindie's objectives must be
 - a) measurable
 - b) realistic
 - c) attainable
 - d) clear
 - e) understandable

- 1) a, b
- 2) a, c, d
- 3) a, b, d, e
- 4) a, b, c, d, e
- 33 The division of the total potential heterogeneous consumer market into smaller homogeneous groups that have similarities or characteristics in common, is known as
 - 1) market segmentation
 - 2) the target market
 - 3) the expected market share
 - 4) market analysis

- 34 By listing the features of her product, Lindie could establish
 - 1) her total potential market
 - 2) whether there is a need for her product
 - 3) her target market
 - 4) her expected market share
- 35 The **residents of Durbanville** have a need for an upmarket maternity, baby and toddler boutique. This relates to the segment of Lindie's total potential market.
 - 1) geographic
 - 2) demographic
 - 3) psychographic
 - 4) behaviouristic
- 36 Lindie's clients are all women. This relates to the segment of Lindie's total potential market.
 - 1) geographic
 - 2) demographic
 - 3) psychographic
 - 4) behaviouristic
- 37 Buttons and Bows Baby Boutique is an upmarket maternity, baby and toddler boutique. Lindie's clients also prefer designer outfits. This relates to the segment of Lindie's total potential market.
 - 1) geographic
 - 2) demographic
 - 3) psychographic
 - 4) behaviouristic

- 38 Mothers come to Lindie just before their children's baptism, to buy baptism dresses. This relates to the segment of Lindie's total potential market.
 - 1) geographic
 - 2) demographic
 - 3) psychographic
 - 4) behaviouristic
- 39 Lindie has to examine each segment of her total potential market according to its
 - a) accessibility
 - b) measurability
 - c) profitability
 - d) attainability

- 1) a, b
- 2) a, b, c
- 3) a, b, d
- 4) a, b, c, d
- 40 Lindie has to determine how well she can **compete with her competitors** by compiling a
 - 1) SWOT analysis
 - 2) micro-environment analysis
 - 3) feasibility study
 - 4) viability study

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41	lt ı	is extremely important that Lindie calculates the market share as accurately as							
	possible, as it has a direct influence on the calculation of her								
	1)	cost price							
	2)	expenses							
	3)	selling price							
	4)	income							
42		otal costs per unit + Percentage profit is the formula Lindie will use to liculate her							
	1)	expected income							
	2)	selling price							
	3)	net profit							
	4)	break-even point							
43	Th	e monthly salary Lindie pays to Michelle can be regarded as a/an cost							
	1)	fixed							
	2)	variable							
	3)	direct							
	4)	ındırect							
44	ndie will use the following formula to calculate the								
		Fixed costs x 100							
	Gr	oss profit margin							
	1)	break-even point in units							
	2)	break-even point in rand value							
	3)	selling price							
	4)	total cost per unit							

- a) generate sustainable profits over the long term
- b) compete with its competitors
- c) generate enough cash to meet its daily expenses
- d) fulfil the clients' needs

Choose the correct combination

- 1) a b
- 2) b, c
- 3) c, d
- 4) a, c

- 46 The **business plan** is a detailed plan of action that sets out the and of *Buttons* and *Bows Baby Boutique*
 - 1) mission, objectives
 - 2) nature, strategy
 - 3) financing, activities
 - 4) location, target market
- 47 Who is the main user of Buttons and Bows Baby Boutique's business plan?
 - 1) Lindie
 - 2) Vicky
 - 3) Their supplier
 - 4) The bank

- 48 Lindie's business plan serves as a **checklist of all the sets of information needed**To which one of the following characteristics does this statement refer?
 - 1) Communication
 - 2) Action
 - 3) Synthesis
 - 4) Analysis
- 49 Lindie's sales figures and selling price in the marketing plan should **correspond** with the calculation of the income in the income statement. To which one of the following characteristics does this statement refer?
 - 1) Analysis
 - 2) Synthesis
 - 3) Communication
 - 4) Action
- 50 The bank can see how Lindie will pay back the loan by looking at the cash flow projections. To which one of the following characteristics does this statement refer?
 - 1) Communication
 - 2) Action
 - 3) Analysis
 - 4) Synthesis
- 51 Lindle's business plan contains information on **methods to implement the planned activities** To which one of the following characteristics does this statement refer?
 - 1) Synthesis
 - 2) Analysis
 - 3) Action
 - 4) Communication

- 52 Lindie's **executive summary** should be written after the business plan is completed and inserted on a separate page, after the and before the
 - 1) description of the enterprise, table of contents
 - 2) cover page, confidentiality agreement
 - 3) table of contents, description of the enterprise
 - 4) confidentiality agreement, table of contents
- 53 According to the case study, what form of security did Lindie offer to be able to take out the loan of R900 000?
 - 1) Fixed assets
 - 2) Property
 - 3) Policies
 - 4) Investments
- 54 Lindie should know the difference between capital employed and employment of capital employed includes
 - a) Lindie's R30 000 contribution from her savings
 - b) Lindie's sewing machines and overlockers
 - c) Lindie's R900 000 loan
 - d) Lindie's stock fabric
 - e) Lindie's R50 000 loan

- 1) a, b, d
- 2) b, d
- 3) a, c, e
- 4) c, e

- 55 Lindie should know the difference between capital employed and employment of capital includes
 - a) Own capital
 - b) Fixed assets
 - c) Long-term liabilities
 - d) Current assets
 - e) Current liabilities

- 1) a, b, d
- 2) b, d
- 3) a, c, e
- 4) c, e
- 56 Lindie will use the following formula to calculate the

Fixed costs

Price per unit - Variable cost per unit

- 1) total cost per unit
- 2) break-even point in unit
- 3) break-even point in rand value
- 4) net profit

- 57 Which of the following main entries can be found on *Buttons and Bows Baby Boutique*'s income statement?
 - a) Sales
 - b) Long term liabilities
 - c) Gross profit
 - d) Expenses
 - e) Current assets

- 1) a, c, d
- 2) b, c, e
- 3) a, d, e
- 4) a, c, e
- 58 Which of the following main entries can be found on *Buttons and Bows Baby Boutique*'s balance sheet?
 - a) Cash receipts
 - b) Own capital
 - c) Long term liabilities
 - d) Cash payments
 - e) Current assets

- 1) a, d
- 2) a, b, d
- 3) b, c, e
- 4) c, e

- 59 Lindie started her own enterprise and registered it as a **sole proprietorship** How many members can a sole proprietorship have?
 - 1) A single individual owner
 - 2) Two to twenty partners
 - 3) One to fifty shareholders
 - 4) One to ten members
- 60 Lindle registered *Buttons and Bows Baby Boutique* as a **sole proprietorship** With this in mind which one of the following statements is correct?
 - 1) Lindie will be protected from personal liability for the debts of the business
 - 2) Lindie is personally liable for losses
 - 3) Lindie has limited liability
 - 4) Lindie and Vicky are jointly liable for the debts
- 61 The name of the enterprise Buttons and Bows Baby Boutique
 - 1) must end with "CC"
 - 2) must end with "(Pty) Ltd"
 - 3) must end with "& Co"
 - 4) have no restrictions as long as it is legal
- 62 Lindie decided on the name, Buttons and Bows Baby Boutique, during the
 - 1) general management of the enterprise
 - 2) initial marketing phase
 - 3) compilation of her marketing strategy
 - 4) opening of her enterprise

- 63 The quality of the baby garments represents which one of the elements of the marketing strategy?
 - 1) Product
 - 2) Price
 - 3) Distribution
 - 4) Marketing communication
- 64 Exercising quality control on the fabric received from her supplier, Rubitex, is the responsibility of the function
 - 1) operations
 - 2) purchasing
 - 3) financial
 - 4) general management
- 65 **Promoting the image** of *Buttons and Bows Baby Boutique* is the responsibility of the function
 - 1) marketing
 - 2) information management
 - 3) public relations
 - 4) human resources
- 66 Michelle must keep record of the dates of each mother's and baby's fittings and their baptism dates to ensure that the dresses are completed in time **Record-keeping** is part of the function
 - 1) marketing
 - 2) financial
 - 3) purchasing
 - 4) information management

- 67 To buy new sewing machines, overlockers and furniture for the studio Lindie had to apply for a loan of R50 000. This must be managed by the function
 - 1) short-term, purchasing
 - 2) short-term, financial
 - 3) medium-term, financial
 - 4) medium-term, purchasing
- 68 Lindie should determine in advance what Button and Bows Baby Boutique wants to achieve and how these objectives can be attained. To which element of the general management function does this refer?
 - 1) Planning
 - 2) Organising
 - 3) Leading
 - 4) Control
- 69 Lindle motivates her seamstresses to work together voluntarily to achieve the objectives of *Buttons and Bows Baby Boutique* This refers to which element of the general management function?
 - 1) Planning
 - 2) Organising
 - 3) Leading
 - 4) Control

- 70 Lindle must determine in advance how, where, by whom, when and with what resources jobs must be carried out. To which element of the general management function does this refer?
 - 1) Planning
 - 2) Organising
 - 3) Leading
 - 4) Control

TOTAL: 70

EXAMINATION MARK READING SHEET

UNIVERSITY OF SOUTH AFRICA UNIVERSITEIT VAN SUID-AFRIKA

EKSAMEN-MERKLEESBLAD

PART 1 (GENERAL/ALGEMEEN) DEEL 1 INITIALS AND SURNAME VOORLETTERS EN VAN STUDY UNIT e.g. PSY100 X STUDIC CENHEID by PSY100 X DATE OF EXAMINATION DATUM VAN EKSAMEN EXAMINATION CENTRE (E.G. PRETORIA) EKSAMENSENTRUM (BV PRETORIA) -* PAPER NUMBER VRAESTELNOMMER *** UNIQUE PAPER NO ->
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IMPORTANT

- 1. USE ONLY AN HB PENCIL TO COMPLETE THIS SHEET
- 2 MARK LIKE THIS =25
- 3 CHECK THAT YOUR INITIALS AND SURNAME HAS BEEN FILLED IN CORRECTLY
- 4 ENTER YOUR STUDENT NUMBER FROM LEFT TO RIGHT
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- 6 CHICK THAT THE UNIQUE NUMBER HAS BEEN FILLED IN CORRECTLY
- 7. CHECK THAT ONLY ONE ANSWER PER QUESTION HAS BEEN MARKED
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