MATRIC REVISION

MATRIC REVISION 2008

education
Department:
Education
REPUBLIC OF SOUTH AFRICA

TOP TIPS FROM THE EXPERTS: EDITION 9 OF 13

BUSINESS STUDIES

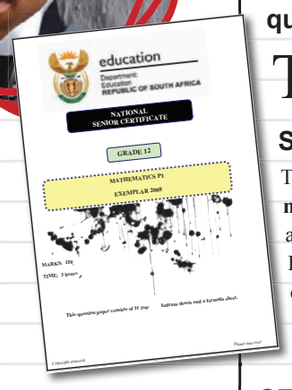
Get to grips with the business of studying

MONKEY BUSINESS: Exam pressure is getting to the matric class of 2008

Good luck message

Celebrity hola!

Theo Kgosinkwe of Mafikizolo



"You need to study hard, but you don't have to put pressure on yourselves. And please don't panic when you enter the exam room. Be focused."

Structure of the Business Studies question paper

The Business Studies paper will be written on Tuesday 25 November 2008 at 9:00am. It is a 3-hour paper and is out of 300 marks.

SECTION A

This section will be made up of **20 short questions** worth **2 marks each** (i.e. it is worth 40 marks in total). All the questions are compulsory. Various assessment styles covering all the Learning Outcomes will be used – for example: multiple choice, match the corresponding words in different columns, choose the correct word in brackets, etc. These questions are designed to test knowledge and understanding.

SECTION B

This section will be made up of **three questions** worth **60 marks each** (i.e. it is worth 180 marks in total). All the questions in this section must be answered. Your answers should be written in paragraph style. Make sure you understand the meaning of verbs such as "discuss", "motivate", "compare", "differentiate" and "explain", etc so that you know how to approach each question. Be aware that case studies or source-based questions are likely to be included in this section.

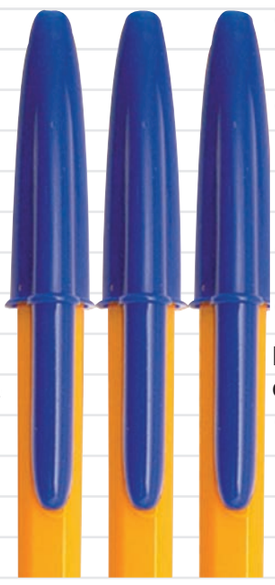
SECTION C

You will be given a **choice of four questions** in this section, of which you need to answer any **TWO only**. Each question is worth **40 marks**, which means this section is worth 80 marks in total (2 x 40 = 80).

This section will contain cognitive-type questions aimed at assessing your insight into the theory you have studied as well as your ability to interpret information and scenarios given to you in the examination. The questions are likely to include verbs such as "design", "plan", "appraise", "evaluate", etc, so make sure you know what all of these words mean in order to understand exactly what is being asked of you. Your answers should be in paragraph style. Keep your sentences short, simple and to the point. Make a list of all of the key terms and make sure that you can define and explain them. Avoid circular definitions such as "market size is the size of the market".

General tips

- The examiners are not testing or marking your ability to write in English, but they do expect you to be able to use business terminology appropriately and correctly.
- Before you start writing, you should read and analyse each question carefully.
- Try to break every question down into the following segments:
  - An action
  - A subject
  - A context (where appropriate)
- Each question will contain an **ACTION** word such as *state, explain, analyse, discuss,* etc. Questions may start with *How, Why or Do you agree,* which implies an action (e.g. *discuss*). Make sure that you understand what is meant by these action words.
- Each question will contain a **SUBJECT** word or phrase – e.g. *business strategy, ethical issues,* etc. Make sure you are clear about which part of the curriculum the question is examining.
- Some questions will have a **CONTEXT** such as *small business, macro environment, primary sector,* etc. They might also be set in the specific context of a case study or data response, etc.
- Try to put yourself in the mind of someone who is managing a business in the given context.
- Try to answer these questions in the given context and avoid general answers that could apply to almost any business.
- Answer the questions in the paper and not the ones you wished had been set!
- When you study topics, don't just learn the facts, but also try to understand how they might be used and what their limitations might be.
- Remember that the examiners are not just testing knowledge. They are also testing **application, analysis and evaluation**.
- Typical "trigger" phrases leading to **analysis** include: *because ... this leads to ... as a result ... if ... then... this could mean...* etc.
- Typical "trigger" phrases leading to **evaluation** include: *on the one hand ... the most important ... I recommend... could be serious ... in the short term ... however, in the long term ... before they can consider ...* etc.
- You should try to justify any evaluative comments that you make.
- It is useful to start an essay-style question with a **definition** of the subject of the question. For example, if you are asked a question which begins as follows, "Discuss whether Corporate Social Responsibility (CSR) ..." you could start with a definition of CSR and finish with a **conclusion,** which might be a *decision, a judgement or a recommendation.*
- Where appropriate, you can use formulae or diagrams to illustrate an answer.
- Use your common sense – and local knowledge if appropriate.



Some more advice

- The paper covers the whole Business Studies curriculum for Grade 12.
- Make sure that you read the instructions carefully at the beginning of the exam paper and that you attempt the right number of questions.
- Don't start writing until you have read the exam paper from cover to cover.
- Take time to consider each question.
- Decide upfront how much time you are going to spend on each question, with the ones carrying the most marks being allocated the most time.
- If you find difficulty answering a question leave it out (just remember to leave a space in your answer book for it) and move onto a question you feel more confident about answering. You can always come back to the difficult question later.
- At the start of the exam, take deep breaths to relax yourself.
- Don't write irrelevant information.

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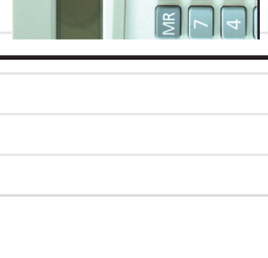
Managing your time in the examination

- The number of marks allocated to a question will give you a clear guide about how much time you should spend on it. It is suggested that you allocate your time as follows:
  - Section A: 30 minutes
  - Section B: 90 minutes
  - Section C: 60 minutes
- Read the paper at the beginning of the exam, especially the data-response and case-study questions. Don't waste time rewriting the question and try to avoid repeating yourself in your answers.
- Look at where the marks are to be gained and allocate your time appropriately. Stick to your plan! Many candidates spend too much time earning small numbers of marks, thereby losing time to spend on the questions worth more marks.
- Try to relax – keep an eye on the clock, but don't check it every five minutes.
- Leave yourself enough time to go back through all your answers at the end of the exam: complete any you may have left out and check your answers.

Good luck!



Picture: StockXchng

MEET OUR BUSINESS STUDIES EXPERT

Eugenia Malia

BUSINESS BOFFIN: Eugenia Maila has a wealth of experience in the field of Business, Commerce and Management

Remember that the exams are not set to trip you up – they are designed to allow you to show your knowledge of the curriculum. Be positive and have confidence in your ability.

Eugenia Maila matriculated at Mokomene High School in Limpopo. She studied to be a commerce teacher and majored in Accounting, Business Economics and Economics. Eugenia was a Business Economics teacher at Daliwonga Secondary School in Soweto. Her students excelled in this subject and produced good results. She worked at the Gauteng Department of Education as a subject advisor, WSE supervisor and Business Economics internal moderator. Eugenia has a Bachelor of Economic and Management Sciences degree from Vista University, majoring in Accounting and Business Economics. She also has an Advanced Postgraduate Diploma in Business Management (SBS) and an MBA (ASBE). Eugenia is currently a Chief Education Specialist in Business, Commerce and Management (BCM) at the national Department of Education.

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