SOUTH AFRICAN BUSINESS STUDIES OLYMPIADS

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Business Studies Olympiad GRADE 11

DATE: 5-8 AUGUST 2024

TIME: 90 MINUTES

INSTRUCTIONS:

1. This booklet has 30 multiple choice and 10 open ended questions.
2. Use the answer sheet provided.

   Circle the letter corresponding to your answer.
3. All working details must be done in the space provided.
4. Calculators are permitted.
5. Diagrams are not necessarily drawn to scale.
6. The first 30 questions carry 1 mark each and the next 10 carry 2 marks each.
7. You have 90 minutes for the paper which works out to an average of 2.25 minutes per question.
8. Read the questions carefully before answering.
9. Visit the website: www.saolympiads.co.za.

ENJOY THE OLYMPIAD.

Grade 11 Business Studies Olympiad 2024

SECTION A

Indicate the most correct answer by indicating the correct letter on the answer sheet provided.

Read the article and answer the questions that follow.

Old Mutual on track to launch new bank in South Africa

Old Mutual says it is on track to launch a new bank in South Africa in 2024, with the plan to soft-launch for "friends and family" before taking the almost R2 billion build live with the wider public.

In March, the group said it planned to launch the new bank in the second half of 2024.

"Our bank build in South Africa is a core component of our integrated financial services ecosystem. A transactional banking capability enhances our ability to have regular interactions with our customers and partner with them earlier on in their life journeys," it said.

"The bank platform build is progressing at a pleasing pace. To date, we have spent R1.2 billion of the R1.75 billion expenditure approved for the build. We recently submitted our Section 16 application to the Prudential Authority and are now awaiting feedback."

"The next steps following the granting of section 17 by the regulator are to connect to the payments system and to conduct integration testing followed by a 'friends and family' launch of the bank."

[Downloaded from https://businesstech.co.za/news/banking/721234/old-mutual-on-track-to-launch-new-bank-in-south-africa/ Date accessed: 26 Oct 2023]

1. According to the text, why does Old Mutual want to launch a bank in South Africa?

A To enter a new market
B To fill a gap in the market
C Increase the lifetime value of their customers
D Impress their shareholders (1)

2. Using SWOT, what would Old Mutual's current expenditure and progress on the bank be categorised as?

A Strength
B Weakness
C Opportunity
D Threat (1)

3. How would you describe the level of rivalry in the banking sector?

A Low level of rivalry
B An existing monopoly reigns
C Medium level of rivalry
D A characteristic oligopoly (1)

4. Which environmental scanning tool would Old Mutual have used when considering factors such as load shedding, internet infrastructure and banking laws?

A SW of SWOT
B Porters Five Forces Model
C PESTLE
D Resource based approach (1)

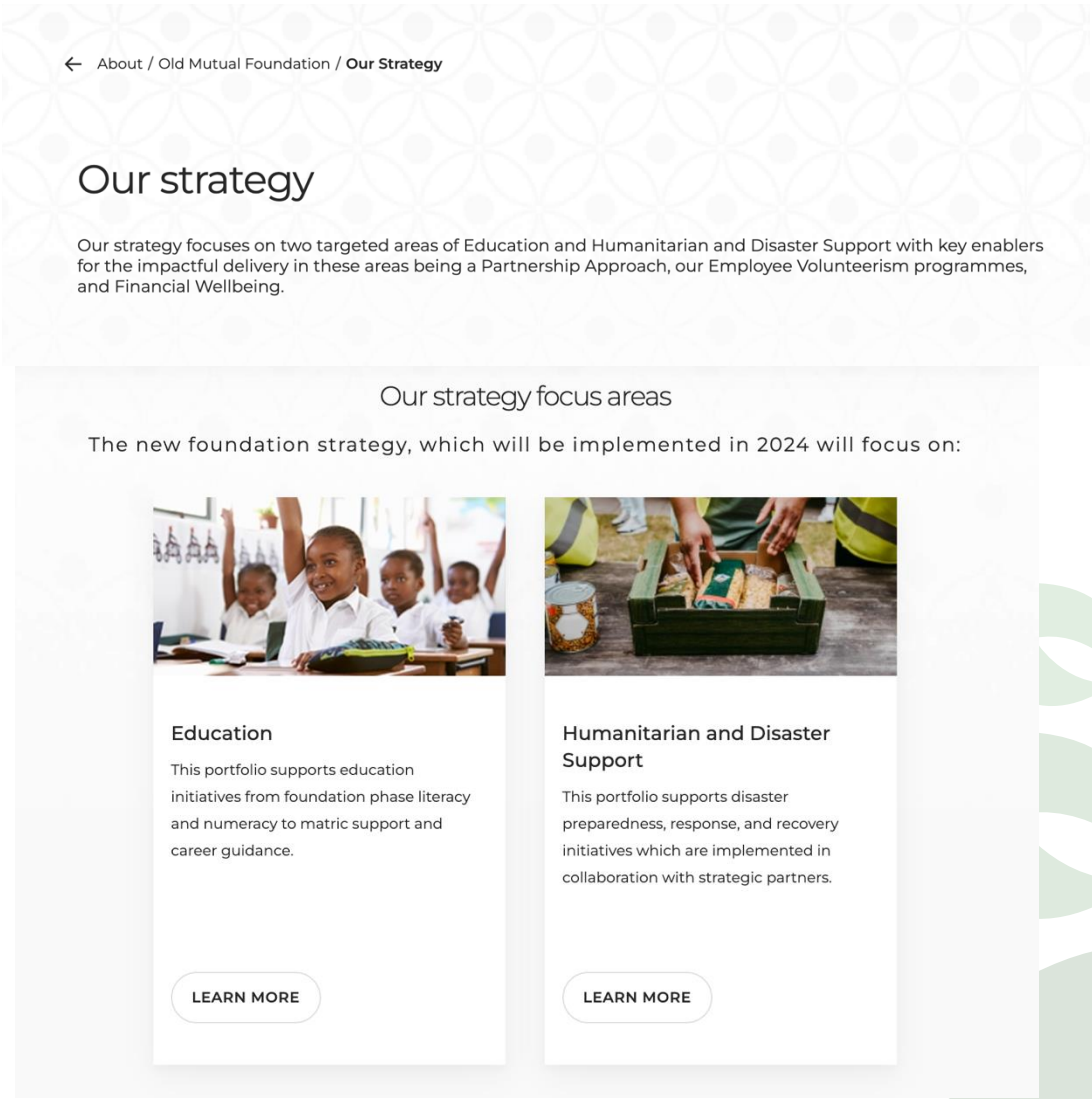
5. How would Old Mutual categorise inflation when assessing potential risks?

A high probability, low impact
B low probability, low impact
C high probability, high impact
D low probability, high impact (1)

6. Who would be considered a secondary stakeholder of Old Mutual?

A Customers
B Shareholders
C Suppliers
D Government (1)

Study the source and answer the questions that follow.



[Downloaded from: https://www.oldmutual.co.za/about/old-mutual-foundation/our-strategy/ Date accessed 26 Oct 2023]

7. Which 'P' of triple bottom line reporting is being focused on when instituting CSR?

A People
B Planer
C Profit
D Principles (1)

8. What does sustainability mean in the context of CSR programmes?

A Maximising profits
B Focusing solely on social initiatives
C Balancing economic, social and environmental considerations
D Promoting the benefits of the product to persuade people to buy. (1)

9. Which popular CSR programme is run by KFC?

A Finger lickin' good
B Reuse. Reduce. Recycle
C Make a wish
D Add hope (1)

10. In what ways can market research help a business like Old mutual when launching a new offer?

A Eliminating the need for advertising and promotion
B Identifying target audiences and their preferences
C Identifying a gap in the market
D Increasing marketing investment (1)

11. Which well-known fast food brand is well known for their satirical adverts poking fun at South Africa social and political issues?

A McDonalds
B Burger King
C Chicken Licken
D Nando's (1)

12. Which of the following is considered unfair business practice under the Consumer Protection Act?

A Offering discounts to select customers
B Providing clear and accurate information on products
C Upholding warranties and guarantees
D Advertising unhealthy food products as healthy (1)

13. During which stage of the team process do team members reflect on what they achieved and move on to another team?

A performing
B adjourning
C forming
D storming (1)

14. Despite their benefits, Gantt charts have limitations. Which of the following is NOT a limitation of Gantt charts?

A Limited ability to represent resource allocation and availability
B Excellent tool for visualizing project progress and dependencies
C Inability to adapt to changes in project scope or timeline
D Difficulty managing complex projects with numerous tasks and dependencies (1)

15. In the Delphi Technique, what is the purpose of providing anonymous feedback to participants in subsequent rounds?

A To identify and remove outlier opinions that deviate significantly from the group.
B To allow them to express their opinions more freely without self-censorship.
C To assess the consistency of their responses across different rounds.
D To encourage them to revise their answers based on social pressure. (1)

16. A new competitor enters your market offering similar products at a significantly lower price. As part of your marketing mix, what should your initial response be?

A Immediately lower your prices to match the competitor to remain competitive.
B Conduct a detailed analysis of your target market's price sensitivity and competitor strengths.
C Completely ignore the competitor, assuming your existing customer base will remain loyal.
D Emphasise the superior quality and brand image of your product through marketing efforts. (1)

17. Who is the co-founder and CEO of Takelot.com?

A Kim Reid
B Raymond Ackerman
C Markus Jooste
D Yusuf Abramjee (1)

18. Which of the following statements is true regarding feasibility studies?

A It is a one-time process not requiring updates
B Help decision-makers understand risk and reward
C Conducted after a project is completed to measure progress
D Only done by large corporations investing millions into projects (1)

19. According to the Living Standards Measure (LSM) in South Africa, which LSM level represents the highest living standards characterised by significant wealth and luxury goods and services?

A LSM 1
B LSM 3
C LSM 7
D LSM 10 (1)

20. How would businesses like Old Mutual, benefit from using the LSM in South Africa?

A Identifying potential customers based on their favourite hobbies
B Developing custom marketing strategies to different socioeconomic segments
C Providing free offers to sample households
D Reduces costs of initial advertising efforts (1)

Study the source below and answer the questions that follow:

2024 tax year (1 March 2023 – 29 February 2024)

22 February 2023 – See changes from last year:

Taxable income (R)	Rates of tax (R)
1 – 237 100	18% of taxable income
237 101 – 370 500	42 678 + 26% of taxable income above 237 100
370 501 – 512 800	77 362 + 31% of taxable income above 370 500
512 801 – 673 000	121 475 + 36% of taxable income above 512 800
673 001 – 857 900	179 147 + 39% of taxable income above 673 000
857 901 – 1 817 000	251 258 + 41% of taxable income above 857 900
1 817 001 and above	644 489 + 45% of taxable income above 1 817 000

[Downloaded from: https://www.sars.gov.za/tax-rates/income-tax/rates-of-tax-for-individuals/ Date accessed 26 Oct 2023]

21. Jerome is an individual taxpayer and operates a sole proprietor where he made R620 000 during the 2024 tax year. How much income tax was he liable to pay?

A R121 475
B R223 200
C R179 147
D R160 067 (1)

22. As a sole proprietor Jerome has_____ liability.

A limited
B none
C unlimited
D fluctuating (1)

23. Should Jerome want to sell shares on the stock exchange he should register a __ _____ company.

A private
B state owned
C personal liability
D public (1)

24. What is insider trading?

A Trading securities based on non-public information about the company
B Buying and selling company stock openly
C Donating shares of a company to charity
D A trading strategy to minimise risk and maximise profits (1)

25. Which business function would be responsible for compiling and publishing an in-house company magazine?

A General management
B Marketing
C Public relations
D Administration (1)

26. Which of the following is NOT a designated employer under the Employment Equity Act?

A A government department with 50 employees
B A private company with 100 employees.
C A public entity with 80 employees.
D A non-profit organization with 40 employees. (1)

27. Thato and TK cannot resolve a conflict they are having themselves. They have sat down with a third party and are still struggling to find common ground. What is the next best step to help resolve the conflict?

A Mediation
B Arbitration
C Labour Court
D Negotiation (1)

28. How long does an employee typically have to refer a dismissal dispute to the CCMA?

A 30 days
B 90 days
C 180 days
D 1 year (1)

29. According to the Margerison-McCann model, effective teams require:

A A diverse mix of profiles to leverage various strengths and complement skills.
B Individual members to prioritize personal achievement over team goals
C The leader to dictate tasks and roles based on their own preferences
D All members to possess the same profile and work style. (1)

30. Which businesses can get access to SEDA funding in South Africa?

A Larger corporations making R100 million or more
B Foreign companies investing R200 million or
C Tax compliant small businesses making R50 million or less
D Non tax complaint informal businesses making R2 million or less (1)

SECTION B

31. A market characterised by general feelings of optimism regarding the JSE. (2)

32. Insurance will only cover losses against the primary cause and not indirect causes of the loss. (2)

33. South Africa's current investment rating according to Standard & Poor's. (2)

34. Daily risks such as systems shut downs, low stock levels, absenteeism. (2)

35. Communication including body posture, confidence and gestures. (2)

36. The force from Porter's Model that looks at existing competitors in the market. (2)

37. When a company falsely advertises their unsustainable practices as 'green' environmental practices. (2)

38. The point at which income covers the expenses of the business. (2)

39. When someone uses their position of authority to influence decisions. (2)

40. The famous South African brewery sold to Anheuser-Busch InBev. (2)

TOTAL MARKS = 50