SOUTH AFRICAN BUSINESS STUDIES OLYMPIADS

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Business Studies Olympiad GRADE 10

DATE: 5-8 AUGUST 2025

TIME: 90 MINUTES

INSTRUCTIONS:

1. This booklet has 40 multiple choice 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.

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Grade 10 Business Studies Olympiad 2025

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.

The biggest retailers in South Africa: Shoprite vs Woolworths vs Spar vs Pick n Pay

Shoprite is South Africa's biggest retailer by several metrics – not only in terms of its store network, but also in terms of sheer sales volume, revenue and growth.

South Africa's retail landscape is proving challenging, coming off significant disruptions from the Covid-19 pandemic and then straight into a power and cost of living crisis.

According to the Deloitte Retail Outlook for 2024, despite the headwinds faced by retailers at large – but in South Africa especially – most businesses are optimistic about their prospects.

Looking at the financial performances of South Africa's biggest retailers in the past financial year, it's easy to see why, with billions of rands in sales and growth in profits showing that they are capable of beating the downturn.

However, this does not mean things have been smooth sailing.

Already with interim results in 2024, groups like Pick n Pay have made their struggles known. The group posted a significant loss for the first half of the current year, with CEO Sean Summers back on board to try and turn the ship around.

Spar, meanwhile, has had to struggle through its own battles, with tech problems eating away at profitability.

Even a business like Woolworths—which say excellent results in FY23—have had to contend with a tighter economy, taking a hit as consumers struggle to find the money to stick to premium shopping.

Biggest retailers

In previous years, Deloitte published an annual Global Powers of Retail report, ranking the 250 biggest retail groups across the world.

However, given the disruption suffered in the retail sector in 2020 through to 2023, the group did not publish a global ranking. The last report was published for 2023, with a more general outlook report published in 2024.

The 2023 Deloitte ranking is based on publicly available data for FY2020, covering fiscal years ended through June 2022. Deloitte analyses a company's performance across geographies, sectors, and channels.

In the last report, Shoprite was ranked as the biggest retailer in South Africa, ranking 103rd overall. This was followed by Spar, Pick n Pay and Woolworths.

Despite no ranking for 2024, all of the major JSE-listed retailers covered by the report have published their full-year results for 2023, which allows us to get a sense of their scale using the same metrics for South Africa.

FY2023 SA	2022 Revenue	2023 Revenue	Growth	Stores
Shoprite	147 368	173 634	17.8%	2 037
Pick n Pay	94 535	102 721	8.7%	2 018
Spar	86 800	91 072	5.1%	1 998*
Woolworths	66 066**	73 228**	10.8%**	1 354**

**Excluding BuildIt and Pharmacy@Spar | **Group total*

Overall, Shoprite is the country's retail revenue king, reporting a massive 17.8% in sales revenue growth in 2023.

Woolworths had the second-largest retail growth (10.8%), but Pick n Pay had the second largest revenue haul overall.

Downloaded and adapted from: https://businesstech.co.za/news/trending/772654/the-biggest-retailers-in-south-africa-shoprite-vs-woolworths-vs-spar-vs-pick-n-pay/ Date accessed: 30 Oct 2024]

1. Analyse the statement: "Shoprite is South Africa's biggest retailer by several metrics." Which of the following best explains why this might be significant for the broader South African economy?

a) It indicates a monopoly in the retail sector
b) It suggests a concentration of economic power that could influence market trends
c) It implies that Shoprite is immune to economic challenges
d) It guarantees stable prices for consumers across the country. (1)

2. What is cited as the biggest issue facing retailers in 2024?

a) COVID-19 pandemic
b) Inflation
c) Supply chain disruptions
d) Labor shortages (1)

3. Pick n Pay's significant loss in the first half of the year could be indicative of:

a) A shift in consumer preferences away from traditional retail models
b) The company's failure to adapt to e-commerce trends
c) A broader economic downturn affecting mid-range retailers more severely
d) Mismanagement within the company (1)

4. Compare Shoprite's 17.8% revenue growth with the challenges faced by the sector. What has been paramount to the retailer's high growth?

I. Shoprite's business strategy
II. The segmentation of the South African retail market
III. The resilience of budget-oriented retailers in economic downturns

a) I and II only
b) II and III only
c) I and III only
d) I, II, and III (1)

5. Deloitte identifies inflation as the biggest issue for retailers in 2024. Evaluate how this might impact different segments of the retail market differently:

a) Luxury retailers will benefit as wealthy consumers seek to preserve wealth through purchases
b) Budget retailers will see increased demand as consumers trade down
c) All segments will be equally affected due to overall reduced consumer spending
d) Mid-range retailers will be squeezed from both directions (1)

6. The absence of employee retention as a mentioned challenge suggests:

a) Other challenges are currently more pressing for the industry
b) South African retail has no issues with staff turnover
c) Retailers have successfully addressed this issue
d) The labour market in South Africa is oversaturated (1)

7. According to the Deloitte Retail Outlook for 2024, how do most businesses view their prospects despite challenges?

a) Pessimistically
b) Neutrally
c) Optimistically
d) Cautiously (1)

8. Woolworths had the second-largest retail growth in 2023 yet faces challenges due to its premium positioning. Propose a strategy that could help Woolworths maintain growth while adapting to economic pressures:

a) Introduce a budget line to capture price-sensitive consumers
b) Focus exclusively on high-end consumers to maintain brand image
c) Diversify into non-retail sectors to spread risk
d) Implement a tiered pricing strategy across existing product lines. (1)

9. Which retailer had the second-largest retail growth percentage in 2023?

a) Shoprite
b) Pick n Pay
c) Spar
d) Woolworths (1)

10. Based on the information provided, construct a hypothesis about the future of the South African retail market. Which of the following is best supported by the evidence?

a) The market will see increased polarization between budget and premium retailers
b) E-commerce will completely replace traditional retail within the next decade
c) Government regulation will increase to protect smaller retailers
d) International retailers will dominate the market due to their resilience to local challenges (1)

11. Which of the following is NOT a factor within the macro environment?

a) Political factors
b) Economic factors
c) Competitive rivalry
d) Technological factors (1)

12. Which of the following is a strength of a business, according to the SWOT analysis?

a) High levels of competition in the market
b) Lowering inflation levels
c) A well-trained workforce
d) Government regulations that restrict business operations (1)

13. Which of the following is an example of an ethical factor that could affect a business?

a) Public pressure to reduce carbon emissions
b) A new law prohibiting the use of certain chemicals
c) Increased interest rates
d) A competitor launching a new product (1)

14. Which of the following is a characteristic of the informal sector?

a) It operates within a legal framework
b) It is typically highly regulated
c) It has high levels of capital investment
d) It often involves small-scale businesses (1)

15. What is the main purpose of a survey in market research?

a) To gather qualitative data from a small sample of customers
b) To gather quantitative data from a large sample of customers
c) To observe customer behaviour in a natural setting
d) To analyse existing data from industry reports (1)

16. Which of the following is a key advantage of a sole trader business?

a) Limited liability for the owner
b) Shared decision-making
c) Easier access to funding
d) Simple and straightforward setup (1)

17. Which of the following is an example of unethical behaviour in marketing?

a) Using persuasive advertising techniques
b) Offering discounts to loyal customers
c) Making false claims about a product's benefits
d) Conducting market research to understand customer preferences (1)

18. What is the purpose of a contract in a business context?

a) To establish a legal agreement between two or more parties
b) To define the financial obligations of the parties involved
c) To outline the marketing strategies of the business
d) To document the production process of the business (1)

19. Which of the following is NOT the key purpose of a business team?

a) To delegate tasks to individuals
b) To improve communication within the business
c) To achieve common goals and objectives
d) To create a more pressurised work environment (1)

20. Which of the following is a factor that can influence relationships within a team?

a) The size of the business
b) The diversity of team members
c) The level of technology used by the business
d) The industry in which the business operates (1)

21. What is the main function of the purchasing department in a business?

a) To manufacture products
b) To promote products
c) To manage finances
d) To acquire materials and supplies (1)

22. What is the purpose of stock control in a business?

a) To ensure that the business has enough inventory to meet customer demand
b) To manage the flow of money in the business
c) To identify potential risks to the business
d) To track employee performance (1)

23. What are the risks associated with keeping too much stock?

a) High insurance costs
b) Decreased storage costs
c) Quicker delivery
d) Improved supply chain (1)

24. Which of the following is NOT an example of a franchise?

a) KFC
b) Tasha's
c) Pick n Pay
d) Woolworths (1)

25. Which of the following is a type of production system used to produce a large batch of the same product?

a) Batch production
b) Sampling
c) Custom design
d) Mass production (1)

26. Which of the following is a source of finance for a business?

a) Sales revenue
b) Government grants
c) Leasing
d) All of the above (1)

27. What is the main difference between long-term capital and short-term capital?

a) Long-term capital is used for day-to-day expenses, while short-term capital is used for major investments.
b) Long-term capital is obtained from internal sources, while short-term capital is obtained from external sources.
c) Long-term capital has a maturity period of more than one year, while short-term capital has a maturity period of less than one year.
d) Long-term capital is typically used to finance assets, while short-term capital is typically used to finance working capital. (1)

28. What is the risk a business faces if they do not have a budget?

a) They can track the financial performance of the business
b) Do not know how much money is coming in or out
c) Can identify potential risks to the business
d) Cannot improve customer service (1)

29. What is the purpose of the administrative function in a business?

a) To develop and monitor IT infrastructure
b) To design adverts and sales campaigns
c) To check stock and ensure deliveries are on time
d) To check bank statements and monitor cash flow (1)

30. Which large retail company owns Edgars and Legit?

a) Pepkor
b) Retailability
c) Famous Brands
d) Massmart (1)

SECTION B

31. Which popular general retailer closed 16 stores in August 2024?

a) Edgars
b) Mr Price
c) Pick n Pay
d) Shoprite
e) Truworths (2)

32. Which Act focuses on preventing workplace injuries, illnesses, and fatalities?

a) Employment Equity Act
b) Occupational Health and Safety Act
c) Basic Conditions of Employment Act
d) Labour Relations Act
e) Public Service Act (2)

33. What type of warehousing is common to businesses like Spaza shops where items are bought in bulk and sold in smaller quantities?

a) Wholesale
b) Distribution centre
c) Self-storage
d) Break-bulk and mixing
e) Mini storage (2)

34. During which phase of team processes do members test assertiveness and negotiate roles?

a) Forming
b) Storming
c) Norming
d) Performing
e) Adjourning (2)

35. Which of the following items are unpatentable?

a) Chemical formulas
b) Clothing designs
c) Investment schemes
d) New Machinery
e) Software code (2)

36. Which hemisphere of the brain is responsible for emotional, creative, and future-focused thinking?

a) Left hemisphere
b) Occipital lobe
c) Whole brain
d) Right hemisphere
e) Temporal lobe (2)

37. What type of marketing relies on customers posting testimonials and experiences to encourage others to buy?

a) Influencer marketing
b) Viral marketing
c) Social media marketing
d) Social proof
e) Affiliate marketing (2)

38. What is the procedure aimed at rehabilitating financially distressed businesses like Ster Kinekor?

a) Liquidation
b) Business rescue
c) Debt restructuring
d) Company refinancing
e) Asset consolidation (2)

39. What is the current repo rate?

a) 8%
b) 7.5%
c) 7.25%
d) 6.5%
e) 7% (2)

40. What is the score that tells lenders how reliable a person is with their use of credit?

a) Credit report
b) Credit score
c) Loan score
d) Debt ratio
e) Financial rating (2)

TOTAL MARKS = 50