SOUTH AFRICAN BUSINESS STUDIES OLYMPIADS

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Business Studies Olympiad GRADE 11

DATE: 3 August 2026

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.

ENJOY THE OLYMPIAD.

Grade 11 Business Studies Olympiad 2026

SECTION A

Select the most correct answer by marking the correct letter on the answer sheet provided.

Read the article and answer the questions that follow.

Takealot launches new service in three South African cities

Takealot has expanded its TakealotNOW service directly into the Takealot App, which aims to make the delivery service faster.

A new pilot integrates its on-demand delivery service into the Takealot App in partnership with Mr D.

The group stated that seamless integration makes life easier and faster for customers by combining speed and convenience with an already trusted shopping experience.

For eligible products on the Takealot App, a new "Get it Now" option will be available, indicating items that can be delivered immediately via TakealotNOW, fulfilled through the Mr D App.

The pilot is initially available in select regions of Cape Town, Johannesburg, and Pretoria.

[Downloaded and adapted from: https://businesstech.co.za/news/business/845345/takealot-launches-new-service-in-three-south-african-cities/ Date accessed: 4 December 2025]

1. What strategic business approach does Takealot demonstrate by integrating TakealotNOW directly into their app?

A) Traditional retail expansion
B) Service consolidation and user convenience
C) Reducing physical store locations
D) Eliminating third-party delivery partners (1)

2. The partnership with Mr D represents an example of:

A) Vertical integration
B) Competitive market disruption
C) Strategic collaboration
D) Corporate acquisition (1)

3. The phrase "seamless integration" in the context of this service primarily suggests:

A) Technical software compatibility
B) Streamlining payment processes
C) Minimizing delivery complexity
D) Reducing customer interaction steps (1)

4. The "Get it Now" option primarily aims to:

A) Highlight immediate delivery potential
B) Increase product pricing
C) Reduce delivery workforce
D) Limit product availability (1)

5. This service expansion suggests a trend towards:

A) Decentralised retail models
B) Traditional brick-and-mortar shopping
C) Reduced digital interaction
D) Limited consumer technology adoption (1)

6. Which of the following DOES NOT describe the micro environment?

A) It focuses solely on the internal operations of the business.
B) It includes factors that directly affect only one business.
C) It consists of external factors that influence all businesses in the economy.
D) It is within the control of the business and its managers. (1)

7. Which strategy is most suitable for dealing with a high level of competition in the market?

A) Ignoring the competition
B) Differentiating products and services
C) Reducing marketing efforts
D) Increasing prices without adding value (1)

8. The government imposes fines on businesses that dump harmful materials in local rivers and dams. This is one way that government addresses which issues?

A) Environmental
B) Inclusivity
C) BBBEE
D) Political (1)

9. 'Limited liability' means that in the event of bankruptcy Shoprite Holding's shareholders…

A) are only responsible for their personal debts within the business.
B) are not responsible for the debts of the business, but could lose the amount of money they have invested in the business.
C) are responsible for some debt of the business and could also lose the amount they paid for their shares.
D) pay back the total dividends received to make money available to pay the debts of the business. (1)

10. When an employee provides confidential information or trade secrets to a competitor this is considered:

A) Collusion
B) Tax evasion
C) Insider Trading
D) Bribery (1)

11. Which of the following would NOT be used to manage conflict in a business?

A) Collaborating
B) Co-ordinating
C) Compromising
D) Competing (1)

12. During which stage of conflict management is a third party brought in to make a final decision?

A) Conciliation
B) Negotiation
C) Mediation
D) Arbitration (1)

13. Which of the following is a non-financial performance indicator?

A) Gross profit margin
B) Customer satisfaction levels
C) Return on equity
D) Sales revenue (1)

14. According to traditional management theory, the four basic management tasks are:

A) Organising, leading, controlling, planning.
B) Leading, communication, discipline, motivation.
C) Planning, leading, coordination, organisation.
D) Decision making, organising, coordinating, control. (1)

15. Nike testing a product in the market is an example of …

A) sales promotion.
B) publicity.
C) market segmentation.
D) market research. (1)

16. During which stage of developing a product is a product built to test?

A) Product launch
B) Prototype
C) Feasibility and viability studies
D) Research (1)

17. Which action demonstrates a breach of corporate governance principles.

A) Transparent reporting of financial statements.
B) Compliance with King IV recommendations.
C) Regular board meetings with clear minutes.
D) A CEO failing to disclose conflicts of interest with a supplier. (1)

18. The leadership style that encourages joint decision making is known as:

A) authoritarian
B) transformative
C) democratic
D) free-rein (1)

19. Dis-Chem is a responsible corporate citizen of South Africa. This means that…

A) they are only profit driven.
B) they maintain an ethical relationship with society.
C) they only adhere to the demands of shareholders.
D) they only adhere to the demands of Government. (1)

20. An example of fixed cost for Dis-Chem is …

A) consumables
B) electricity
C) rent
D) all of the above (1)

21. … means each employee knows to whom they should report and who will give instructions.

A) Unit of command
B) Clear communication
C) Harmony of objectives
D) Strategic planning (1)

22. The aim of … is to proactively plan to minimise the possible negative impact of the event on the business, through analysing the probability of the event taking place.

A) procurement management
B) risk management
C) financial management
D) industrial management (1)

23. ..... is a technique used by Pick n Pay Clothing in the marketing department to generate ideas on how to improve the existing service offering and/or product.

A) Indigenous thinking
B) Delphi
C) Mind mapping
D) SCAMPER (1)

24. Primary stakeholders that a business must consider before implementing a CSR programme include:

A) Shareholders
B) Government
C) Broader community
D) Employees (1)

25. Ms. Phala, the assistant financial manager, receives instructions from the financial manager. The direction of this communication is….

A) lateral communication
B) vertical communication
C) horizontal communication
D) informal communication (1)

26. Which investment option best protects investors from the loss of purchasing power caused by rising inflation over time?

A) Fixed deposit
B) Corporate bonds
C) Ordinary shares
D) Government bonds (1)

27. It is not possible for a Spur franchise owner to insure against …

A) fire
B) personal liability
C) changes in technology
D) bad debts (1)

28. Which of the following forms of ownership are NOT allowed to raise capital by selling shares on the JSE Ltd?

A) Public company and private company
B) Partnership, sole trader and private company
C) Public company, sole trader and private company
D) Public company, partnership, sole trader and private company (1)

29. The four marketing policy instruments that businesses make use of in their marketing department are...

A) Product, price, publicity and advertising.
B) Product, price, place and promotion.
C) Product, price, distribution and communication.
D) Advertising, personal selling, personal sales and publicity. (1)

30. A manager of the IT department at Clicks is responsible for the development of a revolutionary medicine ordering software. This software was developed in the manager's own time and is used exclusively by Clicks. The manager would be a / an …

A Entrepreneur
B Intrapreneur
C Middle level manager
D Ultrapreneur (1)

SECTION B

31. When a local clothing retailer insists that their suppliers adhere to acceptable ethical behaviours, they are …

(i) ensuring that their business activities are ethical because they are paying attention to ethics in the market.
(ii) ensuring that ethics of their business partners are up to standard.
(iii) evaluating ethics in government.
(iv) acting ethically in their internal environment.

A. (i) and (ii)
B. (ii) and (iii)
C. (iii) and (iv)
D. (i), (ii), (iii) and (iv) (2)

32. The manager of a busy restaurant delegates the task of ordering fresh vegetables from suppliers to the head chef. Which of the following BEST illustrates effective delegation?

A) The chef is given responsibility to make the order and is held accountable for ensuring quality and timely delivery.
B) The chef is asked to order vegetables but is not provided with the budget or authority to make the purchases.
C) The manager gives the task to the chef but still makes all the final decisions about which vegetables to buy
D) The manager allows the chef to order vegetables but blames the kitchen staff if the vegetables are not delivered on time. (2)

33. A new family restaurant is opening in town. The owners need to identify both primary and secondary stakeholders. Which of the following BEST shows the correct distinction?

A) Primary stakeholders are only the owners, while secondary stakeholders include everyone else affected by the business.
B) Primary stakeholders are the media and the local community, while secondary stakeholders are employees and shareholders.
C) Primary stakeholders are competitors and pressure groups, while secondary stakeholders are owners and managers.
D) Primary stakeholders are customers, employees, and suppliers, while secondary stakeholders are the local community and government. (2)

34. Shoplifting at a retail store is of … and … it is a form of theft that consists of a thief pretending to be a customer taking merchandise and leaving the shop with this merchandise, without paying for it.

A) high probability and high impact
B) high probability and low impact
C) low probability and high impact
D) low probability and low impact (2)

35. The prospectus is a … to the public to buy shares or other … in the company. A … company will not issue a prospectus as it may not offer shares to the general public.

A) tacit agreement, securities, private.
B) written contract, dividends, private.
C) written invitation, securities, private.
D) commitment, securities, public. (2)

36. Terry owns a new fast-food outlet. He develops the original business idea, takes the risk of investing his own money, and introduces a unique spiced burger. Later, he hires Lelo to run the daily operations of the outlet, supervise staff, and ensure that the business meets its sales targets. Which statement BEST describes the difference between Terry and Lelo?

A) Terry is the manager because he introduced a new product, while Lelo is the entrepreneur because she implements business ideas.
B) Terry is the manager because he supervises employees, while Lelo is the entrepreneur because she runs daily operations
C) Both Terry and Lelo are entrepreneurs since they are working in the same food business.
D) Terry is the entrepreneur because he takes the financial risk and innovates, while Lelo is the manager because she controls and directs staff. (2)

37. Public relations would use which of the following:

i. Newspapers
ii. Paid for advertising
iii. Sponsorships
iv. Publicity stunts

Choose the right combination:

A) (i); (ii); (iii) and (iv)
B) (i); (iii) and (iv)
C) (ii); (iii); (iv)
D) (i); (ii); (iii) (2)

38. Unethical behaviour leads to …

A) Competitive advantage; decreased customer expectations, atmosphere of mistrust
B) Atmosphere of mistrust; large fines for the business; bad publicity for the business
C) Negative impact on profits; large fines for the business, increased customer loyalty
D) Positive return on investment; decreased customer expectations; bad publicity (2)

39. Which factor is most likely to cause a rise in the Johannesburg Stock Exchange (JSE) share prices?

A) Repo rate increases sharply
B) Consumer confidence drops
C) Corporate earnings reports exceed expectations
D) Political instability increases uncertainty (2)

40. The impact of the US tariffs has resulted in…

A) South African exporters shift to offering more luxury goods as tariffs only apply to basics.
B) South African exporters maintain volume by absorbing the tariff without price changes.
C) South African exported goods to the U.S. become less competitive, leading to decreased demand.
D) the price of South African exports to U.S. consumers falls, boosting demand. (2)

TOTAL MARKS = 50