



BOTSWANA EXAMINATIONS COUNCIL  
Botswana General Certificate of Secondary Education

CANDIDATE  
NAME

CENTRE  
NUMBER

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CANDIDATE  
NUMBER

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**BUSINESS STUDIES**

**0615/01**

Specimen Paper 1

**October/November 20XX**

**2 hour**

**Candidates answer on the Question Paper.**

No Additional Materials required.

**READ THESE INSTRUCTIONS FIRST**

Write your Centre number, candidate number and name in the spaces provided at the top of this page.

Answer **all** questions.

Write your answers in the spaces provided on the Question Paper.

Do not use staples, paper clips, highlighters, glue or correction fluid.

The number of marks is given in brackets [ ] at the end of each question or part question.

Calculators may be used.

For Examiner's Use	
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<b>Total</b>	

This document consists of **9** printed pages and **3** blank pages.





**(b)** Assess the effects to Sun Break of making major decisions centrally..

..... [8]

**(c)** Would you recommend the use of e-mail to communicate between the head office and the lodge managers? Justify your recommendation.

..... [8]

3 Moses and Godfrey own separate carpentry businesses, which produce wooden furniture using modern technology. Moses and Godfrey decided to form a joint venture to supply furniture to a new hotel.

(a) Explain **two** benefits of automation in the production of furniture.

Benefit 1:.....

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Explanation:.....

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Benefit 2:.....

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Explanation:.....

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..... [4]

(b) Discuss whether the joint venture will be beneficial to Moses and Godfrey?

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..... [8]

(c) Will the use of total quality management meet the needs and requirements of the hotel management? Justify your answer.

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4 Dilori (Pty) Ltd manufactures and distribute cars through personal selling. The company the company is well established in its market segment. The Marketing Manager plans to conduct a market research and has to decide whether to use an interview or questionnaire.

(a) Explain **two** factors Dilori (Pty) Ltd might have used to segment the market.

Factor 1:.....  
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Explanation:.....  
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Factor 2:.....  
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Explanation:.....  
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**(b)** Discuss the use of personal selling by Dilori (Pty) Ltd. Justify your answer.

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