BUSINESS STUDIES   NOVEMBER 2009

SECTION A (COMPULSORY)

Question 1

Most candidates answered this question very well. Marks obtained varied between 26 and 34. Very few scored full marks. Question 1.2.4 proved to be problematic for candidates. A number gave *g* as the answer instead of *d.*

SECTION B (COMPULSORY)

Question 2

2.1.1, 2.2, 2.3, 2.4 and 2.6 were answered satisfactorily, 2.6 by English-speaking candidates.

All other sub-sections were problematic for candidates as they could not distinguish between 2.1.3 and 2.5.

Question 3

In 3.1.1, characteristics were given fairly well, but candidates had difficulty in relating the examples to their characteristics.

Candidates interpreted 3.1.2 and 3.1.3 very well.

The section relating to 3.2 needs more emphasis in class as candidates struggled with calculations and with providing reasons in 3.2.2.

In 3.3, calculations again caused major problems. Motivations provided in 3.3.2 were mainly guesswork.

3.4, 3.5 and 3.6 were handled fairly well.

Question 4

This question created much confusion, as candidates could not understand it.

4.1, 4.5.2 and 4.6 were correctly answered by most candidates.

4.5.1 proved problematic to most candidates as they could not apply the force-field problem-solving technique.

Section C

Question 5

Almost all candidates attempted this question and presented a fairly sound understanding of the SWOT analysis. However, the formulation of strategies and the evaluation of these strategies were, in most cases, not given.

Question 6

Candidates could not give a proper explanation as to why certain types of insurance should be made compulsory. However, there was a fairly good understanding of insurance overall.

Question 7

Poorly answered by most candidates who attempted this question. The terms "ethical behaviour" and "professional behaviour" could be given, but no principles and evaluations of these issues were provided.

Question 8

There was much confusion amongst candidates here as they could not interpret this question.