



**UNIVERSITY OF JOHANNESBURG**  
**FACULTY OF EDUCATION**  
**NOVEMBER EXAMINATION 2014**

**PROGRAMME:** B Ed  
**MODULE:** ECONOMICS AND MANAGEMENT SCIENCES FOR  
 TEACHERS 2B  
**CODE:** EMT2B20  
**TIME:** 2 hours  
**MARKS:** 100  
**EXAMINER:** Dr M Bounds  
**MODERATOR:** Mr M Kara

(This paper consists of 6 pages)

**INSTRUCTIONS**

1. Answer all the Questions.
2. Use the special sheet in question paper to Question 4.
3. **Submit the question paper and your answer sheets.**

**QUESTION 1**

**Read the following case study and answer the questions that follow.**

The enjoyment started in Durban where South Africans could get their very first taste of a **Wimpy** burger. Back then in 1967, if you ordered a Wimpy burger with chips and Coke, your bill would be a whopping 60 cents. Wow!

Wimpy SA was bought from J Lyons by Bakers SA Ltd in the late 1970's and in 1987 the success of Wimpy and fast food franchising led to the formation of Pleasure Foods - a franchise holding company for Wimpy and Juicy Lucy. Milky Lane and Whistle Stop were later added to the Pleasure Food Group. Right from the start Wimpy stood for a lot more than great food. It also stood for quality, cleanliness, service, value and friendliness. Although these days your bill for a Wimpy burger, chips and a Coke won't be 60 cents, you'll still enjoy every moment.

At Wimpy we have achieved success with a smile. Our bun logo has become a South African icon that is recognized everywhere and is synonymous with quality, cleanliness, service, value and friendliness. With us you'll always feel comfortable and at home, your food will be delicious and swiftly delivered to you, but most importantly, you'll enjoy every moment. This is our mission. The Wimpy brand has become a nationwide icon which beams brightly for a franchising operation that relies on how strongly and positively the people identify with the brand name. Right across the country, Wimpy franchisees reap the rewards of a brand that is kept constantly

fresh, alive and desirable by memorable advertising campaigns and punchy promotions. Through the use of technology, we are constantly monitoring the market to see whether we are on track with our promotions and product offerings. It seems to be working, because our group has grown in leaps and bounds to over 400 franchises in the new millennium. Source: [www.wimpy.co.za](http://www.wimpy.co.za)

- 1.1 Identify and explain the target market and trade mark for Wimpy. (5)
  - 1.2 Explain the marketing mix by referring to the scenario. (12)
  - 1.3 Identify the kind of packaging they decided on and explain any other three kinds of packaging. (8)
  - 1.4 Explain the four **marketing-communication elements** Wimpy can use to persuade or to remind buyers to buy their products. (8)
  - 1.5 Explain the importance of choosing the correct distribution channel. State the **distribution** channel the auto industry uses. (7)
- (40)**

## QUESTION 2

Read the following scenario and answer the questions that follow:

“Pearl fruit and vegetables stores” are employing blind people to work in the administrations offices. They provide organic fruit and vegetables free of charge to welfare organisations. There is 25% unemployment in the area. She allows unions meetings on their premises because some of her employees are planning a strike.

- 2.1 Do you think Pearl supports inclusivity? Motivate and explain inclusivity. (6)
- 2.2 List four possible solutions to unemployment that Pearl can use to help with the high unemployment rate in her region. (4)
- 2.3 Describe to her three strike actions that can be taken by the employees. (6)
- 2.4 Choose the correct word(s) in each case and write down only the word next to the number of each question. (4)
  - 2.4.1 Crime such as piracy, theft and counterfeiting is referred to as economic / white collar crime.
  - 2.4.2 Fraud and corruption committed by people in authoritative or power position is called white collar / economic crime.
  - 2.4.3 The outbreak of violence and lawlessness to disturb the peace by hostile attacks is referred to as strikes/riots

- 2.4.4 Domestic crime / economic crime is crime such as violence against women and child abuse. (20)

### QUESTION 3

- 3.1 Discuss three actions that government can take in order to improve productivity performance in South Africa. (8)
- 3.2 Explain the following terms: (6)
- 3.3.1 Capital
- 3.3.2 Assets
- 3.3 \_\_\_\_\_, refers to all the money the business owes that is to be paid back within one year. Bank overdrafts and income tax are examples. (1)
- A Current liabilities
- B Current creditors
- C Current assets
- D Liabilities
- (15)

### QUESTION 4: INSTRUCTIONS

Record the following transactions in the Cash Receipts and Cash Payments. Close the journals at the end of the month. Use the special paper provided with your question paper to answer this question. On 1 October 2014 Tembi opened a business under the trading title ABC Supermarket. The following are her transactions for the first month. (25)

DATE	TRANSACTIONS	AMOUNT
1	Opened banking account in the name of business with initial capital (rec no.1)	40000
4	Issued cheques in respect of the following payments:	
	001 to Makro for Adding Machine and cash register	700
	002 to Coastal Fitters for Equipment	4445
	003 to CNA for Stationery	60
	004 to Pam Golding for Rent	900
	005 to Trade Centre for Consumable Stores	175
	006 to Randburg Municipality for Business Licence	200
6	Sold goods for cash to	
	Inv no 001 L.Lane (cost price R410)	593
8	Cash sales for week as per cash register tape (cost price R640)	915
	Drew cash from bank, paid wages	380
9	Purchased stationery from RR Bookshop as per inv. no. T427,	179
15	Drew cash from bank for wages	380
	Cash sales for week as per CRT (Cost price R770)	1141
16	Purchased adding machine from SS Office Suppliers as per cheque no12	1500
17	Issued cheque to the XYZ Insurance Co in respect of insurance for business premises	570
19	Cashed cheque, purchased postage stamps	100
22	Drew cash and paid wages	380
	Cash sales received for week (cost price R661)	995
24	Purchased stationery from AK Bookshop paid cash L143	563
26	Issued cheque to Sunday Times for advertising expenses	240
28	Owner draw a cheque for own use. Cheque20	300
28	Drew cash for rent	1500
29	Drew cash from bank for wages	380
	Cash sales for week as CRT (cost price R711)	1042
30	Issued cheque to manager S. Bongikele in respect of March salary,	10000
	Received merchandise together with invoice (no. T999) from FM Suppliers	278
	Received cheque from debtor B. Benson in settlement of his account as at 6 March	352



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**CASH PAYMENTS JOURNAL OF** .....

CPJ.....

[illegible]

**CASH RECEIPTS JOURNAL OF.....**

**CRJ.....**

[illegible]