



education

Department:
Education
REPUBLIC OF SOUTH AFRICA

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

COMPUTER APPLICATIONS TECHNOLOGY

Optional Speed/Accuracy Paper

NOVEMBER 2008

MARKS: Not applicable

TIME: 5 minutes reading time PLUS 10 minutes keying time PLUS printing time

This question paper consists of 4 pages.

OPTIONAL QUESTION: SPEED/ACCURACY**INSTRUCTIONS AND INFORMATION**

1. Time: FIVE MINUTES will be allowed for READING the speed/accuracy text.
TEN MINUTES will be allowed for the KEYING-IN of the text.
2. Default settings:

LANGUAGE	SA English or UK English
UNITS OF MEASUREMENT	Centimetres (cm) or inches (“)
JUSTIFICATION	Left
FONT	Courier New 12 or Courier 12
MARGINS	2.54 cm or 1” (inch)
HEADER/FOOTER	1.27 cm or 0.5” (inch).
3. Insert a header containing the following:

Speed Nov2008	(Left aligned)
Examination number	(Right aligned)
4. Provision has been made for speeds up to 60 words per minute.
5. Key in the following speed/accuracy text in 1½ or double line spacing.
6. Insert an extra line space before the start of a new paragraph.
7. Save the file as: **Speed Nov2008**.
8. You may not edit your answer after the 10-minute keying-in time has elapsed.
9. Make a printout of your answer immediately upon completion and insert it into your exam folder/cover. You may submit **only one printout of this question**.

- Assume you are working for a company called: The Best Person.
- You have been requested to key-in the following paragraphs as fast and as accurately as you can.

The total return made by the entrepreneur will be determined by his turnover. If there is a large marketing area, he will make a smaller return per unit. The result is that the returns as well as the total excess over costs will be larger. A high turnover usually leads to a reduction in the cost per unit.

The returns of similar undertakings that operate under the same conditions and which are established undertakings, do not differ very much. Where they do, the difference can be attributed to the competence and skill of the entrepreneurs, that is, their ability to organise their businesses well, to restrict the waste of manpower and material and to keep the cost per unit low.

Keen competition and the desire for maximum returns encourage entrepreneurs to develop and apply new production techniques to increase the efficiency of their businesses. Using improved production techniques often enable such businesses to yield larger returns than those businesses that use outdated methods and equipment. A business which adopts up-to-date methods will make greater returns than one which clings to old and inefficient practices.

Today the design and production of a good product is only the first step in the marketing process. The producer and the manufacturer must also study the demand for their goods. They may have to advertise their products and arrange for proper grading and standardisation, transportation and warehousing. Nowadays producers and manufacturers normally depend on wholesalers and retailers to sell their goods to the consumer because marketing has become complex and specialised.

In European countries and the like, the supply of goods is usually in excess of demand and consequently businesses adapt the marketing of their particular goods to the needs of the consumer. A variety of brands of a particular commodity is at the disposal of the consumer with the result that consumers do not depend on any one manufacturer's product. The axiom, the customer is always right, is a guide to the marketing activities of producers and manufacturers.

Business cycles are one of the main factors that affect profits. During times of prosperity returns are usually high and during depressions most businesses suffer losses. The reason for this is that prices usually take the lead and rise and fall faster than costs.

Bad debts, accidents, obsolescence, a sudden increase in demand and the occurrence of disasters and strikes, affect returns to a large extent. It is one of the main reasons why a business yields good returns in one year and shows a loss the next. Unequal competition and price wars often cause businesses to fail or returns to drop to a minimum.

The entrepreneur can control his returns to the extent to which he is able to control his selling price. High returns attract competition with the result that returns are forced down again. Returns are the end results of a year's hard work and sacrifice by the entrepreneur.

END