

Name _____



Date _____

(Key # 1 - 525096)

Summative Assessment Grade 9 EMS - Learner Outcome 4

Complete the crossword puzzle.

A crossword puzzle grid is displayed on a light gray background. The grid consists of white squares for letters and gray squares for empty space. There are 36 numbered starting points for words, distributed across the grid. The numbers are: 1 (top center), 2 (top center), 3 (top right), 4 (top center), 5 (top center), 6 (top right), 7 (top left), 8 (top right), 9 (top center), 10 (top right), 11 (middle left), 12 (middle left), 13 (middle right), 14 (middle left), 15 (middle center), 16 (middle center), 17 (middle left), 18 (middle center), 19 (middle right), 20 (middle left), 21 (middle left), 22 (middle center), 23 (middle left), 24 (middle right), 25 (middle center), 26 (middle right), 27 (bottom left), 28 (bottom left), 29 (bottom center), 30 (bottom center), 31 (bottom left), 32 (bottom left), 33 (bottom left), 34 (bottom left), 35 (bottom center), and 36 (bottom center).

MEMBERS
MISSION
SMALL
VARIABLE
UNIT
SOLE
PRODUCTION
SELLING
PARTNERSHIP
DESIRE

PUBLIC
FIXED
INTERNAL
POSTERS
DATA
AGM
CAPITAL
ENTREPRENEUR
QUESTIONNAIRE
ADVERTISING

CC
BANKS
INVESTMENT
INFORMAL
BORROWED
PRIVATE
SOLUTIONS
DEMOGRAPHIC
IDEA
ATTENTION

MARKET
SWOT
EXTERNAL
FRANCHISE
GEOGRAPHIC
SELF
TV

Across

- 1 Information collected during market research
- 4 The most expensive form of advertising
- 6 The costs (expenses) incurred by a business that remain the same from month to month
- 7 Analysis identifying Strengths, Weaknesses, Opportunities and Threats of a business
- 8 Company name that ends with PTY (Ltd) and has 1-50 shareholders
- 10 Costs (expenses) incurred by the business that may vary according to the FOP
- 11 The statement given in a business plan where the short and long term goals are outlined
- 13 The primary reason one would put a business plan together
- 18 The factor that considers the location of the target market
- 22 Form of business ownership with between 2 - 20 individuals with no continuity
- 23 A market research tool
- 25 Fixed costs + Variable costs = _____ cost
- 27 A method of creating awareness of your company or product
- 31 If you won your own business and wait for customers to come to you, you are _____ employed
- 32 A cost effective method of advertising
- 33 Owners of a Close Corporation
- 34 The price at which the target market market is prepared to purchase a product
- 35 Traditional lenders
- 36 Companies that sell shares on the Johannesburg Stock Exchange

Down

- 2 The advertisements use of colour will attract a consumer's _____
- 3 Money used to finance a business
- 5 Finances, location and equipment are _____ factors when preparing a SWOT analysis
- 6 An entrepreneur pays royalties to the owner of the original business idea
- 9 A successful advertisement will create a _____ so the consumer will want to buy the product whether they need it or not
- 12 A business that is managed and operated by its owner/s
- 14 Debentures, long term loans and bank overdraft are examples of _____ capital
- 15 Public companies are required by law to have one of these once a year
- 16 The factor which incorporates age and gender when identifying target markets
- 17 This research is carried out to establish the viability of a business idea
- 19 A form of business ownership with 1 - 10 members with continuity and limited liability
- 20 One of the reasons for carrying out a SWOT analysis is to find _____ to threats and weaknesses
- 21 One of _____
- 24 He/she takes calculated risks
- 26 A spaza shop is an example of an _____ trader
- 28 Competition, taxes and weather are _____ factors when preparing a SWOT analysis
- 29 The form of ownership where the business is unregistered and is run by one person
- 30 An identified need or want can be turned into a business _____

Summative Assessment Grade 9 EMS - Learner Outcome 4

Complete the crossword puzzle.

