



SAMPLE

Conquesta 2014

(International Multiple Choice Primary School Olympiads – Est. 1998)

Conquesta, P O Box 99, Kloof, 3640, South Africa

Tel: (031) 764-1972 * Fax: (086) 637-7808 or (031) 764-0074

E-mail address: conquest@iafrica.com * Website: www.conquestaolympiads.com



Economic & Management Sciences – Grade 7

Welcome to your Conquesta Olympiad. When you have decided which of the answers is correct, scratch out the letter in the matching square on your answer sheet using **ONLY a black or blue ballpoint or black khoki pen.** (Do not use pencils, crayons, pencil crayons, highlighters, tippex or glue.) If the answer to question 4 is c, then scratch out the letter c in the square containing c next to the number 4 (see example 1 below). If you've made a mistake and b should have been the answer, neatly cross out the mistake and then scratch out b (see example 2 below).


Example 1:-

4.	a	b	<input checked="" type="checkbox"/>	d
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Example 2:-

4.	a	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	d
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The Grade 7 teacher informs the class that this year's Grade 7 Market Day's theme is "Carnival". She places the pupils into groups of four and asks them to fill in the following information.

Members of the Business:	Kim, Vishaal, Thandi, Sefunmi.
Business Aim:	To provide a face painting service as well as selling small face painting kits.
Advertising	
Brand Name:	Four Funny Faces
Slogan:	Colourful make-up for a happy day!
Logo:	
Copy:	Join in the festivities of the day and have your face painted in carnival style. Non-toxic, washable, high quality paints used (FDA approved). Easy to remove. Contact Kim for more information: Grade 7C.
Who are your customers?	The pupils from Grades 1 – 4.
What are your inputs?	Face paints and paint brushes. Stickers for advertising. Make-up sponges to apply. Paper and paints for posters.
What are your outputs?	Painted faces.
What processes do you use?	Art skills, templates and research images.

Match the advertising terminology in (a) – (d) to questions 1 - 4.

(a) Brand (b) Slogan (c) Logo (d) Copy

1. What name describes the information about the product?
2. What name is given to the catchy phrase?
3. What terminology is used for the name of the product?
4. What do we call the business icon?



5. What would be the most effective way for this team to reach their target market?

- (a) Paste stickers into the Grades 1 – 4 homework books.
- (b) Place posters around the school.
- (c) Paint their own faces and walk around advertising during breaks.
- (d) All these options are correct.



6. Why do you think that *Four Funny Faces* have chosen Grades 1 – 4 as their target market?

- (a) The majority of younger children enjoy having their faces painted.
- (b) The children in Grades 1 – 4 have smaller faces and will use less paint.
- (c) All the Grade 7s are already involved in the Market Day.
- (d) Children in the lower grades are shorter and easier to paint.



7. Which one of the following statements is true?

- (a) The paints are washable and toxic.
- (b) Contact Thandi for further information.
- (c) The paints are FDI approved.
- (d) This market day has a festival theme.