

## **GRADE 11 BUSINESS STUDIES**

Learn the following topics for term 3:-

### **1. QUALITIES OF AN ENTREPRENEUR:-**

- \* Step Ahead Booklet...Pg 35 – 40
- \* Do all activities on this topic

### **2. TRANSFORMATION OF A BUSINESS PLAN INTO AN ACTION PLAN**

- \* Textbook...Chapter 10
- \* Make your own notes on this topic.
- \* Exam Practice...Pg 118...Ques 1,2 and 4

### **3. SETTING UP A BUSINESS**

- \* Textbook...Chapter 11
- \* Make your own notes on this topic
- \* Exam practice...Pg 126...Ques 1,2 and 3

### **4. PRESENTATION OF BUSINESS INFORMATION**

- \*Worksheets handed out (4 in total)

**The SBA for term 3 is due on 30 August 2021**



**QUESTION 1: ENTREPRENEURIAL QUALITIES AND SUCCESS FACTORS**

Read through the following scenario and answer the questions that follow:

**HEADBOY INDUSTRIES (HI)**

Ludwick Marishane is the owner of Headboy Industries. He invented DryBath, a gel that does all the work of a bath without water. Marishane received the Global Student Entrepreneur of the year award, in 2020

[Source: [thesouthafrican.com](http://thesouthafrican.com)]

- 1.1 List any FOUR entrepreneurial qualities that Ludwick Marishane would need to make him a successful entrepreneur. (4)
- 1.2 Suggest strategies that HI can use to ensure that they remain profitable and sustainable. (4)

**QUESTION 2: TRANSFORMATION OF A BUSINESS PLAN INTO AN ACTION PLAN**

Read the statement below and answer the questions that follow:

Path to success: Why a good business plan is indispensable?

- 2.1 Define the meaning of an action plan. (2)
- 2.2 Name THREE planning tools that are needed to transform a business plan into an action plan. (3)
- 2.3 Elaborate on the importance of having a business plan to ensure the success of a business. (6)

**QUESTION THREE: SETTING UP/STARTING A BUSINESS**

3.1 State FOUR aspects that must be considered when initiating a business. (4)

3.2 Explain the following factors that must be considered before start-up of a business.

- a) Environmental changes (4)
- b) Customer services (4)

3.3 Elaborate on the factors that influence the choice of funding. (6)

**QUESTION FOUR: PRESENTATION OF BUSINESS INFORMATION**

Read the scenario below and answer the questions that follow:

**TOASTY TOES (TM)**

Tony, is the marketing manager of Toasty Toes, which specialises in selling shoes. He recently conducted a presentation to various stakeholders on strategies to increase sales. Hard copies of his presentation were given to all attendees.

- 4.1 Identify the type of visual aid that Tony used. Motivate your answer by quoting from the scenario above. (3)
- 4.2 Discuss the impact of the visual aid identified in QUESTION 4.1. (6)
- 4.3 Advise Tony on how to respond to questions after a presentation in a non-aggressive and professional manner. (4)

Total: 50



TOPIC	CONTENT	CONTENT DETAILS FOR TEACHING LEARNING AND ASSESSMENT
Presentation and Data Response	<ul style="list-style-type: none"> <li>Factors that must be considered when preparing for a presentation/ before making the presentation.</li> <li>Factors that must be considered by the presenter while presenting/during the presentation.</li> <li>Factors that must be considered after the presentation/ handling feedback professionally.</li> <li>Areas for improvement of the next/ a future presentation.</li> <li>Examples of non-verbal presentations</li> <li>Designing a multimedia presentation to include visual aids</li> <li>Effectiveness of visual aids.</li> </ul>	<ul style="list-style-type: none"> <li>Outline/Explain factors that must be considered when preparing for a presentation/ before making the presentation.</li> <li>Outline/Explain factors that must be considered by the presenter while presenting                             <ul style="list-style-type: none"> <li>maintain eye contact</li> <li>use visual aids effectively</li> <li>move</li> <li>do not speak fast</li> <li>use pauses effectively, etc.</li> </ul> </li> <li>Explain how to respond to questions about work and presentations/handle feedback after a presentation in a non-aggressive and professional manner</li> <li>Discuss/Explain how to identify areas for improvement of the next/ a future presentation.</li> <li>Motivate/Make recommendations for future improvements based on feedback from presentations                             <ul style="list-style-type: none"> <li>Give examples of non-verbal presentations, e.g.                                     <ul style="list-style-type: none"> <li>written reports,</li> <li>scenarios,</li> <li>types of graphs (e.g. line, pie, bar charts) as well as other types of non-verbal information such as pictures and photographs.</li> </ul> </li> </ul> </li> <li>Discuss/Explain how to design a multimedia presentation to include visual aids, e.g.                             <ul style="list-style-type: none"> <li>start with the text</li> <li>select the background</li> <li>choose relevant images/create graphs, etc.</li> </ul> </li> <li>Explain/Evaluate the effectiveness/advantages/disadvantages of visual aids.</li> </ul>

*Presentation*

*1*

**Key concepts**

These definitions will help you understand the meaning of key presentation concepts that are used in this chapter.

Term	Definition
Presentation	The act of communicating information/data to an audience/stakeholders in an organisation.
Data Response	Interpretation and analysis of information provided.
Feedback	Information about a presentation by an audience which is used as a basis for improvement.
Non-verbal presentation	Presentation of information to an audience without using spoken words.
Visual aids	Refers to charts/pictures/images that help to clarify a point/enhance a presentation.
Tables	A set of facts/figures systematically displayed, especially in columns.
Graphs	Two-dimensional drawing showing a relationship between two set of variables by means of a line/curve/bars.
Diagrams	A drawing showing the appearance/structure/workings of data in a schematic representation.
Flipchart	A large pad of paper, bound so that each page can be turned over at the top to reveal the next page, used on a stand.
Hand-outs	Printed information provided to the audience to accompany a presentation.

**Factors that must be considered before making the presentation**

- List the objectives and main points of the presentation.
- Capture main aims in the opening statement of the presentation.
- Information presented should be relevant and accurate.
- Be fully conversant with the content of the presentation.
- Prepare a rough draft of the presentation with a logical structure that includes an introduction, body and conclusion.
- In conclusion, summarise the key facts and how it relates to the objectives/shows that all aspects have been addressed.

**Factors that must be considered during a presentation**

- Make eye contact with the audience and look in all directions.
- Be audible to the audience.
- Adjust your voice level and tone to avoid monotony.
- Add some appropriate humour in the presentation.
- Use visual aids effectively to enhance the presentation.
- Put the most important information first to capture the audience attention.
- Summarise the presentation in the conclusion.



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**Factors that must be considered after making the presentation/ professional handling of feedback**

- Ensure that you understand each question/what is being asked.
- Rephrase questions if uncertain, before responding.
- Listen carefully to each question and think carefully before responding.
- Address questions and not the person.
- Acknowledge good questions.
- Remain professional/polite/calm/non-aggressive.
- Do not get involved in a debate or argument.

**Areas for improvement of the next/a future presentation**

- Revise objectives that were not achieved.
- Use humour appropriately.
- Always be prepared to update/keep information relevant.
- Reflect on any problem/criticism and avoid it in future presentations
- Any information received as feedback from a presentation should be analysed and where relevant, used to update/amend the presentation.
- Reflect on the time/length of the presentation to add/remove content.
- Increase/Decrease the use of visual aids or replace/remove aids that did not work well.
- Reflect on the logical flow of the format/slides/application of visual aids.

**Examples of non-verbal presentation**

- Tables
- Graphs
  - bar graph
  - line graph
  - histogram
  - pie graph
- Diagrams
- Illustrations/Pictures/Photographs/Scenarios
- Written/Business reports
- Flip charts
- Handouts
- Slide shows

**Factors to be considered when designing a multimedia presentation**

- Start with the text.
- Select the background.
- Choose images/graphics that may help to communicate the message.
- Add special effects, like sound and animation
- Use legible font and font size

- Keep slides/images/graphs/font simple.
- Make sure there are no spelling errors.
- Use bright colours to increase visibility.
- Limit the information on each slide.

**Effectiveness of visual aids**

POWERPOINT SLIDES	
<b>Advantages</b>	<b>Disadvantages</b>
<ul style="list-style-type: none"> <li>• Easy to combine with sound/video clips</li> <li>• Video clips provide variety and capture the attention of the audience.</li> </ul>	<ul style="list-style-type: none"> <li>• Unable to show slides without electricity/data projector.</li> <li>• Less effective to people with visual impairments.</li> </ul>
OVERHEAD PROJECTOR	
<b>Advantages</b>	<b>Disadvantages</b>
<ul style="list-style-type: none"> <li>• Summaries/Simple graphics may be easily explained on transparencies.</li> <li>• Transparencies can be prepared manually or electronically on the computer.</li> </ul>	<ul style="list-style-type: none"> <li>• Not easy to combine with sound/audio.</li> <li>• Unorganized transparencies may convey an unprofessional image.</li> </ul>
INTERACTIVE WHITEBOARD/SMART BOARDS	
<b>Advantages</b>	<b>Disadvantages</b>
<ul style="list-style-type: none"> <li>• Images can be projected directly from computer so no external projector is necessary</li> <li>• Additional notes that were added during the presentation can be captured on the computer after the presentation.</li> </ul>	<ul style="list-style-type: none"> <li>• Can only be used by a presenter who knows its unique features.</li> <li>• Cannot be connected to any computer as special software is needed to use it.</li> </ul>
HANDOUTS	
<b>Advantages</b>	<b>Disadvantages</b>
<ul style="list-style-type: none"> <li>• Meaningful hand-outs may be handed out at the start of the presentation to attract attention.</li> <li>• Copies of hand-outs can be distributed at the end of the presentation as a reminder of the key facts.</li> </ul>	<ul style="list-style-type: none"> <li>• Handing out material at the start of the presentation may distract the audience.</li> <li>• Some details might be lost/omitted as it only summarises key information.</li> </ul>

POSTERS/SIGNS/BANNERS/PORTABLE ADVERTISING STANDS/FLAGS	
<b>Advantages</b>	<b>Disadvantages</b>
<ul style="list-style-type: none"> <li>• Useful in promoting the logo/vision of the business</li> <li>• Able to make a positive impact when placed strategically in/outside the venue</li> </ul>	<ul style="list-style-type: none"> <li>• Only focusses on visual aspects as it cannot be combined with sounds.</li> <li>• May not always be useful in a small venue/audience as it can create a 'crowded' atmosphere.</li> </ul>
FLIPCHARTS/WHITEBOARDS	
<b>Advantages</b>	<b>Disadvantages</b>
<ul style="list-style-type: none"> <li>• Mainly used for a small audience to note down short notes/ideas.</li> <li>• Very effective in brainstorming sessions as suggestions are summarized/listed</li> </ul>	<ul style="list-style-type: none"> <li>• Illegible handwriting may not contribute to professional image.</li> <li>• It is time consuming to prepare</li> </ul>





4

- The company has unlimited number of shareholders and its life span is perpetual.
- Shareholders can vote for/ appoint the most capable directors to manage their company.
- Own legal identity and shareholders have no direct legal implications/ limited liability
- Large amount of capital can be raised since there is no limit on the number of shareholders.
- Even though shares are not freely transferable, large private companies can raise considerable amount of capital
- It is possible to sell a private company as it is a legal entity in its own right.
- The management of the company can improve since directors are accountable to shareholders.
- The company can access long term capital and therefore has good long term growth opportunities.
- The company is a separate legal person it can buy property in its own name. Liabilities of the shareholders are limited.

#### Disadvantages of a private company

- Difficult and expensive to establish a private company compared to Close Corporations and Sole Proprietorship
- Large management structures can result in decision-making taking time.
- The private company is not allowed to sell shares to the public.
- Directors may sometimes act in their own interest, not in the company's best interest.
- Annual financial statements must be reviewed by a qualified person, which is an extra expense to the company.
- Difficult and expensive to establish as the company is subjected to many legal requirements.
- Pays tax on the profits of the business and on declared dividends/Subject to double taxation.
- Financial statements must be reviewed by a qualified person, which is an extra expense to the company.
- Directors will be held personally responsible for debts if it can be proven that they committed fraud.
- Some shareholders may not exercise their voting rights resulting in choosing the wrong person as a director.
- A meeting may not begin, or a matter may not be debated unless at least three shareholders are present.

#### Personal liability Company Definition

A personal liability company is very similar to a private company except that the present and past directors are personally responsible for any debts of the business. The name of the personal liability company ends in INc and the name of the private company ends in (PTY) Ltd.

#### Characteristics of a personal liability company

- The company name must end with letters INC
- Directors have unlimited liability and they are jointly liable for the debts of the business even if they are long out of office.
- The memorandum of Incorporation should state that it is a personal liability company.
- They must at least have one director on their board of directors.

#### Advantages and disadvantages

NOTE: The advantages of a personal liability company are the same as the private company. The disadvantages are also the same as the private company except that the directors of the personal liability company have unlimited liability.

#### PRESENTATION

#### NOTES ON BUSINESS REPORT

#### Business report:

A written document communicates information to assist business decision making.

#### The importance of business reports

- Enable senior management with information on how each department is doing.
- Provide information that leads to decision making.
- Enable management to keep track of every activity done in each department.

#### Guidelines on writing an effective business report

- Prepare an overview of what you want your audience to know.
  - Write concisely/briefly and important points only
  - Use regular, simple grammar and clear short sentences
  - Use visual summaries in the form of tables, graphs, drawings etc.
  - Edit your report by correcting spelling mistakes and grammatical errors
  - Get a second opinion, give the report to someone to proof read and edit it further.
- The importance/ advantages of using graphs/diagrams/symbols and pictures**
- Data is summarized and presented visually
  - Capture the audience attention and keep them interested

- 2.2.1 Ayisha presented the sales figures for month of October using graphs to the various stakeholders. (2)
- 2.2.2 Mrs. Qwabe did the presentation by speaking to the audience. (2)
- 2.2.3 Mr. Dube did the presentation by using digital projector while presenting. (2)

**Factors that must be considered when preparing for a verbal presentation**

- Know the purpose of the presentation and list the objectives
- Consider your audience e.g. who they are/what do they already know/ what you want them to know
- Prepare the structure of your presentation e.g. introduction/body/conclusion.
- Be fully conversant with the content of your presentation
- Information to be presented should be relevant and accurate
- Have pre-knowledge of your audience to determine the appropriate visual aids
- Use visual aids to push your point enhance the audience understanding.
- Practice your presentation/rehearse to ensure a confident presentation and effective use of time
- Visit the venue and prepare the use of your equipment/availability of a generator in case of load shedding or electricity.
- Prepare your support material to enhance your presentation
- Prepare for the feedback session by anticipating possible questions/comments

**Points to remember when making verbal Presentation**

- Be audible so that the audience can hear easily
- Voice control: do not be monotonous by changing the pitch of your voice
- Body language; use your hands and move around to give your presentation extra impact
- Sequence the information by ensuring that facts follow a logical sequence and make sure that all facts are accurate
- Make sure that information is credible and support it with facts and figures
- Make the presentation interesting for the whole audience
- Use humor sparingly to keep the audience interested
- Establish eye contact with your audience
- Posture, avoid turning your back from the audience while presenting

- Help audience to understand easier the presented information
- Information is easily communicated to the audience.

**Activity 1**

Business report of Mseleni Guest lodge situated in Mbazwana.

The following table shows information about a number of guests who booked in the Lodge from March to July 2020.

Guests	March	April	May	June	July
Families	100	70	75	60	42
Males on holiday alone	95	30	60	50	30
Females on holiday alone	65	40	50	45	10
Tour groups	130	120	110	40	60
Totals	390	260	295	195	142
Percentage	30%	20%	23%	15%	12%

- 1.1.1. Identify the type of business report used by Mseleni Guest house. (2)
- 1.1.2. Outline guidelines on writing an effective business report. (8)
- 1.1.3. Discuss the importance of business report (6)

**What is presentation?**  
*Grade 11 - Presentation*

The act of communicating information/data to audience/stakeholders in an organization.

**Verbal Presentation:** The presentation is delivered through word of mouth or in words.

**Non-verbal Presentation:** Presentation is delivered through writing or supporting material.

**VERBAL AND NON-VERBAL PRESENTATION**

**Verbal Presentation**

- The presenter speaks in front of the audience
- The audience sit and listen to the presenter

**Non-Verbal Presentation**

- The audience receive the message without the presenter saying it orally
- Facial expression is an example of non-verbal presentation, visual aids, hand signals

**ACTIVITY 2**

- 2.1. Name six examples of non-verbal presentation. (6)
- 2.2. Identify the following statement whether is a verbal presentation or non-verbal presentation

**ACTIVITY 3**

3.1 Read the scenario below and answer the questions that follow.

**MBAZWANA HAIR PRODUCT MANUFACTURERS LTD (MHPM LTD)**

Vuyo, the financial manager of Mbazwana Hair Product Manufacturers, was invited by the shareholders to present the financial status of the business. When preparing, he considered the following factors: time frame, feedback session and the objectives of the presentation.

Quote **THREE** factors from the scenario that Vuyo had to consider when preparing for the presentation.

- 3.2.1.1 Discuss other factors, not quoted in QUESTION 3.1.1 that you will have to consider when preparing a verbal presentation. (3)
- (6)

**NOTES ON VISUAL AIDS**

What is a visual aid?

Refers to charts/pictures/images that help to clarify a point/enhance a presentation.

**Audio Visual Aid:** It is material or tool directed to both sense of hearing and sight

- Data projector
  - Handouts
  - Interactive Whiteboard/ Smart board
  - Video conferencing equipment
  - Flyers / Brochures
  - Posters/Signs/ Banners/ Flags
- Overhead projector e.g., projector

**Data Projector:** Is a device that projects images from a computer onto a screen.

**Types of visual aids**

- Charts/ Flip Charts/ White boards
- Graphs.
- Diagrams.

**Audio visual Aids**

Visual aid	Explanations
Data projector	<ul style="list-style-type: none"> <li>• Projects images from a computer to a screen</li> <li>• Can be used to create a mood through showing images and videos</li> <li>• Audio-visual aid used during the presentation.</li> </ul>

6

Handouts	
	<ul style="list-style-type: none"> <li>• Uses slides to show summaries, graphs, videos, diagrams etc.</li> <li>• Slides summarises information to increase understanding</li> <li>• They are the summary of the most important points</li> <li>• Can be used for both small or large groups</li> <li>• Give summary of talk and follow up activities</li> <li>• They are given to the audience when they leave after the presentation</li> <li>• They should have the name of the business, name of the presenter and contact details.</li> <li>• Provide details that cannot be included in the presentation such as financial statement</li> <li>• They provide structure and focus for the presentation</li> <li>• Can also include details that could not be provided during the presentation</li> </ul>

**ACTIVITY 4**

4.1 Indicate the type of visual aids described below.

- 4.1.1A pad of paper sheets attached to an easel.
- 4.1.2 A large display that connects to a computer or projector and shows what is on the computer screen to a large audience.
- 4.1.3 A device that takes a video signal and projects images on a screen and can show video footage or still images.
- 4.1.4 A display device used to project images to the audience above the speaker's head.
- 4.1.5 A number of pieces of equipment that allow participants to talk to each other and share visuals over long distances. (10)

**NOTES ON VIDUAL AID (WHITE BOARD AND VIDEO CONFERENCING)**

What is white board?

It's a devise that has a data projector attached to it. It also has special pens that a presenter can write on it.

**Video Conferencing Equipment:** A conversation between two or more people or groups of people at different places using a computer network to transmit their voices or images. Different places



**Explanation of Audio visual Aids**

Interactive whiteboard	<ul style="list-style-type: none"> <li>• Can be used for small or large groups</li> <li>• Can be used in brainstorming sessions to capture feedback and ideas</li> <li>• Can be linked to other whiteboards in other venues.</li> <li>• Use coded pens to write new information and feedback</li> </ul>
Video conferencing equipment	<ul style="list-style-type: none"> <li>• Can be used for groups in different venues</li> <li>• Provides face-to-face contact of participants.</li> <li>• It uses audio and video to connect people in different places as if they are in the same room</li> </ul>

**ACTIVITY 5**

- 5.1 define the term visual aid (2)
- 5.2 Explain white board as audio-visual aid (4)
- What is flip chart?

A large pad of paper, bound so that each page can be turned over at the top to reveal the next page, used on a stand.

**Graphs:** Two-dimensional drawing showing a relationship between two set of variables by means of a line/curve/bars.

**Diagrams:** A drawing showing the appearance/structure/workings of data in a schematic representation.

**Explanation of Audio-Visual Aids**

Posters/signs/banners/Flags	<ul style="list-style-type: none"> <li>• Are used to communicate with potential customers</li> <li>• Can be used as a marketing strategy</li> <li>• They summarise information and discussions to stakeholders</li> <li>• It can be decorated to attract attention to the information on it</li> </ul>
Overhead projector(OHP)	<ul style="list-style-type: none"> <li>• Used for a large group</li> <li>• Uses transparencies</li> <li>• Needs a special screen mounted at an angle to a wall</li> <li>• Display charts, show summaries, graphs, relationships, diagrams and process steps</li> <li>• It can sometimes be difficult to focus</li> </ul>

Charts/Flip Charts	<ul style="list-style-type: none"> <li>• used for a small group</li> <li>• Used to summarise discussions</li> <li>• record ideas and feedback given by the group</li> <li>• a flip chart is a board with a paper attached at the top and can be flipped over to present information sequentially</li> <li>• it does not need electricity and therefore cheaper visual aid.</li> <li>• Graphs summarise information and communicate trends and patterns</li> </ul>
Graphs	<p><b>Types of graphs</b></p> <ul style="list-style-type: none"> <li>• Line graphs- used to show changes over time.</li> <li>• Bar Graphs-Show a change of something over time and show comparisons between different groups</li> <li>• Pie Charts-show how something is divided into different parts</li> </ul>
Tables	<ul style="list-style-type: none"> <li>• Tables present detailed information</li> <li>• They are used to show statistical information clearly.</li> </ul>
Diagrams	<ul style="list-style-type: none"> <li>• They make it easier for the reader to follow by showing relationships within an organization.</li> </ul>

**How to use power point slides to present business information**

- Use slides to highlight and emphasize key points
- Operate the presentation manually
- Keep slides simple and uncluttered
- Make your slides easy to follow
- Avoid using capital letters to avoid your message shouting at your audience
- Use fonts that are easy to read and simple, at least two different fonts, one for heading and another for content
- Use contrasting colours for text and background

**Activity 7**

7.1 Explain how to use power point slides to present business information (8)

**Factors to consider when designing a presentation**

- Use large, clear fonts that are easy to read