



KWAZULU-NATAL PROVINCE

EDUCATION
REPUBLIC OF SOUTH AFRICA

**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

BUSINESS STUDIES P2

COMMON TEST

JUNE 2023
Stanmorephysics.com

MARKS: 150

TIME : 2 Hours

This question paper consists of 10 pages.

INSTRUCTIONS AND INFORMATION

Read the following instructions carefully before answering the questions.

1. This question paper consists of THREE sections

SECTION A: COMPULSORY

SECTION B: Consists of THREE questions

Answer any TWO of the THREE questions in this section.

SECTION C: Consists of TWO questions

Answer ONE of the TWO questions in this section.

2. Read the instructions for each question carefully and take particular note of what is required.
3. Number the answers correctly according to the numbering system used in this question paper. No marks will be awarded for answers that are numbered incorrectly.
4. Except where other instructions are given, answers must be in full sentences.
5. Use the mark allocation and nature of each question to determine the length and depth of an answer.
6. Use the table below as a guide for mark and time allocation when answering each question.

SECTION	QUESTION	MARKS	TIME
A: Objective-type questions COMPULSORY	1	30	30 minutes
B: THREE direct/indirect-type questions CHOICE (Answer any TWO)	2	40	30 minutes
	3	40	30 minutes
	4	40	30 minutes
C: THREE essay-type questions CHOICE (Answer any ONE essay)	5	40	30 minutes
	6	40	30 minutes
TOTAL		150	120 minutes

7. Begin the answer to EACH question on a NEW page, for example QUESTION 1 – new page, QUESTION 2 – new page, et cetera.
8. You may use a non-programmable calculator.
9. Write neatly and legibly.

SECTION A (COMPULSORY)**QUESTION 1**

1.1 Various options are provided as possible answers to the following questions. Write down the question number (1.1.1–1.1.5) and the correct letter next to it ONLY. Example: 1.1.6 A

1.1.1 The owners of a ... stand to lose their personal assets if the business becomes insolvent.

- A private company
- B close corporation
- C partnership
- D non-profit company

1.1.2 The directors of a ... company are jointly and severally liable for the debts of the company.

- A personal liability
- B non-profit
- C private
- D public

1.1.3 PM Traders used a panel of experts to help solve their business problem, this is known as the ... technique.

- A SCAMPER
- B nominal group
- C delphi
- D force-field

1.1.3 The focus of the ... is on individual rights, where people are treated with respect and dignity.

- A right approach
- B common good approach
- C consequential theory
- D virtue approach

1.1.5 Defined as a state of mental or emotional strain or tension resulting from adverse or demanding circumstances.

- A change
- B crisis
- C problem
- D stress

(5x2) [10]

- 1.2 Complete the following statements by using the word(s) in the list below. Write only the word(s) next to the question number (1.2.1–1.2.5) in the ANSWER BOOK.

partnership ; retrenchment ; franchisor ; ethics ; goodwill ;
affirmative action ; profit ; professionalism; public company ;
franchisee

- 1.2.1 Dickens Brothers Ltd is a ... as the business has limited liability.
- 1.2.2 Fred was given the right to use Omars Hardware trademark for a specified period of time in return for regular payments. Fred is the...
- 1.2.3 The amount of money the business owner wants for the good trade name he or she has built up, the customer base, the branding of the product is known as...
- 1.2.4 When a business reduces the number of workers in the business, this is known as ...
- 1.2.5 When people with specific skills and abilities, use their knowledge in a specific job, this is called ...

(5 x 2)(10)



- 1.3. Choose a description from COLUMN B that matches a term in COLUMN A. Write only the letter (A–J) next to the question number (1.3.1 to 1.3.5) in the ANSWER BOOK, for example, 1.3.6 K.

COLUMN A	COLUMN B
1.3.1 Notice of Incorporation	A Shareholders will lose their private assets and the amount of money invested in the business.
1.3.2 Limited liability	B Includes the number of directors of the company.
1.3.3 Prospectus	C Involves collecting facts that include problem finding and problem shaping.
1.3.4 Problem-solving	D A document containing information that sets out the rights, duties, and responsibilities of shareholders, directors, and others within the company.
1.3.5 Crisis	<p>E Includes the number of shareholders of the company.</p> <p>F An unforeseen event that can cause major changes in the organization.</p> <p>G Ability to think of original, diverse, or new ideas that can be applied to situations requiring solutions.</p> <p>H Shareholders will only lose the amount of money invested in the business.</p> <p>I A document containing information about the company and the shares to people interested in buying shares</p> <p>J Is a state of mental or emotional strain or tension resulting from adverse or demanding circumstances.</p>

(5 x 2) (10)

TOTAL SECTION A: (30)

SECTION B

Answer ANY TWO questions in this section.

NOTE: Clearly indicate the QUESTION NUMBER of each question that you choose. The answer to EACH question must start on a NEW page, for example, QUESTION 2 on a NEW page, QUESTION 3 on a NEW page, et cetera.

QUESTION 2 BUSINESS VENTURES

- 2.1 Outline the characteristics of a partnership. (6)
- 2.2 Read the scenario below and answer the questions that follow.

JUSTICE THE GREAT (PTY) LTD

Justice The Great (Pty) Ltd wants to convert its company's current status. They will change their name to Justice The Great Ltd so that they can invite the public to buy shares in the business.

- 2.2.1 Identify TWO forms of ownership that are applicable to Justice The Great. Motivate your answer by quoting from the scenario. (6)
- 2.2.2 Explain the advantages of the form of ownership represented by Justice The Great Ltd. (4)
- 2.3 Advise prospective entrepreneurs on the challenges of establishing a company versus other forms of ownership. (6)
- 2.4 Outline the advantages and disadvantages of a sole trader. (8)
- 2.5 Identify the avenues of acquiring a business illustrated by the following statements:
- 2.5.1 Duka Manufacturers signed a contract with Smith Properties for the use of their property for a specified period of time, and pay them every month.
- 2.5.2 The management of Siyeza Trading requested Marie Consulting to train their new employees. (4)
- 2.6 Explain reasons why entrepreneurs decide to purchase existing businesses. (6)
- (40)**

QUESTION 3 BUSINESS ROLES

- 3.1 Outline FIVE causes of stress in the business environment. (5)
- 3.2 Read the scenario below and answer the questions that follow.

BATLON MANUFACTURERS(BM)

Batlon Manufacturers (BM) specializes in the production of plastic containers. BM is deciding to buy a mass-producing machine. The manager of BM suggested that they list the advantages and disadvantages of this purchase in order to make a decision.

- 3.2.1 Identify the problem-solving technique from the scenario above. Motivate your answer by quoting from the scenario. (3)
- 3.2.2 Describe the application of the problem-solving technique identified in **QUESTION 3.2.1**. (6)
- 3.3 Explain the meaning of the Delphi technique. (4)
- 3.4 Differentiate between Routine thinking and Creative thinking. (4)
- 3.5 Explain the benefits of creative thinking in the workplace. (6)
- 3.6 State whether the following statements are **Conventional solutions** or **Non-conventional solutions**.
- 3.6.1 These solutions are creative and unique and are usually a result of creative thinking. (2)
- 3.6.2 These are solutions that are believed and followed by everyone. (2)
- 3.7 Recommend ways in which businesses can create an environment that stimulates creative thinking. (4)
- 3.8 Advise business on the advantage of working with others to solve problems. (4)
- (40)**

QUESTION 4 MISCELLANEOUS QUESTIONS**BUSINESS VENTURES**

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

Franchises are very popular all over the world. Many experts argue that franchises have a much greater chance of survival in the business world than individual entrepreneurs. They also warn that entering into a franchise agreement does not guarantee success.

4.1.1 Elaborate on the meaning of franchise. (2)

4.1.2 Discuss THREE disadvantages of a franchise. (6)

4.2 Explain the contractual implications of leasing as one of the business avenues. (4)

4.3 Differentiate between Private Company and Public Company. (4)

4.4 Outline the aspects that must be included in the prospectus. (4)

BUSINESS ROLES

4.5 Outline any THREE internal causes of change. (3)

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

DUMELA MANUFACTURERS (DM)

Dumela Manufacturers (DM), is a company that specializes in manufacturing kid's clothing. DM experienced a fire outbreak that destroyed half of their property. This resulted in DM being temporarily closed, due to the unconducive working conditions.

4.6.1 Identify an example of a crisis from the scenario above. Motivate your answer by quoting from the scenario. (3)

4.6.2 Suggest ways in which businesses can deal with a crisis in the workplace. (4)

4.7 Explain the following major changes that businesses and people deal with:

4.7.1 Unemployment (4)

4.7.2 Globalisation (6)
(40)

SECTION C

Answer **ONE** question in this section.

NOTE: Clearly indicate the QUESTION NUMBER of the chosen question. The answer to EACH question must start on a NEW page, for example QUESTION 5 on a NEW page, QUESTION 6 on a NEW page, etcetera.

QUESTION 5 BUSINESS VENTURES

The Companies Act 2008 (Act 71 of 2008) makes provision for the establishment of companies. The incorporators who need to establish a company must ensure that the name of the company complies with the legal requirements. The procedure for the formation of companies must be followed, including the memorandum of incorporation. Incorporators need to be well conversant with the benefits of establishing a company over other forms of ownership.

Write an essay on the benefits of establishing a company over other forms of ownership, taking the following aspects into consideration:

- Elaborate on the meaning of the Memorandum of Incorporation.
- Explain the legal requirements of the name of the company.
- Discuss the benefits of establishing a company over other forms of ownership.
- Advise on the procedure for the formation of companies.

(40)



QUESTION 6 BUSINESS ROLES

It is important for all businesses to ensure that they conduct their business in an ethical and professional manner. Businesses must be able to make a clear distinction between professionalism and ethics. The principles of professionalism and ethics should be followed by all businesses. All businesses should conduct their business operations in a professional, responsible, and ethical way.

Write an essay on professionalism and ethics, taking the following aspects into consideration:

- Outline the advantages of ethical business ventures.
- Discuss any FOUR principles of professionalism and ethics.
- Differentiate between professionalism and ethics.
- Suggest ways in which professional, responsible, ethical, and effective business practice should be conducted.

(40)**TOTAL SECTION C: [40]****TOTAL MARKS: [150]**



KWAZULU-NATAL PROVINCE

EDUCATION
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 11

BUSINESS STUDIES P2

COMMON TEST

JUNE 2023

MARKING GUIDELINE

stanmorephysics.com

MARKS : 150

TIME : 2 Hours



These marking guideline consist of 30 pages.

NOTES TO MARKERS

PREAMBLE

The notes to markers are provided for quality assurance purposes to ensure the following:

- (a) Fairness, consistency and reliability in the standard of marking
- (b) Facilitate the moderation of candidates' scripts at the different levels
- (c) Streamline the marking process considering the broad spectrum of markers across the country
- (d) Implement appropriate measures in the teaching, learning and assessment of the subject at schools/institutions of learning

1. For marking and moderation purposes, the following colours are recommended:

Marker:	Red
Senior Marker:	Green
Deputy Chief Marker:	Brown
Chief Marker:	Pink
Internal Moderator:	Orange
DBE Moderator:	Turquoise

2. Candidates' responses must be in full sentences for SECTIONS B and C. However, this would depend on the nature of the question.
3. A comprehensive marking guideline has been provided but this is by no means exhaustive. Due consideration should be given to an answer that is correct but:
 - Uses a different expression from that which appears in the marking guideline
 - Comes from another credible source
 - Original
 - A different approach is used

NOTE: There is only ONE correct answer in SECTION A.

4. Take note of other relevant answers provided by candidates and allocate marks accordingly. (In cases where the answer is unclear or indicates some understanding, part-marks should be awarded, for example, one mark instead of the maximum of two marks.)
5. The word 'Sub-max' is used to facilitate the allocation of marks within a question or sub-question.
6. The purpose of circling marks (guided by 'max' in the breakdown of marks) on the right-hand side is to ensure consistency and accuracy in the marking of scripts as well as for calculation and moderation purposes.
7. Subtotals to questions must be written in the right-hand margin. Circle the subtotals as indicated by the allocation of marks. This must be guided by 'max' in the marking guidelines. Only the total for each question should appear in the left-hand margin next to the appropriate question number.
8. In an indirect question, the theory as well as the response must be relevant and related to the question.

9. Correct numbering of answers to questions or sub questions is recommended in SECTIONS A and B. However, if the numbering is incorrect, follow the sequence of the candidate's responses. Candidates will be penalised if the latter is not clear.
10. No additional credit must be given for repetition of facts. Indicate with a 'R'.
11. The differentiation between 'evaluate' and 'critically evaluate' can be explained as follows:

11.1 When 'evaluate' is used, candidates are expected to respond in either a positive/negative manner or take a neutral (positive and negative) stance, e.g. **Positive:** '*COIDA eliminates time and costs spent√ on lengthy civil court proceedings.*'√

11.2 When 'critically evaluate' is used, candidates are expected to respond in either a positive/negative manner or take a neutral (positive and negative) stance. In this instance candidates are also expected to support their responses with more depth, e.g. '*COIDA eliminates time and costs spent√ on lengthy civil court proceedings√, because the employer will not be liable for compensation to the employee for injuries sustained during working hours as long as it can be proved that the business was not negligent.*'√

NOTE: 1. The above could apply to 'analyse' as well.
2. Note the placing of the tick (√) in the allocation of marks.

12. The allocation of marks must be informed by the nature of the question, cognitive verb used, mark allocation in the marking guideline and the context of each question.

Cognitive verbs, such as:

12.1 Advise, name, state, outline, motivate, recommend, suggest, (*list not exhaustive*) do not usually require much depth in candidates' responses. Therefore, the mark allocation for each statement/answer appears at the end.

12.2 Define, describe, explain, discuss, elaborate, distinguish, differentiate, compare, tabulate, justify, analyse, evaluate, critically evaluate (*list not exhaustive*) require a greater depth of understanding, application and reasoning. Therefore, the marks must be allocated more objectively to ensure that assessing is conducted according to established norms so that uniformity, consistency and fairness are achieved.

13. Mark only the FIRST answer where candidates offer more than one answer for SECTION B and C questions that require one answer.

14. **SECTION B**

14.1 If for example, FIVE facts are required, mark the candidate's FIRST FIVE responses and ignore the rest of the responses. Indicate by drawing a line across the unmarked portion or use the word 'Cancel'.

NOTE: This applies only to questions where the number of facts is specified.

14.2 If two facts are written in one sentence, award the candidate FULL credit. Point 14.1 above still applies.

14.3 If candidates are required to provide their own examples/views, brainstorm this at the marking centre to finalise alternative answers.

14.4 **Use of the cognitive verbs and allocation of marks:**

14.4.1 If the number of facts are specified, questions that require candidates to 'describe/discuss/explain' may be marked as follows:

- Fact 2 marks (or as indicated in the marking guidelines)
- Explanation 1 mark (two marks will be allocated in Section C)

The 'fact' and 'explanation' are given separately in the marking guideline to facilitate mark allocation.

14.4.2 If the number of facts required is not specified, the allocation of marks must be informed by the nature of the question and the maximum mark allocated in the marking guideline.

14.5 **ONE mark may be awarded for answers that are easy to recall, requires one word answers or is quoted directly from a scenario/case study. This applies to SECTIONS B and C in particular (where applicable).**

15. **SECTION C**

15.1 The breakdown of the mark allocation for the essays is as follows:

Introduction	Maximum: 32
Content	
Conclusion	
Insight	8
TOTAL	40

15.2 Insight consists of the following components:

Layout/Structure	Is there an introduction, a body, and a conclusion?	2
Analysis and interpretation	Is the candidate able to break down the question into headings/subheadings/interpret it correctly to show understanding of what is being asked? Marks to be allocated using this guide: All headings addressed: 1 (One 'A') Interpretation (16 to 32 marks): 1 (One 'A')	2
Synthesis	Are there relevant decisions/facts/responses made based on the questions? Option 1: Only relevant facts: 2 marks (No '-S') Where a candidate answers 50% or more (two to four sub-questions) of the question with only relevant facts; no '-S' appears in the left margin. Award the maximum of TWO (2) marks for synthesis Option 2 : Some relevant facts: 1 mark (One '-S') Where a candidate answers less than 50% (only one sub-questions) of the question with only OR some relevant facts; one '-S' appears in the left margin. Award a maximum ONE (1) mark for synthesis. Option 3 : Some relevant facts: 1 mark (One '-S') Where a candidate writes FOUR sub-questions, but one/two/three sub-question with irrelevant facts; one '-S' appears in the left margin. Award a maximum of ONE (1) mark for synthesis. Option 4 :No relevant facts : 0 marks (Two '-S') Where a candidate answers less than 50% (only one sub-question) of the question with no Relevant facts; two '-S' appear in the left margin Award a ZERO mark for synthesis	
Originality	Is there evidence of one or two examples, not older than two (2) years, that are based on recent information, current trends and developments?	2
TOTAL FOR INSIGHT:		8
TOTAL MARKS FOR FACTS:		32
TOTAL MARKS FOR ESSAY (8 + 32):		40



- NOTE:**
1. No marks will be awarded for contents repeated from the introduction and conclusion.
 2. The candidate forfeits marks for layout if the words **INTRODUCTION** and **CONCLUSION** are not stated.
 3. No marks will be awarded for layout, if the headings **INTRODUCTION** and **CONCLUSION** are not supported by an explanation.

- 15.3 Indicate insight in the left-hand margin with a symbol e.g. ('L, A, -S and/or O').
- 15.4 The breakdown of marks is indicated at the end of the suggested answer/markings guideline to each question.
- 15.5 Mark all relevant facts until the SUB MAX/MAX mark in a subsection has been attained. Write SUB MAX/MAX after maximum marks have been obtained, but continue reading for originality "O".
- 15.6 At the end of each essay indicate the allocation of marks for facts and marks for insight as follows: (L – Layout, A – Analysis, S – Synthesis, O – Originality) as in the table below.

CONTENT	MARKS
Facts	32 (max.)
L	2
A	2
S	2
O	2
TOTAL	40

- 15.7 When awarding marks for facts, take note of the sub-maxima indicated, especially if candidates do not make use of the same subheadings. Remember, headings and subheadings are encouraged and contribute to insight (structuring/logical flow/sequencing) and indicate clarity of thought. (See **MARK BREAKDOWN** at the end of each question.)
- 15.8 If the candidate identifies/interprets the question **INCORRECTLY**, then he/she may still obtain marks for layout.
- 15.9 If a different approach is used by candidates, ensure that the answers are assessed according to the mark allocation/subheadings as indicated in the marking guideline.

15.10



15.10.1 Award TWO marks for complete sentences. Award ONE mark for phrases, incomplete sentences and vague answers.

15.10.2 With effect from November 2015, the TWO marks will not necessarily appear at the end of each completed sentence. The ticks (✓) will be separated and indicated next to each fact, e.g. 'Product development is a growth strategy ✓, where businesses aim to introduce new products into existing markets.' ✓

This will be informed by the nature and context of the question, as well as the cognitive verb used.

15.11 With effect from November 2017, the maximum of TWO (2) marks for facts shown as headings in the marking guidelines, will not necessarily apply to each question. This would also depend on the nature of the question.



SECTION A

QUESTION 1

1.1

1.1.1 C ✓✓

1.1.2 A ✓✓

1.1.3 C ✓✓

1.1.4 A ✓✓

1.1.5 D ✓✓

(5 x 2) (10)

1.2 1.2.1 public company ✓✓

1.2.2 franchisee ✓✓

1.2.3 goodwill ✓✓

1.2.4 retrenchment ✓✓

1.2.5 professionalism ✓✓

(5 x 2) (10)

1.3

1.3.1 B ✓✓

1.3.2 H ✓✓

1.3.3 I ✓✓

1.3.4 C ✓✓

1.3.5 F ✓✓

(5 X 2) (10)

TOTAL SECTION A: [30]

BREAKDOWN OF MARKS

QUESTION 1	MARKS
1.1	10
1.2	10
1.3	10
TOTAL	30

SECTION B

Mark ONLY the FIRST TWO questions answered in this Section.

QUESTION 2: BUSINESS VENTURES

2.1 Characteristics of a Partnership

- An agreement between two or more people who combine labor, capital, and resources towards a common goal. ✓✓
- Partners combine capital and may also borrow capital from financial institutions. ✓✓
- No legal requirements regarding the name of the business. ✓✓
- Partners have unlimited liability and are jointly and severally liable for the debts of the business. ✓✓
- Profit is shared according to the partnership agreement. ✓✓
- Partnership does not pay tax partners pay personal income tax. ✓✓
- Auditing financial statements is optional. ✓✓
- Partners share responsibilities and they are all involved in decision-making. ✓✓
- No legal formalities to start, only a written partnership agreement is required. ✓✓
- The partnership does not pay income tax, only the partners in their personal capacities. ✓✓
- Diversity, specialization and different skills of the partners can be used. ✓✓
- Partnership has no legal personality and therefore has no continuity. ✓✓
- Partners share responsibilities and they are all involved in decision-making. ✓✓
- Any other answer relevant to the characteristics of a partnership

Max (6)

2.2

2.2.1

- Private Company ✓✓

Motivation

Justice The Great (Pty) Ltd wants to convert their company 's current status. ✓

- Public Company ✓✓

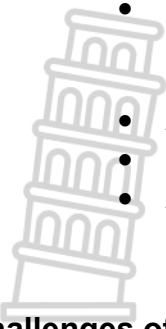
Motivation

They will change their name to Justice The Great Ltd so that they can invite the public to buy shares in the business. ✓

(6)

2.2.2 Advantages of a Public Company

- The business has its own ✓ legal identity ✓
- Easy to raise funds ✓ for growth through the sale of shares. ✓
- Shareholder is only liable ✓ for the amount which is invested ✓ / Shareholders have limited liability.
- The public has access ✓ to the information and this could motivate them to buy shares from a company. ✓
- Shareholders can sell/transfer ✓ their shares freely. ✓
- Can appoint ✓ a knowledgeable board of directors. ✓



- Buy and sell ✓ shares freely. ✓
- Additional shares ✓ can be raised by issuing more shares or debentures. ✓
- Strict regulatory requirements ✓ protect shareholders. ✓
- Any other answer relevant to the characteristics of a public company.

Max (4)

2.3 Challenges of establishing a company versus other forms of ownership

- Directors may not have a personal interest in the business and this could prevent the business from gaining maximum growth and profits. ✓✓
- Directors who do not have a personal interest in the business may not attract investors. ✓✓
- There may be a conflict between the owners of the company and the management in control. ✓✓
- The more shares there is the less profit per share. ✓✓
- A company is required to submit a full report to all stakeholders each financial year. ✓✓
- The limited liability aspect of the company generates more paperwork in the registration process. ✓✓
- The owners of the company have more liability. ✓✓
- When directors change there could be a lack of continuity in management. ✓✓
- Companies have more taxation requirements and other taxes are high. ✓✓
- They are required to disclose all financial information that could provide their competitors with an unfair advantage. ✓✓
- Politics can get in the way and managers are appointed for the wrong reasons. ✓✓
- State-owned companies often deliver non-profitable services that lead to the government losing money through the business. ✓✓
- A company can stop existing if deregistered by the Registrar of Companies. ✓✓
- A large amount of money of funds is spent on financial audits and accounting fees due to government regulations. ✓✓
- Any other answer relevant to the challenges of establishing a company versus other forms of ownership

Max (6)



2.4 Advantages and disadvantages of a Sole Trader

- Owner makes all decisions. ✓✓
- Requires little capital to start. ✓✓
- All profits belong to the owner. ✓✓
- All profits belong to the owner. ✓✓
- Simple management structure.
- Can easily adapt to the needs of the client/customer. ✓✓
- No legal process and requirements. ✓✓
- Can easily adapt to the needs of the client/customer. ✓✓
- The assets of the business belong to the owner. ✓✓
- There is personal encouragement and personal contact between the owner and customers. ✓✓

Disadvantages

- Unlimited liability which means the owner is responsible for all debts incurred by the business. ✓✓
 - Cash flow is often a problem. ✓✓
 - Growth of business can be restricted due to lack of capital. ✓✓
 - Not a legal entity and no continuity. ✓✓
 - Difficult to attract highly skilled and knowledgeable employees. ✓✓
 - The owner is responsible for providing all the capital needed. ✓✓
 - If the owner does not have enough knowledge/experience the business may fail. ✓✓
- Any other answer relevant to advantages and disadvantages of a Sole Trader.

Max (8)

2.5 Avenues of acquiring a business

2.5.1 Leasing ✓✓

2.5.2 Outsourcing ✓✓

(4)

2.6 Reasons why entrepreneurs may decide to purchase an existing business

- Easier to raise finance ✓ if the business has a good history/image. ✓
- Immediate cash flow ✓ as there are already established customers. ✓
- Market research has already been done ✓ and there is an established customer base. ✓
- Distribution/ Supply links/Staff/Network ✓ is/are already established. ✓
- A market for business products or services ✓ has already been established. ✓
- Existing employees and managers ✓ may have the experience they can share. ✓
- Many business problems ✓ have already been solved. ✓
- Any other answer relevant to the reasons why entrepreneurs may decide to purchase an existing business

Max (6)

TOTAL: [40]

BREAKDOWN OF MARKS

QUESTION 2	MARKS
2.1	6
2.2.1	6
2.2.2	4
2.3	6
2.4	8
2.5	4

2.6	6
-----	---



QUESTION 3: BUSINESS ROLES

3.1. Causes of stress in the business environment.

- A heavy workload, unrealistic targets, and deadlines aggravated by time pressure✓
- Working long hours without adequate breaks✓
- Shift systems not properly designed and coordinated✓
- Changes in the job description, the management, or in technology✓
- Working at home to complete tasks not done at the office✓
- Staying abreast of the latest technology✓
- Attending many meetings that take time and do not allow employees to complete their work tasks during working hours✓
- Work demands that affect an employee's family and personal life✓
- Inadequate training is given to employees✓
- Managers who are not competent and efficient✓
- Job insecurity, bullying, and harassment✓
- Conflict with those in the business who have different beliefs and values✓
- The nature of interpersonal relationships with colleagues✓
- The frequency of work-related travel✓
- Lack of accountability of employees and managers✓
- Lack of participation in decision-making✓
- Insufficient funds and vacant posts not filled✓
- Unconducive working conditions✓
- A lack of power and influence✓
- Lack of teamwork and conflict situations amongst employees. ✓
- Accept any other relevant answer related to the cause of stress in the business environment.



Note: Mark the first FIVE only.

Max (5)



3.2.1 Force-field analysis√√

Motivation

- The manager of BM suggested that they list the advantages and disadvantages of this purchase in order to make a decision. √

Note: Do not award marks for motivation, if identification is incorrect.

Identification (2)

Motivation (1)

Max (3)

3.2.3 Application of Force-field Analysis

- The current situation or problem√ and the desired situation or solution are described. √
- Identify what is going to happen√ if there is no action taken. √
- All the driving forces and restraining forces√ that will support and resist change must be listed. √
- The key restraining forces√ and their strengths should be discussed. √
- The key driving forces√ and their strengths should be discussed. √
- A score is allocated to each force √using a numerical scale, where 1 is weak and 5 is strong. √
- The positives and negatives are evaluated√ before deciding if the project is viable. √
- Choose the force with the highest score√ as the solution to the problem. √
- The restraining forces should be analyzed√ to determine the best way of moving forward with them. √
- Identify priorities√ and develop an action plan. √
- Accept any other relevant answer related to the application of force-field analysis.

Max (6)

3.3 Meaning of the Delphi Technique

- The Delphi Technique is used to solve√ new and complex problems. √
- A panel of experts who never meet each other face-to-face√, comes up with creative solutions to problems√ without having to sit through long, drawn-out group meetings. √
- The panel of experts fills out√ a questionnaire anonymously. √



- Accept any other relevant answer related to the meaning of the Delphi technique.

Max (4)

3.4 Differentiate between Routine thinking and Creative thinking.

ROUTINE THINKING	CREATIVE THINKING
<ul style="list-style-type: none"> • Is associated with a LEFT brain function where the focus is on logical thought and a methodical way of doing things. √√ • It is where consistent, normal thinking is applied to a specific situation. √√ • Doing things, in the same way, will lead to the same results because past decisions are used to solve current problems. √√ • No new ideas or thought patterns are generated. √√ • Accept any other relevant answer related to routine thinking. 	<ul style="list-style-type: none"> • Is associated with a RIGHT brain function where new ideas are generated. √√ • The focus is on being creative, using one's imagination, insight, art, and music awareness to find solutions to unique challenges. √√ • This process is used to come up with new ideas to solve problems in a way that is unusual and different from how things had been done before. √√ • This results in exploring innovative ideas and different ways of doing things in order to obtain better results. √√ • Accept any other relevant answer related to creative thinking.
Sub max (2)	Sub max (2)


Max (4)

Note: 1. The answer does not have to be in tabular format.

2. Award a maximum of TWO (2) marks if the differences are not clear. Mark either routine thinking or creative thinking.

3.5 Benefits of creative thinking in the Workplace

- Creative thinking will lead to improved participation√ of staff members, which will ensure the generation of new ideas. √
- The business will have a competitive advantage√ over other businesses because of the unique strategies that are introduced. √
- Businesses will be able to solve√ complex problems. √
- As management and employees introduce and create many ideas√, saving time and money for the business, productivity will increase. √

- 
- Managers and employees will demonstrate more confidence[√] as they perform their duties. [√]
 - Managers will be inspired to lead[√] their teams more efficiently.
 - Managers and employees will apply their knowledge[√] in a collaborative manner when performing their duties. [√]
 - The morale among staff members[√] will be improved. [√]
 - Leads to a more positive attitude[√] as managers and employees feel that they have contributed towards problem-solving. [√]
 - Creative thinking will ensure that managers and employees[√] stay abreast of the latest developments in technology.[√]
 - Managers and employees will be more creative[√] as they are challenged to work outside of their comfort zones. [√]
 - Creativity may lead to new inventions[√], which will improve the general standard of living. [√]
 - Managers and employees [√]will feel that they have contributed towards problem-solving[√]
 - Accept any other answer related to the benefits of creative thinking in the workplace.

Max (6)


3.6.1 Non-conventional solutions^{√√}

Max (2)

3.6.2 Conventional solutions^{√√}

Max (2)

3.7 Ways in which businesses can create an Environment that stimulates creative thinking

- 
- Businesses must emphasize the importance of creative thinking to ensure that all staff knows that their ideas will be heard. ^{√√}
 - Inspire staff to come up with new ideas. ^{√√}
 - Plan regular workshops so that brainstorming sessions can be held to generate new ideas. ^{√√}
 - Ensure that communication channels remain open by placing suggestion boxes around the workplace. ^{√√}
 - Train staff members to think creatively, solve problems, and use mind mapping and lateral thinking. ^{√√}
 - Encourage job exchanges within the organization and other businesses to improve creativity in the workplace. ^{√√}



- Encourage alternative ways of working and doing things. ✓✓
- Accommodate employees' ideas and try not to let anyone feel less important in the workplace. ✓✓
- Accept any other relevant answer related to ways in which businesses can create an environment that stimulated creative thinking.

Max (4)

3.8 Advantages of working with others to solve problems

- There are different perspectives to be considered because it could be difficult to be creative and innovative on your own. ✓✓
- Access to a broader base of skills, knowledge, and experiences helps if you can get the opinion of others on a matter. ✓✓
- More ideas can be triggered from other employees' ideas which can help the problem-solving process. ✓✓
- It facilitates learning from one another when colleagues are able to teach or explain things to one another, especially when working in groups. ✓✓
- Working together is encouraged to produce greater results. ✓✓
- The workload decreases because everyone shares the problem and their experiences ✓✓
- Accept any other relevant answer related to the advantages of working with others to solve problems.

Max (4)

BREAKDOWN OF MARK ALLOCATION

3.1	5
3.2.1	3
3.2.2	6
3.3	4
3.4	4
3.5	6
3.6.1	2
3.6.2	2
3.7	4

3.8	4
TOTAL	40



QUESTION 4: MISCELLANEOUS

BUSINESS VENTURES

4.1

4.1.1 Meaning franchising

- Franchising refers to the purchase ✓ of a business idea. ✓
- The entrepreneur will obtain premises and the right to offer the same products/services ✓, with specific rules and regulations as per the agreement. ✓
- Franchising is the practice of using another person's business model ✓ and it can be seen both as a marketing and a distribution. ✓

(Any 1 x2) (2)

4.1.2 Disadvantages of a franchise

- Acquiring a franchise can be an expensive ✓ initial layout. ✓
- It is sometimes difficult ✓ to sell a franchise and or to terminate the contract. ✓
- The high initial franchise cost ✓ can make it difficult to buy into the franchise agreement. ✓
- There are often restrictions in the agreement ✓ in terms of how you can run the business. ✓
- Some creative entrepreneurs feel limited ✓ as to how much they can grow and expand their ideas. ✓
- The brand could get a bad reputation ✓ through other franchisees. ✓
- A large portion of profit is paid in royalties ✓ and often the franchisors do not deliver on their promises. ✓
- It is often difficult ✓ to sell a franchise or end a contract. ✓
- Franchisees have to pay royalties ✓ or a share of the profit to franchisors. ✓
- The start-up cost ✓ could be quite high. ✓
- Too many outlets ✓ may flood a specific area. ✓
- Running a franchise restricts creativity ✓ because all outlets need to carry the same branding.
- One poor-performing outlet ✓ may risk the reputation of the entire franchise. ✓
- Any other answer relevant to disadvantages of a franchise

Max (6)

4.2 Contractual implications of leasing

- The right to occupy ✓ an asset, for example, a property. ✓
- The right to use the asset ✓, for example, a delivery van. ✓
- The responsibility to keep the asset ✓ in good order or condition. ✓
- The responsibility of paying fees or rent ✓ on time. ✓
- Not making any alterations or changes ✓ without the consent of the lessor. ✓
- Where an asset needs to be insured, ✓ the lease agreement must stipulate it. ✓
- Any other answer relevant to contractual implications of leasing.

Max (4)





4.3 Differences between Private Company and Public Company

PRIVATE COMPANY	PUBLIC COMPANY
<ul style="list-style-type: none"> May not offer shares ✓ to the general public. ✓ 	<ul style="list-style-type: none"> Trades its shares publicly ✓ on the Johannesburg Securities Exchange. ✓
<ul style="list-style-type: none"> Name must end ✓ with Proprietary Limited/(Pty) Ltd. ✓ 	<ul style="list-style-type: none"> Name must end ✓ with Limited/Ltd. ✓
<ul style="list-style-type: none"> Financial statements must be independently reviewed ✓ but they need not be audited. ✓ 	<ul style="list-style-type: none"> Annual financial statements ✓ need to be audited. ✓
<ul style="list-style-type: none"> Does not need to publish a prospectus ✓ as it cannot trade its shares publicly. ✓ 	<ul style="list-style-type: none"> Have to register and publish ✓ a prospectus with the CIPRO. ✓
<ul style="list-style-type: none"> The company is not required to raise ✓ the minimum subscription/ issue minimum shares. ✓ 	<ul style="list-style-type: none"> Must raise a minimum subscription prior ✓ to the commencement of the company. ✓
<ul style="list-style-type: none"> Shares are not freely ✓ transferable. ✓ 	<ul style="list-style-type: none"> Shares are freely ✓ transferable. ✓
<ul style="list-style-type: none"> Any other relevant answer related to a private company. 	<ul style="list-style-type: none"> Any other relevant answer related to a public company
Sub max. (2)	Sub max. (2)

NOTE:

- The differences must be clear.**
- Answer does not have to be in tabular format.**
- Award a maximum of TWO (2) marks if the differences are not clear. Mark either private or public company**

Max. (4)

4.4 Aspects that must be included in the prospectus

- Name of the company ✓
- Company overview, including the vision, mission, and goals of a business ✓
- Product or service portfolio ✓
- Market analysis and strategy ✓
- Management team ✓
- The risks and potential of the business ✓
- Available financial and share information ✓



- Company's assets and liabilities ✓
- Financial position ✓
- Profits and losses ✓
- Cash flow ✓
- Prospects for growth ✓
- Pre-incorporation contracts that have been signed ✓
- Date of registration of the prospectus ✓
- The minimum subscription ✓
- Purpose of the offer ✓
- Share capital ✓
- Shares issued ✓
- Property ✓
- Preliminary expenses ✓

Max (4)

BUSINESS ROLES

4.5 Internal Causes of Change

- New business objectives or goals ✓
- High employee turnover where many employees must join the business ✓
- New policies and procedures implemented in the business ✓
- New management ✓
- Restructuring ✓
- Retrenchment ✓
- New equipment ✓
- Accept any other relevant answer related to internal causes of change.

Note: Mark the first THREE only.

Max (3)

4.6.1 Loss of property due to Fire. ✓✓

Motivation

- DM experienced a fire outbreak that destroyed half of their property. ✓

Note: Do not award marks for motivation, if identification is incorrect.

Identification (2)

Motivation (1)

Max (3)

4.6.2 Ways businesses can deal with a Crisis in the Workplace

- Assess and evaluate the nature of the crisis. ✓✓

- When a crisis happens the affected department or persons should respond to the situation in a calm manner and determine the nature and cause of the crisis in order to plan an appropriate response. √√
- If necessary, seek advice from experts. √√
- Manage the seriousness of the situation by responding to the situation immediately. √√
- Ensure that accurate and correct information is provided when managing the situation or crisis√√
- Provide training and support to staff members affected by the situation. √√
- Contain the situation as effectively as possible to minimize any potential damage to the business√√
- Communicate with all stakeholders to ensure that they are properly briefed about the events, their impact, and the actions that should be taken. √√
- The management team of the business should appoint a spokesperson to manage all the media briefings. √√
- Debriefing sessions should be arranged for all those directly involved in the crisis. √√
- Implement and evaluate the efficacy of the emergency plan during the crisis. √√
- If necessary, revise and amend the emergency plan after the crisis. √√
- Accept any other relevant answer related to ways businesses can deal with a crisis in the workplace.

Max (4)

4.7 Major changes that businesses and people deal with:

4.7.1 Unemployment

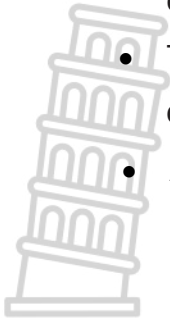
- This occurs when employees lose their jobs due to resigning for a better position, being fired, or choosing to stop working.
- Changes that take place in the business may lead to unemployment due to retrenchment or when businesses close down.
- Many people who are unemployed struggle to cope and this may lead to illness and depression.

Any other relevant answer related to unemployment.

Max (4)

4.7.2 Globalisation

- Due to the narrowing of global markets√, businesses can trade in different countries. √
- This requires flexibility√ in order to adapt to changes brought about by globalization√
- With improved ongoing technological processes√, new technology must be



combined and used to make processes more efficient. ✓

- The business should ensure that its product or service ✓ is of a high standard and quality, which will result in competition amongst businesses. ✓
- Accept any other relevant answer related to globalisation.

Max (6)

BREAKDOWN OF MARK ALLOCATION

4.1.1	2
4.1.2	6
4.2	4
4.3	4
4.4	4
4.5	3
4.6.1	3
4.6.2	4
4.7.1	4
4.7.2	6
TOTAL	40





SECTION C

Mark only the First question answered in this Section.

QUESTION 5: BUSINESS VENTURES

5.1 Introduction

- Entrepreneurs should conduct research on the advantages and disadvantages of each form of ownership so that they can select a suitable form of ownership. ✓
- There are many advantages to establishing a company than starting another type of business. ✓
- The name of the company must be registered before it can be incorporated. ✓
- Any other relevant introduction related to forms of ownership /establishment procedure/legal name of the company.

Any (2x1) (2)

5.2 Meaning of the Memorandum of Incorporation

- MOI serves as the constitution✓ of a company. ✓
- Companies are governed✓ according to the rules stated in the MOI. ✓
- MOI includes information✓ about a company's name, registered office, and records.✓
- MOI describes the relationship✓ between the business and its stakeholders.✓
- MOI describes the rights, responsibilities, and duties✓ of the shareholders and directors. ✓
- MOI provides details✓ about incorporation, the number of directors, and the share capital. ✓

Max (6)

5.3 Legal requirements of the name of a company

- A company's name must appear ✓ on all company documents, e.g. on letterheads✓.
- Reserving a name for a company ✓ is the first step to registering a company✓ but it is not compulsory. ✓
- Names can be reserved ✓ for a period of 6 months by the CIPC. ✓
- The name must not be similar/same ✓ as any other company unless it is part of the group. ✓
- The name must not imply/suggest/mislead a person ✓ to believe that the company is part of another person/business/the state. ✓

- The name must not be offensive/promote violence/hatred ✓ and cause any harm. ✓
- The name must not be shortened ✓ and translated. ✓
- The name of a company must indicate ✓ the type of company as follows: The name of a company must end with. ✓✓
- Any other relevant answer related to legal requirements of the name of the company.

Max (14)

5.4 Benefits of establishing a company versus other forms of ownership

Legal status and liability ✓✓

- A company has its own legal status, trading name and owns its assets. ✓
- Shareholders' private assets are protected as they have limited liability. ✓
- The shareholders have no direct legal responsibility. ✓
- Companies have their own names and these are protected. ✓

Sub max (3)

Profit sharing ✓✓

- Shareholders share in the profits of the company through dividends. ✓

Sub max (3)

Ownership and management ✓✓

- Shareholders are able to buy and sell shares freely in a public company. ✓
- The company is managed by qualified and competent board of directors. ✓
- A company is less likely to use consultants as it has a larger pool of skills and expertise. ✓
- Directors are more likely to take risks and allow growth opportunities for the business. ✓

Sub max (3)

Capital and cash flow ✓✓

- A company may have more investors to fund the setting up of the business. ✓
- Companies have a better cash flow than sole traders. ✓
- A company is not limited to the individual contribution of the members' capital. ✓
- The long term growth opportunities for companies are really good as there are always possibilities of getting in more investors. ✓

Sub max (3)

Life span and continuity ✓✓

- A company has continuity of existence. ✓
- Company shares can be transferred/bought/sold. ✓

Sub max (3)

Taxation ✓✓

- Companies have tax benefits other enterprises do not have. ✓
- They may obtain tax rebates if they are involved in social responsibility projects. ✓

Sub max (3)

Max (12)

5.5 Procedure for the formation of companies

- Determine the people establishing the company ✓✓

- Reserve a company name with the Registrar of Companies ✓✓
- Prepare a memorandum of incorporation ✓✓
- File a notice of incorporation ✓✓
- Obtain a unique registration number ✓✓
- All companies must be registered with the Registrar of Companies. ✓✓
- Open a bank account and register for taxation. ✓✓

- Draw up a prospectus for potential investors ✓✓
- Any other relevant answer related to the procedure for the formation of companies
Max (14)

5.6 Conclusion

The directors of a private company should keep abreast of the latest legislation on the management of companies. ✓✓

- Company becomes a legal person once registration has taken place. ✓✓

Any (1x2) (2)

QUESTION 5: BREAKDOWN OF MARK ALLOCATION

DETAILS	MAXIMUM	TOTAL
Introduction	2	Max 32
Meaning of the Memorandum of Incorporation	6	
Legal requirements of the name of a company	14	
Benefits of establishing a company over other forms of ownership	12	
Procedure for the formation of companies	14	
Conclusion	2	
INSIGHT		8
Layout	2	
Analysis/Interpretation	2	
Synthesis	2	
Originality/Examples	2	
TOTAL MARKS		40

--	--	--

LASO – For each component:

Allocate 2 marks if all requirements are met.

Allocate 1 mark if some requirements are met.

Allocate 0 marks where requirements are not met at all.

QUESTION 6: BUSINESS ROLES

6.1 Introduction

- Ethical business venture determines the difference between good and bad decision making. ✓
- Ethics refers to moral principles that govern a person's behaviour, or the moral principles when conducting an activity. ✓
- Professionalism is when people with specific skills and abilities use their knowledge in a specific job or profession. ✓
- Ethical and effective business practices creates a culture where employees consider all role players while taking into account their ethical and legal obligations. ✓
- Accept any other relevant introduction related to advantages of ethical business ventures/principles of professionalism and ethics/difference between professionalism and ethics/ways in which professional, responsible, ethical, and effective business practice should be conducted.

Any (2 x 1) (2)

6.2 Advantages of ethical business ventures

- Businesses can build a good reputation and attract more investors, thus increasing profitability. ✓✓
- Customer loyalty is created and nurtured, and a positive business image will be created. ✓✓
- Staff morale can be built and maintained by paying employees fairly. ✓✓
- Staff who are hard-working and productive will be loyal and dedicated to the business. ✓✓
- Positive relationships will develop between co-workers, which will result in improved productivity. ✓✓
- Businesses that become compliant with environmental regulations will avoid unnecessary fees or sanctions. ✓✓
- Accept any other relevant answer related to advantages of ethical business ventures.



6.3 FOUR principles of Professionalism and Ethics

6.3.1 Competency ✓✓

- Is when employees use their knowledge, skills, and ability ✓ in their area of expertise for the good of the organization, society, and the environment. ✓
- An example of competence ✓ is when a pianist plays the piano very well. ✓
- Accept any other answer related to competency.

Identification (2)
Explanation (2)
Sub max (4)

6.3.2 Integrity ✓✓

- Integrity means to perform all your work-related duties ✓ in the correct manner even when you are not being monitored. ✓
- This means that all employees ✓ work and conduct themselves with integrity, honesty, and according to accepted standards of professional conduct and the law. ✓
- Accept any other relevant answer related to integrity.

Identification (2)
Explanation (2)
Sub max (4)

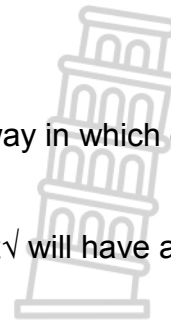
6.3.3 Respect ✓✓

- Respect is the behavior/performance ✓, and the way in which employees conduct themselves in the workplace. ✓
- Employees who work in a respectful environment ✓ will have a positive attitude and are motivated to work at their best. ✓
- Accept any other relevant answer related to respect.

Identification (2)
Explanation (2)
Sub max (4)

6.3.4 Objectivity ✓✓

- Employees should remain objective ✓ and act in a fair manner to all without any





bias or favour. ✓

- Accept any other relevant answer related to objectivity.

Identification (2)

Explanation (2)

Sub max (4)

6.3.5 Confidentiality✓✓

- Refers to non-disclosure✓ of any confidential client or business information without permission. ✓
- Accept any other relevant answer related to confidentiality.

Identification (2)

Explanation (2)

Sub max (4)

6.3.6 Transparency✓✓

- Businesses should pay attention to transparency✓ and ensure that full disclosure is made when required. ✓
- Accept any other relevant answer related to transparency.

Identification (2)

Explanation (2)

Sub max (4)

6.3.7 Conflict of interest✓✓

- Employees should avoid conflict of interest situations✓ within the business environment. ✓
- a situation in which the concerns or aims✓ of two different parties are incompatible. ✓
- a situation in which a person is in a position✓ to derive personal benefit from actions or decisions made in their official capacity. ✓
- Accept any other relevant answer related to conflict of interest.

Identification (2)

Explanation (2)

Sub max (4)

6.3.8 Commitment✓✓

- Employees are to respect the dignity✓ and rights of others in the workplace✓, as well as the image of the profession or business within which they work. ✓



- Accept any other relevant answer related to commitment.

Identification (2)

Explanation (2)

Sub max (4)

6.3.9 Caring ✓✓

- Businesses or large organisations ✓ should practice social responsibility to ensure that they give back to poor communities. ✓
- Accept any other relevant answer related to caring.

Identification (2)

Explanation (2)

Sub max (4)

6.3.10 Environmental responsibility ✓✓

- Businesses should operate in a manner ✓ that ensures that the environment is taken care of in a sustainable manner for the benefit of future generations. ✓
- Accept any other relevant answer related to environmental responsibility.

Identification (2)

Explanation (2)

Sub max (4)

Max (12)

Note: Mark the first THREE only.

6.4 Differentiate between professionalism and ethics

PROFESSIONALISM	ETHICS
<ul style="list-style-type: none"> • Refers to when a person acquires ✓ knowledge and skills to practice a specific job or profession. ✓ 	<ul style="list-style-type: none"> • Refers to the principles of right and wrong ✓ and what is acceptable in society. ✓
<ul style="list-style-type: none"> • Set of standards ✓ of expected behaviour. ✓ 	<ul style="list-style-type: none"> • Conforms to a set of values ✓ that are morally acceptable within a business or organization. ✓
<ul style="list-style-type: none"> • Applies a code of conduct ✓ of a profession or business. ✓ 	<ul style="list-style-type: none"> • Forms part of a code of conduct ✓ to guide employees to conduct themselves ethically. ✓
<ul style="list-style-type: none"> • Focuses on upholding the reputation ✓ of a business or profession. ✓ 	<ul style="list-style-type: none"> • Focuses on developing a moral compass ✓ for decision-making. ✓
<ul style="list-style-type: none"> • Includes guidelines ✓ for the appearance, conduct, communication, attitude, roles and responsibilities of employees within the business or organisation. ✓ 	<ul style="list-style-type: none"> • Involves following the principles ✓ of right and wrong in business practices. ✓

<ul style="list-style-type: none"> Accept any other relevant answer related to professionalism. 	<ul style="list-style-type: none"> Accept any other relevant answer related to ethics.
Sub max (6)	Sub max (6)

Max (12)

- Note:**
1. Answer do not have to be in tabular format.
 2. Award a maximum of **SIX (6)** marks for either professionalism or ethics, if the answer is not clear. Mark either professionalism or ethics.

6.5 Ways in which professional, responsible, ethical, and effective business practice should be conducted

- Businesses should treat all their employees equally, regardless of their race, colour, age, gender, disability, and so on. √√
- The Mission Statement of a business should include the values of equality and respect√√
- The workplace should be a safe, fair environment where employees can do their work and not be embarrassed or exposed. √√
- The business should ensure that they pay employees fair wages and salaries which correspond to the requirements of the BCEA. √√
- Employees should be paid for working overtime and on public holidays. √√
- The business should respect employees and treat them with dignity by recognizing the value of their human capital for work well done. √√
- All goods and services produced should be done according to the required standards and ethical requirements. √√
- New businesses should avoid using business names and ideas that are copyrighted, trademarked, and protected by law when starting a business. √√
- New business owners must plan effectively and ensure that they put preventative measures in place to protect their business. √√
- To foster employee confidence and loyalty, it is important to ensure that all staff has equal access to opportunities, positions, and resources. √√
- Accept any other relevant answer related to ways in which professional, responsible, ethical, and effective business practice should be conducted.

Max (12)

6.6 Conclusion

- If businesses want to remain competitive, it is imperative for them to engage in ethical business ventures. √√

- Businesses should encourage their employees to behaviour in a professional manner by treating clients and colleagues with dignity and respect. ✓✓
 - Businesses must consider ethical principles, has this will guide them into making good business decisions. ✓✓
 - Businesses should ensure that decision-making at all levels of management within the workplace should be based on professional, responsible, ethical business practices. ✓✓
-
- Accept any other relevant conclusion related to advantages of ethical business ventures/principles of professionalism and ethics/difference between professionalism and ethics/ways in which professional, responsible, ethical, and effective business practice should be conducted.

Any (1 x 2) (2)

QUESTION 6: BREAKDOWN OF MARK ALLOCATION

DETAILS	MAXIMUM	TOTAL
Introduction	2	Max 32
Advantages of ethical business ventures	10	
Principles of professionalism and ethics	12	
Difference between professionalism and ethics	12	
Ways in which professional, responsible, ethical and effective business practice should be conducted	12	
Conclusion	2	
INSIGHT		8
Layout	2	
Analysis/Interpretation	2	
Synthesis	2	
Originality/Examples	2	
TOTAL MARKS		40

--	--	--

LASO – For each component:

Allocate 2 marks if all requirements are met.

Allocate 1 mark if some requirements are met.

Allocate 0 marks where requirements are not met at all.

