



GAUTENG PROVINCE
Department: Education
REPUBLIC OF SOUTH AFRICA



BUSINESS STUDIES

GRADE : 12

TERM : 3

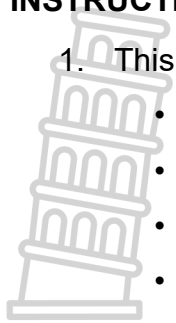
ASSESSMENT TASK: PROJECT

YEAR : 2023

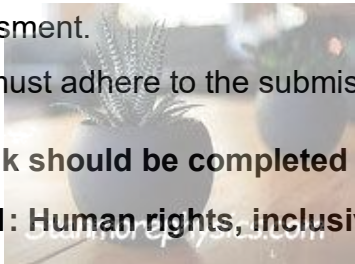


This project consists of 9 pages

INSTRUCTIONS TO LEARNERS



1. This project will assess the following subtopics:
 - Human rights, inclusivity, and environmental factors.
 - Social responsibility.
 - Corporate social responsibility and corporate social investment
 - Presentation and Data Response.
 - Forms of ownership.
2. Read the instructions for each question and respond appropriately.
3. Collect resources to answer QUESTION 2.1
4. You are required to submit your completed task to your teacher for assessment.
5. You must adhere to the submission date to avoid unnecessary penalties.



NB: This task should be completed under controlled conditions.

QUESTION 1: Human rights, inclusivity, and environmental issues

1.1 Read the scenario below and answer the questions that follow:

MJODI TRADERS (MT)

Mjodi Traders sells high-quality office furniture. The employees of MT receive different payments for work of the same value. Employees are refused a platform to raise their grievances.

1.1.1 Identify TWO human rights violated by JL. Motivate your answer by quoting from the scenario above.

Use the table below as a GUIDE to answer QUESTION 1.1.1.

HUMAN RIGHTS	MOTIVATIONS
1.	
2.	

(4)

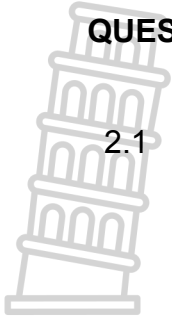
1.2.1 Explain the implication of equality, respect, and dignity on businesses. (3)

1.3 Suggest ways in which businesses could deal with the following diversity issues:

1.3.1 Poverty (2)

1.3.2 Age (2)

1.4 Discuss strategies businesses may use to protect the environment and human health. (4)



QUESTION 2: Social responsibility, cooperate social responsibility and cooperate social investment

- 2.1 Use the internet, business journal, and magazine, to visit local businesses to research ways in which business projects contribute towards the community.
- Research FIVE different businesses and explain how their project contributed to the community.
 - Attach FIVE different pictures as evidence for research. (5)
- 2.2 Explain ways in which businesses can deal with HIV/Aids as a socio-economic issue. (2)
- 2.3 Advise businesses on ways in which they can contribute time and effort in advancing the well-being of the community. (3)
- 2.4 Discuss the impact of corporate social investment (CSI) on businesses. (5)

QUESTION 3: Presentation and data response

- 3.1 Identify the type of visual aid that was used by Timol consultants while presenting in EACH statement below.
- 3.1.1 Timol used a visual aid that requires special pens to write on it.
- 3.1.2 He also has a visual aid that is suitable for small audiences to note down short ideas.
- 3.1.3 At the end of the presentation Timol distributed hard copies of the slides as a reminder of key facts of the presentation. (3)
- 3.2 Read the scenario below and answer the questions that follow.

LERATO COMMUNICATION (LC)

Lerato Communication was invited to conduct a motivational talk with young entrepreneurs. LC requested David, the sales manager, to use slides that were projected on a screen during her presentation.

- 3.2.1 Identify the visual aid used by LC. Motivate your answer by quoting from the scenario above. (2)
- 3.3 Discuss the impact of the visual aid identified in QUESTION 3.2.1 (4)
- 3.4 Advise presenters on areas of improvement in their next presentation. (3)
- 3.5 Discuss aspects to be considered when designing a multimedia presentation. (2)

QUESTION 4: Forms of Ownership

SANTI AND SHADI ENTERPRISE (SSE)

Santi and Shadi enterprise is well for quality services. They both have a personal interest in the business but struggle to agree on business issues. They also realise that they are personally liable for the debts of the business.

- 4.1 Identify the form of business from the given scenario. Motivate your answer by quoting from the scenario. (2)
- 4.2 Explain how the following criteria contribute to the success of failure or/ and failure of a personal liability company:
- 4.2.1 Management (2)
 - 4.2.2 Legislation (2)

TOTAL: 50



ASSESSMENT CRITERIA	LEVEL 0	LEVEL 1	LEVEL 2	LEVEL 3	4 LEVEL	LEVEL 5	TOTAL
Identify TWO human rights violated by MT. Motivate your answer by quoting from the scenario above.	The learner could not identify human rights from the scenario and motivate by quoting from the scenario.	The learner identified only ONE human right without motivation.	The learner identified ONE human right and provided ONE motivation.	The learner identified TWO human rights and provided ONE motivation.	The learner identified TWO human rights and provided TWO motivation.		4
Explain the implication of equality, respect, and dignity on businesses.	The learner did not provide a discussion.	The learner discussed ONE fact.	The learner discussed TWO facts.	The learner discussed THREE facts.			3
Suggest ways in which businesses could deal with Poverty, Age	The learner did not suggest ways in which could deal with poverty and age.	The learner suggested ONE fact way in business could deal with poverty.	The learner suggested TWO facts and ways in business that could deal with poverty or age.	The learner suggested TWO facts in which businesses could deal with poverty and ONE with age.	The learner suggested TWO facts in which businesses could deal with poverty and TWO with age.		4
Discuss strategies businesses may use to protect the environment and human health.	The learner did not discussed strategies businesses may use to protect the environment and human health.	The learner discussed ONE strategies businesses may use to protect the environment and human health.	The learner discussed TWO strategies businesses may use to protect the environment and human health.	The learner discussed THREE strategies businesses may use to protect the environment and human health.	The learner discussed FOUR strategies businesses may use to protect the environment and human health.		4

Research FIVE different businesses and explain how their project contributed to the community.	The learner did not research how business projects contributed to the community.	The learner research ONE business projects that contributed to the community.	The learner research TWO business projects that contributed to the community.	The learner research THREE business projects that contributed to the community.	The learner research FOUR business projects that contributed to the community.	The learner research FIVE business projects that contributed to the community.	5
Explain ways in which businesses can deal with HIV/Aids as a socio-economic issue.	The learner did not explain how businesses can deal with HIV/Aids.	The learner provided ONE explanation of how businesses can deal with HIV/Aids.	The learner provided TWO explanations on how businesses can deal with HIV/Aids.				2
Advise businesses on ways in which they can contribute time and effort in advancing the well-being of the community.	The learner did not provided advice on ways in which businesses can contribute time and effort in advancing the well-being of the community.	The learner provided ONE piece of advice on ways in which businesses can contribute time and effort in advancing the well-being of the community.	The learner provided TWO pieces of advice on ways in which businesses can contribute time and effort in advancing the well-being of the community.	The learner provided THREE pieces of advice on ways in which businesses can contribute time and effort in advancing the well-being of the community.			3
The impact of corporate social investment (CSI) on business.	The learner did not explain to the business the impact of corporate social investment (CSI) on business.	The learner explained ONE to the business impact of corporate social investment (CSI) on business.	The learner explained to the business the TWO impacts of corporate social investment (CSI) on business.	The learner explained to the business the THREE impacts of corporate social investment	The learner explained to the business the FOUR impacts of corporate social investment (CSI) on business.	The learner explained to the business the FIVE impacts of corporate social investment (CSI) on business.	5

				(CSI) on business.			
Identify the type of visual aid that was used by Timol consultants while presenting in EACH statement below.	The learner did not identified the visual aid used by Timol consultants while presenting.	The learner identified ONE visual aid used by Timol consultants while presenting.	The learner identified TWO visual aid used by Timol consultants while presenting.	The learner identified THREE visual aid used by Timol consultants while presenting.			3
Identify visual aids and motivate your answer by quoting from the scenario.	The learner did not identify and motivated by quoting from the scenario.	The learner identified the visual aids and did not motivate by quoting from the scenario.	The learner identified the visual aids and motivated by quoting from the scenario.				2
Discuss the impact of the visual aid identified in QUESTION 3.2.1	The learner did not discuss the impact of the visual aid.	The learner discussed ONE the impact of the visual aid.	The learner discussed TWO the impact of the visual aid.	The learner discussed THREE the impact of the visual aid.	The learner discussed FOUR the impact of the visual aid.		4
Advise presenters on areas of improvement in their next presentation	The learner did not provide areas of improvement in their next presentation.	The learner provided ONE factual area of improvement in their next presentation.	The learner provided TWO facts and areas of improvement in their next presentation.	The learner provided THREE facts and areas of improvement in their next presentation.			3

Discuss aspects to be considered when designing a multimedia presentation	The learner did not discuss aspects to be considered when designing a multimedia presentation	The learner discussed ONE aspect to be considered when designing a multimedia presentation	The learner discussed TWO aspects to be considered when designing a multimedia presentation				2
Identify the form of business from the given scenario. Motivate your answer by quoting from the scenario.	The learner did not identify the form of ownership from the scenario and did not motivate the answer by quoting from the scenario.	The learner identified the form of ownership from the scenario without motivating the answer by quoting from the scenario.	They identified the form of ownership from the scenario and motivated the answer by quoting from the scenario.				2
Explain how the following criteria contribute to the success or failure of a personal liability company Management Legislation	The learner did not explain how management and legislation contribute to the success and/or failure of PLC.	The learner explained ONE fact about how management and legislation contribute to the success and/or failure of PLC.	The learner explained ONE fact about how management and legislation contribute to the success and/or failure of PLC.	The learner explained ONE fact about how management and TWO facts on legislation contribute to the success and/or failure of PLC.	The learner explained TWO facts about how management and TWO facts on legislation contribute to the success and/or failure of PLC.		4
TOTAL:							50



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BUSINESS STUDIES

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ASSESSMENT TASK:

PROJECT MARKING GUIDELINES



YEAR : 2023



This marking guideline consists of 9 pages.

QUESTION 1: Human rights; inclusivity and environmental issues

Use the table below as a GUIDE to answer QUESTION 1.

HUMAN RIGHTS	MOTIVATIONS
1. Equity✓	The employees of MT receive different payments for work of the same value. ✓
2. Freedom of speech and expression✓	Employees are refused a platform to raise their grievances.✓

NOTE: Do not award marks for motivation if the human right was incorrectly identified (4)

1.2.1 Explain the implication of equality, respect, and dignity on businesses.

- Businesses should treat all their employees equally, regardless of their race/colour/age/gender/disability, etc.✓
- All workers should have access to equal opportunities/positions/ resources.
- Mission statement should include values of equality/respect.✓
- Businesses should treat all their employees with respect/dignity by recognising work well done/the value of human capital.✓
- Ensure that employees work in an environment that is conducive to safety/fairness/free from embarrassment.✓
- Employers should respond swiftly and fairly to reported incidents of discrimination in the workplace.✓
- Orders/Tasks should be given respectfully and allow the recipient/employee to have a say in the manner in which the task should be performed.✓
- Employers and employees need to comply with legislation with regard to equal opportunities/human rights in the workplace. ✓
- Businesses should develop equity programmes/promote strategies to ensure that all employees are treated equally regardless of status/rank/power.✓
- Training/Information/Business policies should include issues such as diversity/discrimination/harassment. ✓
- Any other relevant answer related to the implication of equality; respect and dignity on the business

(3)

1.3 Ways in which businesses could deal with the following diversity issues:**1.3.1 Poverty**

- Businesses should employ people from different socio-economic backgrounds/status.✓
- Reward employees for services well-rendered.✓
- Offer subsidised meals/canteen facilities on the premises.✓
- Supply free uniforms to employees for safety purposes✓
- Train all employees so that they can be able to deal with retrenchment.✓
- Train some unemployed people from local communities as part of a business's CSI projects✓
- Any other relevant answer related to ways in which business could deal with poverty.

(2)

1.3.2 Age

- A business may not employ children aged 15 or younger ✓
- The ages of permanent workers should vary from 18 to 65 to include all age groups. ✓
- Young employees must be advised to respect and learn from older employees. ✓
- Businesses must encourage older employees to help young employees to develop their potential. ✓
- Promotions should not be linked to age, but rather to a specific set of skills. ✓
- A business may employ a person who is older than the normal retirement age, provided that person is the most suitable candidate. ✓
- The business should encourage employees to be sensitive to different perspectives of various age groups. ✓
- Any other relevant answer related to ways in which business could deal with poverty. ✓

(2)

1.4 Strategies businesses may use to protect the environment and human health.

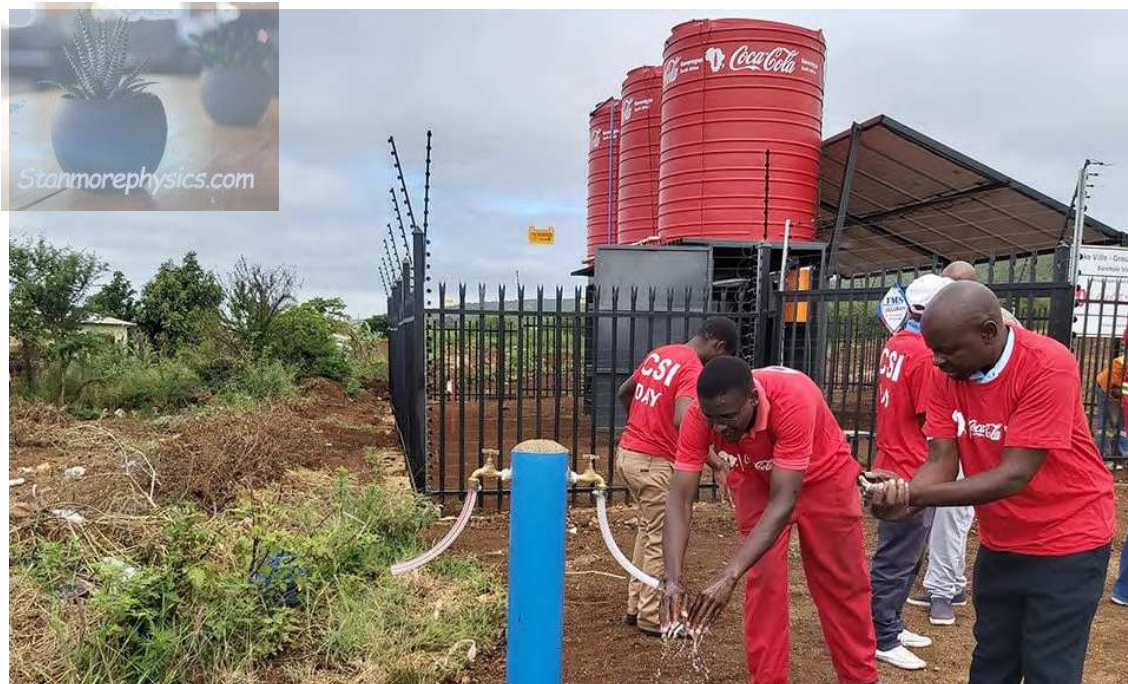
- Machines must be serviced/maintained regularly. ✓
- Educate people about hygiene issues. ✓
- Encourage employees to do regular health checks ✓
- Minimise pollution, by re-using, reducing and recycling. ✓
- Become involved in environmental awareness programmes. ✓
- Water for human consumption should be tested before it is used. ✓
- Promote nature conservation by looking after natural resources. ✓
- Physical working conditions should always be worker friendly, safe and promote occupational health.
- Physical working conditions, e.g. adequate lighting/ventilation should be available and functional. ✓
- Reduce consumption of goods/services which are environmentally unfriendly. ✓
- Laws and regulations should be adhered to so that profits are not generated at the expense of the environment. ✓
- Pollution and other environmental issues should always be considered in all business activities, e.g. safe disposal of waste/dumping of toxic waste, etc. ✓
- The environment can be protected by altering production techniques in favour of cleaner and greener technologies. ✓
- Register/Engage with recognised institutions/bodies that promote green peace. ✓
- Any other relevant answer related to ways in which businesses can protect the environment and human health

(4)

QUESTION 2: Social responsibility, corporate social responsibility, and corporate social investment

2.1 Research on ways in which business projects contribute towards the community.

The company's water stewardship initiatives addressed one of these challenges by establishing a network of groundwater harvesting and treatment facilities to provide millions of litres of water to water-distressed communities around the country. Named the Coke Ville Project and launched two years ago by CCBSA, it is the first off-grid, solar-powered groundwater harvesting and treatment project to contribute toward water provision in indigent communities.



To date, the project has benefited more than 15,000 households in urban and peri-urban communities across nine sites in Limpopo, Eastern Cape, Gauteng and KwaZulu-Natal, with a projected 12 more systems planned for this year, with the most recent launch in Walmer, Nelson Mandela Bay, Gqeberha.

MTN uses technology to uplift communities



MTN SA Foundation drives social development through the use of technology
Current CSI initiatives are no longer about taking allocated funds or second-hand equipment and “gifting” them to pre-selected causes, then walking away with the belief that you have made a difference and invested in a community.

That methodology is outdated and not sustainable.

Corporate Social Investment (CSI) is currently anchored in triple bottom line reporting, making CSI part and parcel of the accountability and sustainability trend, and hopefully, a long-term trend. CSI is now driving the ethos of Social Enterprise Development; this movement is gaining momentum in delivering on CSI objectives. Corporate South Africa now understands micro-economics at a community and environmental level. Whatever terminology is used, supply and demand or give and take, the effect and results are the same.

Stanmorephysics.com
You cannot take from a community or environment, changing the nature of its growth, development and sustenance and then sell, in the form of produce or services, back into that community without investing in that community and environment to ensure sustainability. The investment does not have to be monetary: in fact it is often better if it is not.

CSI vehicles such as the MTN SA Foundation must first understand the nature of their parent company, the impact it has on the community at large, the social and economic construct of the country and the various communities within which the company operates. Then, they must unobtrusively observe the communities and identify their needs so as to remain relevant. The result is a simple first step, knowing who to approach for the illuminating and educational conversation on how, what,

when etcetera do we invest, in order to create sustainable socioeconomic wealth in communities.

This then develops into an on-going dialogue that results in a well-thought-out, planned and worthwhile investment for the organisation, community and country.

For MTN this new era and approach to CSI embraces a vision for corporate citizenship that seeks to digitally enhance the capacity of communities to achieve self-reliance. To deliver on this vision, the Foundation is utilising innovative information and communication technologies (ICT) to empower communities.

The three areas of intervention where there is the greatest need and where the Foundation team felt the greatest social impact would be attained was driving ICT-related projects in the following three areas of need: education programmes, community programmes around health and small business/enterprise development, and special projects.

To ensure the relevance of these interventions, MTN SA Foundation has worked hard to create distinct partnerships with its stakeholders, most notably the department of social development and the department of basic education.

Community Resource Navigation Team helping families affected by pandemic

A helping hand is being extended to local families left feeling isolated by COVID-19.

Family Services of Central Alberta (FSCA) recently launched its Community Resource Navigation Team to support area families in accessing appropriate community supports and services aimed at strengthening their safety and well-being.

Executive Director Judy Scott says to date, they have had a variety of clients access their team, from individuals young and old, to single parents and families.

"We have seen referrals to the program from schools, child care agencies, Primary Care Network and AHS," she explained. "Over the past seven weeks we have successfully connected and supported 16 clients. We have had 16 referrals so far – eight self-referrals and eight referred from various sources."

Cook for Good 2021

For the 5th year, KPMG, in the context of the company's social responsibility and on the occasion of the United Nations World Hunger Day and World Food Day, implemented with great success the established action "[Cook for Good](#)" ("[We cook for a good cause](#)"). The action was attended by 40 volunteer employees, who surpassed themselves and their culinary skills, cooking more than 200 care meals, "breaking" the record of previous years.



Cook for Good 2020

Every year on the International Day for the Eradication of Poverty, KPMG cooks for a good purpose! More than 300 meals are prepared with the contribution and guidance of famous chefs and, in cooperation with the NGO "Boroume", the food portions are delivered to people in need.

Due to health and safety reasons of COVID-19 KPMG supported with a donation towards the Social Cookhouse of Aghia Paraskevi and the [social crowdfunding campaign](#) of [Social Plate](#), in Thessaloniki.





GROUP CORPORATE SOCIAL INVESTMENT PROJECTS

ENERGY, RESOURCES AND INFRASTRUCTURE PLATFORM

Clough

The Clough Foundation supports a number of non-profit organisations that bring long-term sustainable benefits to the communities near the platform's projects. The Foundation's areas of focus are sustainability, indigenous engagement, diversity, healthy communities and children and youth foundations.

Clough North America sponsored the Next Wave Charity Golf Tournament, hosted by Clough's client Next Wave Energy Partners. The event raised funds for Camp Hope, an organisation that supports veterans and their families struggling with combat-induced post-traumatic stress.

Clough North America also sponsored Trees for Houston.

Murray & Roberts



Milky Lane.

The Smile Foundation

Milky Lane has supported the Smile Foundation since 2018. Founded in 2007, the Smile Foundation has helped over 4 000 disadvantaged children with facial abnormalities, including cleft lip and palate, facial paralysis and burns, receive life-changing corrective plastic and reconstructive surgery.

Milky Lane franchise partners host fun events, including cycling challenges, to raise funds for the foundation. Our franchise partners actively participate in these events and provide Milky Lane vouchers as prizes. The brand gives children who have just undergone the procedure a gift bag with a teddy bear and blanket. In 2023, the brand matched our franchise partners' contributions to donate R102 000 to the foundation. This enabled one child to receive an operation.

2.2 **Ways in which businesses can deal with HIV/Aids as socio economic issue.**

- Counselling programmes/train counsellors to provide infected and affected persons/employees.✓
- Develop counselling programmes for infected/affected persons/employees.✓
- Conduct workshops on HIV/Aids programmes/campaigns.
- Roll out anti-retroviral (ARV) treatment programmes (ART) for the infected employees.✓
- Encourage employees to join HIV/Aids support groups.✓

- Develop strategies to deal with stigma and discrimination. ✓
- Participate in the HIV/Aids prevention programmes implemented in the community. ✓
- Support non-governmental organisational/community based organisation/NPC HIV/Aids initiatives. ✓
- Any other relevant answer related to how businesses could deal with HIV/Aids as a socio-economic issue.

(2)

2.3 Ways in which businesses can contribute time and effort in advancing the well-being of the community.

- Business should improve the general quality of life of their community, e.g. invest in education, etc. ✓
- Ensure that the products they supply do not harm consumers/the environment. ✓
- Refrain from engaging in illegal/harmful practices such as employing children under the legal age/selling illegal substances, etc. ✓
- Make ethically correct business decisions, e.g., not engage in unfair/misleading advertising, etc. ✓
- Donate money to a community project/run a project to uplift the community. ✓
- Provide recreational/sport facilities to promote social cohesion/healthy activities. ✓
- Participate in community projects involving HIV/AIDS/education/counselling/ other meaningful causes. ✓
- Any other relevant answer related to ways in which business can contribute time and effort in advancing the well-being of the community.

(3)



2.4 The impact of corporate social investment (CSI) on business

Advantages/Positives of CSR/CSI on businesses

- Promotes customer loyalty resulting in more sales. ✓
- CSI/The projects promote teamwork within businesses. ✓
- The business enjoys the goodwill/support of communities. ✓
- CSI/It helps to attract investors because of increased profits/income. ✓
- Projects Improves the health of its employees through focused CSI projects. ✓
- Assists in solving socio-economic issues like poverty/unemployment, etc. ✓
- CSI projects may be used as a marketing strategy to promote their products. ✓
- Gives businesses tax advantages such as tax reduction/rebates. ✓
- Employees feel as if they are making a difference in working for the business. ✓
- May attract experienced employees/increase the pool of skilled labour which could increase productivity. ✓
- Positive/Improved image as the business looks after employees/conducts itself in a responsible way. ✓
- A business may have a competitive advantage, resulting in good publicity/an improved reputation. ✓
- The government is less likely to enforce issues through legislation to businesses that voluntarily participate in CSI projects. ✓
- It helps to retain staff/lower staff turnover as employees' health and safety are considered. ✓
- Businesses become more community-based by working closely with the community to roll out skills development projects. ✓
- Any other relevant answer related to the positive impact of CSI on businesses

AND/OR

Negatives/Disadvantages on business

- It is difficult to accurately measure the effectiveness of social investment. ✓
- Most managers are not trained/lack experience to handle social programmes. ✓
- Businesses find it difficult to adhere to legislation governing CSI. ✓
- Detailed reports must be drawn up, which can be time consuming. ✓
- CSI activities distract business focus from its core business functions. ✓
- Shareholders may receive less dividends, as some profits are spent on CSI. ✓
- Business may not be supported/Customers may not buy their products/services resulting in a decrease in sales. ✓
- Small and medium enterprises find it difficult to implement CSI programmes. ✓
- Social spending reduces business/economic efficiency which makes it less competitive. ✓
- Social involvement is funded from business profits which could have been used to the benefit of customers/reduce prices. ✓
- It can increase financial risk, as programmes cost money and may impact negatively on profits. ✓
- It is not easy to determine the exact needs of the communities, which may result in fruitless expenditure on CSI. ✓
- Employees may spend more time working on CSI projects instead of focusing on their core duties. ✓
- Providing goods/services that meet the needs of consumers is, according to some stakeholders, already socially responsible. ✓

- Some shareholders/stakeholders might withdraw their support from the business as they feel that social issues should be the government's responsibility.✓
- Any other relevant answer related to the negative impact of CSI on businesses

QUESTION 3: Presentation and data response

3.1. Smart board✓

1

3.1. Flip chart✓

2

3.1. Flyers✓

(3)

3

3.2. Data projectors/PowerPoint✓

1 **Motivation**

LC requested David, the sales manager, to use slides that were projected on screen during his presentation✓

(2)

NOTE: 1 Do not award marks for quotes that are incomplete/incorrect.3.3 **Positives/Advantages**

- Graphic programmes have the capacity to convey ideas and support what the presenter says.✓
- Easy to combine with sound/video clips.✓
- Simple/Less cluttered slides may capture the interest of the audience.✓
- Video clips can provide variety and capture the attention of the audience.✓
- Variation of colour/background/sound immediately captures the attention of the audience and retain their interest throughout the presentation.✓
- Slides should only be used where they can enhance the facts or summarise information.✓

AND/OR**Negatives/Disadvantages**

- Less effective to people with visual impairments.✓
- Unable to show slides without electricity/data projector.✓
- May lead to irritation/may result in the audience losing interest.✓
- Simply reading off the slides makes a presentation boring/meaningless✓
- Unprofessional handling of the data projector/PowerPoint presentation material✓
- Any other relevant answer related to the disadvantages of data projector or PowerPoint

(4)

3.4 **Areas of improvement in the next presentation**

- The presenter should revise objectives that were not achieved.✓

- Use humour appropriately.✓
- Always be prepared to update/keep the information relevant.✓
- Reflect on any problem/criticism and avoid it in future presentations.✓
- Reflect on the time/length of the presentation to add/remove content.✓
- Reflect on the logical flow of the format/slides/application of visual aids.
- Increase/Decrease the use of visual aids or replace/remove aids that do not work well.✓
- Any information that the presenter receives as feedback from a presentation should be analysed and where relevant, incorporated/used to update/amend his presentation.✓
- Any other relevant answer related to areas of improvement in the next presentation

(3)

3.5 Aspects to consider when designing a multimedia presentation.

- Start with the text/headings which forms the basis of the presentation✓
- Use legible font and font size.✓
- Select the background to compliment or enhance the presentation✓
- Include/Create graphics.(Tables, graphs, organogram)✓
- Keep slides/images/graphs simple.✓
- Limit the information on each slide.✓
- Use bright colours to increase visibility✓
- Make sure there are no grammatical/spelling errors.✓
- Use pictures to make it interesting for the audience✓
- Add special effects/sound/animation.✓
- Structure information in a logical sequence.✓
- Choose images that may help to communicate the message.✓
- Create hyperlinks to allow quick access to other files/documents/video clips✓
- Any other relevant answer related to aspects to consider when designing a multimedia presentation

(2)

QUESTION 4: Forms of ownership

4.1 Partnership ✓

MOTIVATION

They both have a personal interest in the business but struggle to agree on business issues✓

(1)

(1)

4.2. Management as a criterion that contribute to the success and/or failure of a partnership.

SUCCESS FACTORS

- Partners are actively involved in management and may use the ideas of other partners.✓
- Not all partners need to be actively involved in management and would rather appoint competent managers.✓

- Partners have access to expertise of other partners when difficult decisions have to be made.✓
- Any other relevant answer related to management as a criterion that contribute to the success of a partnership.

FAILURE FACTORS

- Decision making can be time- consuming as all partners have to be in agreement.✓
- Some management tasks may be neglected, as one partner may leave it to others to complete.✓
- Partners may disagree on how to run the business, which may lead to tension between them.✓
- Partners are agents of the partnership and bad management decisions may be forced onto other partners.✓
- Different personalities/opinions could lead to conflict/ disagreements.✓
- Any other relevant answer related to management as a criterion that contribute to the failure of a partnership. (2)

4.2. Legislation

2 Success factors

- Easy and cheap to establish, as partners must draw up partnership agreement
- .Partners are more motivated to make a success because of their personal possessions are at risk.
- No regulatory requirements regarding the name of the business.
- Only subjected to the provisions of the Income Tax Act as compared to companies.✓
- Any other relevant answer related to the contribution of the success of a partnership

Failure

- Unlimited liability/ partners are jointly and severally liable for the debts of the business.✓
- f one partner dies or retires, the remaining partners need to draw up a new agreement.✓
- Oral agreements between partners can cause conflict between partners.✓
- A partnership is not a legal entity and cannot sue or be sued.✓
- Any other relevant answer related to the contribution of the failure of a partnership

TOTAL [50]

(2)