



LIMPOPO
PROVINCIAL GOVERNMENT
REPUBLIC OF SOUTH AFRICA

DEPARTMENT OF
EDUCATION
SEKHUKHUNE DISTRICT

**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

BUSINESS STUDIES CONTROLLED TEST
QUESTION PAPER
TERM 3: SEPTEMBER 2023

MARKS: 100

TIME: 2HRS

DATE: 14 SEPTEMBER 2023



INSTRUCTIONS AND INFORMATION

1. This test consists of THREE (3) Sections, A, B and C.
2. Answer ALL questions in SECTION A, TWO questions in SECTION B, and ONE in SECTION C.
3. Unless stated otherwise answers must be in full sentences.
4. Check the mark allocation to determine the length of the answer.
5. Follow the numbering system. On the question paper.
6. Start each new question on a new page.
7. Write neatly and legibly.
8. Use the table below as a guide for Mark and time allocation when answering each question.

QUESTION	SECTION	MARKS	TIME
1	A: Multiple Choice Question, Match column A and Column B questions (COMPULSORY – ANSWER ALL)	20	20 minutes
2,3. & 4	B: THREE direct questions (ANSWER ANY TWO QUESTIONS)	40	40 minutes
5 & 6	C: TWO questions (choose ONE)	40	30 minutes
TOTAL		100	90 minutes



SECTION A (COMPULSORY)

QUESTION 1

1.1 Various options are provided as possible answers to the following questions. Choose the answer and write ONLY letter (A-D) next to the question numbers (1.1.1 -1.1.5) e.g., 1.1.6 E.

1.1.1 A set of facts systematically displayed, especially in columns.

- A. Histogram
- B. Graph
- C. Table
- D. Flip chart

1.1.2 The action plan includes budget and financial planning.

- A. Profitability
- B. Productivity
- C. Budgeting
- D. Purchasing

1.1.3 When an entrepreneur does not give up despite challenges and problems.

- A. Creativity
- B. Risk taking
- C. Perseverance
- D. Sustainability

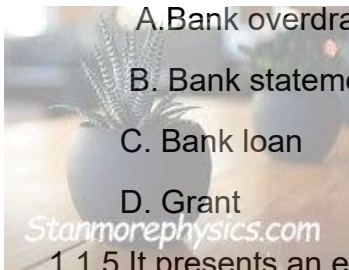
1.1.4 The bank allows Thato Shaun Ltd. to withdraw more money than what is available in their account, is known as

- A. Bank overdraft
- B. Bank statement
- C. Bank loan
- D. Grant

1.1.5 It presents an established business's information and development to all people in the company.

- A. Business Plan
- B. Action plan
- C. Business analysis
- D. Business reports

(5x2) 10



1.2 Choose a description from COLUMN B that matches a term in COLUMN A. Write ONLY the letter (A-J) next to the question number (1.2.1 – 1.2.5) in the ANSWER BOOK, for example, 1.2.6. K

COLUMN A	COLUMN B
1.2.1. Upholding transparency	A. Team members could end up fighting and arguing.
1.2.2 Adjourning	B. The number of customers in the database that buy a product or service.
1.2.3 Gantt Charts	C. Interest is payable on the loan.
1.2.4 Customer service	D. All tasks need to be completed before the team finally dissolves.
1.2.5 Debt capital	E. They are easy to prepare and understand. F. Management does not disclose information on their products 'ingredients'. G. Many businesses need to borrow funds. H. Try to satisfy the needs of customers. I. Sub-divided the task into secondary tasks. J. Reveal what the business does and what it stands for.

(5X2)
(10)

SECTION B: [BUSINESS VENTURES AND BUSINESS ROLES]

NB: ANSWER ANY TWO QUESTIONS FROM THIS SECTION

QUESTION 2: 20marks

2.1 Name any FOUR components that should be included in a business plan. (4)

2.2. Give the correct term for the following descriptions.

2.2.1 A checklist of steps or tasks you need to complete to achieve the goals you have set. (2)

2.2.2. The statement that explains where and how you see your business in future. (2)

2.2.3 It divides the business plan into project stages and shows exactly what must be done (2)

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

THATO FISH AND CHIPS (TFC)

Thato is selling home-made fish and chips. He established an organisational culture so that the staff is familiar with what is acceptable. Puseletso, financial manager cut cost by controlling unnecessary expenditures.

2.3.1 Identify the factors that must be considered before start-up. Motivate your answer by quoting from the scenario above. (6)

Use the table as a GUIDE to answer QUESTION 2.3.1.

FACTORS THAT MUST BE CONSIDERED BEFORE START UP	MOTIVATIONS
A.	
B.	

2.4 Advise Thato on the importance of a Gantt Charts. (4)

QUESTION 3

20 marks

- 3.1 Name any THREE causes of conflict in the workplace. (3)
- 3.2 Distinguish between conflict and grievance. (4)
- 3.3 Read the scenario below and answer the questions that follow:

MOSIMA AND JAN PRINTERS (MJP)

Sunet Tlhaka, the team leader at Mosima and Jan Printers, wants to resolve the conflict in her sales team. Different ideas from team will compete for consideration. Forces that show team responses and behaviours.

- 3.3.1 Identify the stage of team development that the sales team is experiencing. Motivate your answer by quoting from the scenario above. (3)
- 3.4. Discuss other stages of team development not mentioned in question 3.4.1. (6)
- 3.5 Explain the importance of teamwork in the workplace. (4)

QUESTION 4

- 4.1 Name ANY FOUR examples of non- verbal presentation. (4)
- 4.2 Identify the type of visual aid used by ALU during his presentation.
- 4.2.1 ALU used a symbolic representation of information using visualisation techniques to illustrate the processes his department followed. (2)
- 4.2.2 ALU provided printed information to boards of directors to accompany his presentation. (2)
- 4.2.3 ALU used a set of facts and figures arranged in a columns and rows to compare the sale of last three years. (2)

4.3 read the scenario below and questions that follow.

GLOBAL MOBILE SPECIAL: ISTS(GMS)

GMS experience a sharp decline in sales due to negative impact of the COVID-19 pandemic. The directors of GMS included a report with recommendations on how to improve the business.

4.3.1 Identify the type of written information used by the directors of GMS. (2)

4.3.2 Advise the business on the reasons why business presentation must be in a written format. (8)

SECTION C (ANSWER ANY ONE QUESTION FROM THIS SECTION)

QUESTION 5 (BUSINESS ROLE)

New business needs additional capital to run their operations successfully. They need to consider certain aspects when initiating a business. They should also be well conversant with various sources of funding. Some businesses do not know factors that influence the choice of funding.

Write an essay on starting a business venture based on an action plan in which you include the following:

- Outline the reasons why business need funding.
- Explain the FOUR aspects that must be considered when initiating a business.
- Discuss the following sources of funding:
 - a. Bank overdraft.
 - b. Lease and hire purchase.
- Advise business on the following factors that influence the choice of funding:
 - a. The nature of finance.
 - b. Period of finance.

(40)

QUESTION 6 (BUSINESS VENTURE)

Many factors must be considered when preparing for a business presentation. Sometimes business information is presented in a written report to stakeholders. An important part of a presentation is the feedback session after the presentations to ensure presenters can improve on their next presentation

Write an essay on presentation of information in which you include the following:

- Outline the factors that the presenter must consider when preparing a presentation.
- Explain the steps in report writing.
- Discuss ways in which the presenter can handle feedback in a non-aggressive and professional manner.
- Recommend areas of improvement of a business report to presenters.

(40)





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MARKING GUIDELINES
TERM 3: SEPTEMBER 2023

A background image of a potted plant with green leaves and small white flowers, partially obscured by the text and a watermark.

MARKS: 100

DATE: 14 SEPTEMBER 2023



NOTES TO MARKERS

1. Candidates' responses for SECTIONS B and C must be in full sentences; however, this would depend on the nature of the question.
2. A comprehensive memorandum 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 memorandum.
- Comes from another source.
- Original
- A different approach is used.

NOTE: There is only one correct answer in SECTION A:

3. 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.)
4. The word 'sub-max' is used to facilitate the allocation of marks within a question or sub-question.
5. 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.
6. In an indirect question, the theory as well as the response must be relevant and related to the question.
7. Incorrect numbering of answers to questions or sub questions in Sections A and B will be severely penalised. Therefore, correct numbering is strongly recommended in all sections.
8. No additional credit must be given for repetition of facts. Indicate with an R.
9. Note that no marks will be awarded for indicating Yes/No in evaluation type questions requiring substantiation or motivation. (Applicable to SECTIONS B and C.)
10. The difference between 'evaluate' and 'critically evaluate' can be explained as follows:
 - (a) 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.'* ✓

- (b) 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. *'COVIDA 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: The above could apply to 'analyse' as well.

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

Cognitive verbs, *such as*:

- 11.1 Advise, devise, name, state, mention, 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.
- 11.2 Describe, explain, discuss, elaborate, 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.

12. SECTION B

- 12.1 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 only applies to questions where the number of facts is specified.

- 12.2 If two facts are written in one sentence, award the candidate FULL credit. Point 12.1 above still applies.
- 12.3 If candidates are required to provide their own examples/views, brainstorm this at the marking centre to finalise alternative answers.

12.4 USE OF THE COGNITIVE VERB AND ALLOCATION OF MARKS

- 12.4.1 Where the number of facts are specified questions that require candidates to 'explain/discuss/describe' will be marked as follows:

- Fact 2 marks (or as indicated in the memorandum).
- Explanation 1 mark

The 'fact' and 'explanation' are given separately to facilitate mark allocation.

12.4.2 If the number of facts is not specified, the candidate must be informed by the nature of the question and the maximum marks allocated.

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

13. SECTION C

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

Introduction	Maximum:
Content	
Conclusion	
Insight	8
TOTAL	40

13.2 Insight consists of the following components:

Layout/Structure:	(Is there an introduction, body, proper paragraphs and a conclusion?)	2
Analysis and interpretation:	(Learners' ability to break down the question/interpret it correctly to show understanding of what is being asked.)	2
Synthesis:	(What relevant parts of the question would you have included in the answer? Are there decisions made from a combination of relevant points) Marks to be allocated using this guide: Mostly irrelevant facts/No relevant facts: 0 Some irrelevant facts/Some relevant facts: 1 No irrelevant facts/Only relevant facts: 2	2
Originality:	(Examples, recency of 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 allocated for layout, if the headings 'Introduction, Conclusion,' etc. In 'Insight' is not supported by an explanation.

13.3 Indicate insight in the left-hand margin with a symbol e.g. ('L, A, S and/or O')

13.4 The breakdown of marks is indicated at the end of the suggested answer/ marking guidelines to each question.

13.5 Mark all relevant facts until the SUB MAX/MAX mark in a subsection has been obtained.

- 13.6 At the end of each essay indicate the allocation of marks for facts and marks for insight as follows: (L – Layout, A – Analysis, and S – Synthesis, O – Originality) as in the table below.

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

- 13.7 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.)
- 13.8 If the candidate identifies/interprets the question INCORRECTLY, then he/she may still obtain marks for layout.
- 13.9 If a different approach is used by candidates, ensure that the answers are assessed according to the mark allocation/subheadings as indicated in the memorandum.
- 13.10
- (a) Award TWO marks for complete sentences. Award ONE mark for phrases, Incomplete sentences and vague answers.
- (b) 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.

SECTION A (COMPULSORY)

QUESTION 1

1.1

1.1.1 C ✓✓

1.1.2 C ✓✓

1.1.3 A ✓✓

1.1.4 A ✓✓

1.1.5 C ✓✓

(5X2)(10)

1.2

1.2.1 J ✓✓

1.2.2 D ✓✓

1.2.3 E ✓✓

1.2.4 H ✓✓

1.2.5 G. ✓✓

(5X2) (10)

BREAKDOWN OF MARKS

QUESTION	MARKS
1.1	10
1.2	10

TOTAL SECTION A : 20

SECTION B

Mark ALL answers from this section.

QUESTION 2: BUSINESS VENTURES. 20marks

2.1 Components of business plan

- Cover page'v
- Financial part'v
- Marketing part'v
- SWOT – analysis'v
- Vision statement of the business'v
- Mission statement 'v
- Any other relevant answer related to the components of business plan (4x1) 4



2.2

2.2.1. Action plan ✓✓

2.2.2. Vision statement ✓✓

2.2.3. Work breakdown structure ✓✓

(6)



2.3 .1

FACTORS THAT MUST BE CONSIDERED BEFORE START-UP	MOTIVATIONS
A. Culture of the Organization ✓✓	He established an organizational culture so that staff is familiar with what is acceptable ✓
B. Cut Saving ✓✓	Puseletso, financial manager cut cost by controlling unnecessary expenditures. ✓
Submax (4)	Submax (2)

2.4 Advise Thato on the importance of Gantt Charts.

- They show progress on an activity and enable managers to monitor progress. ✓✓
- Events are shown in a chronological order. ✓✓
- Managers and team members can see which activities run concurrently. ✓✓
- Interrelated tasks can be used at a glance. ✓✓
- The time needed for an activity is shown visually. ✓✓
- Team members can see who is responsible for each activity. ✓✓
- Easy to prepare and understand. ✓✓
- Any other relevant answer related to the importance of Gantt Charts.

Max (4)

BREAKDOWN OF MARKS

QUESTION 2	MARKS
2.1	4
2.2	6
2.3	
2.3.1	6
2.4	4
	20



QUESTION 3: BUSINESS ROLES.

20 MARKS

3.1 Name any THREE causes of conflict in the workplace.

- Different personalities✓
- Different opinions✓
- Workload and stress✓
- Competition✓
- Ignoring rules/procedures✓
- Confusion about scheduling✓
- Unacceptable behavior✓
- Favoritism by management✓
- Lack of trust amongst workers✓
- Distracted by personal objectives✓
- Constant changes✓
- Unclear responsibilities. ✓
- Lack of resources✓
- Poor Leadership✓
- Any other relevant answer related to causes of conflict in the workplace.

Max (3)

3.2 Distinguish between Conflict and Grievance.

CONFLICT	GRIEVANCE
It is a clash of ideas/ opinions/ serious disagreement between two people in the workplace. ✓✓	It is a formal complaint laid by an employee when he or she feels that he or she has been ill-treated by the employer. ✓✓
Disagreement between two or more parties in the workplace. ✓✓	It is when an individual or group has a work related issue. ✓✓
Examples that can cause conflict: a lack of resources, poor communication, constant change etc. ✓✓	Examples that can cause a grievance: Discrimination, unfair treatment, poor working conditions etc. ✓✓
Any relevant answer related to the meaning of conflict.	Any relevant answer related to the meaning of grievance.
Submax (2)	Submax (2)

(4)

3.3

3.3.1 Storming stage. ✓✓

Submax (2)

Motivation: Different ideas from team will compete for consideration. ✓

Submax (1)

Max (3)

3.3.2 Discuss other stages of team development not mentioned in QUESTION 3.3.1

A. Forming stage ✓✓

- This stage is the initial stage where team members get to know one another. ✓
- Team members think about their new tasks and new environment. ✓
- The team learns about team processes and procedures. ✓
- This is a comfortable stage to be in. ✓
- People focus on being busy with routines, such as team organisation. e.g. who does what, when to meet each other ,etc. ✓
- Any other relevant answer related to Forming stage.

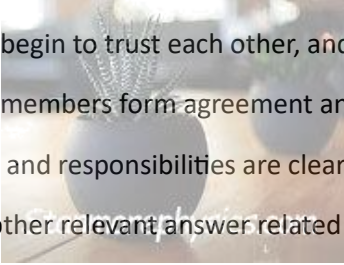
Stage (2)

Discuss (1)

Submax (3)

B. Norming/settling and reconciliation ✓✓

- They cross-train and learn new job skills. ✓
- They begin to trust each other, and reconciliation takes place. ✓
- Team members form agreement and consensus. ✓
- Roles and responsibilities are clear and accepted. ✓
- Any other relevant answer related to the Norming/settling and reconciliation



Stage (2)

Discuss (1)

Submax (3)

C. Performing/ working together towards achieving a goal. ✓✓

- Leaders delegate and oversee the processes and procedures. ✓
- In this stage, the teams are achieving their goals by helping each other. ✓
- The team takes pride in its own work and accomplishments. ✓
- Team members are aware of strategies and aims of the team. ✓
- Any other relevant answer related to the Performing/ working together towards achieving a goal. ✓

Stage (2)

Discuss (1)

Submax (3)

D. Adjourning/Mourning ✓✓

- All tasks need to be completed before the team finally dissolves. ✓
- It's also the stage for recognition for participation and achievement. ✓
- In this stage, team members must leave a team and prepare themselves for the next team. ✓
- The focus is on the completion of the task/ ending the project rather than on task performance. ✓
- Any other relevant answer related to Adjourning/Mourning.

Stage. (2)

Discuss (1)

Submax (3)

NB: Mark the first TWO stages of team development.

Max (6)

3.5 Explain the importance of teamwork in the workplace.

- Teams have a common goal/purpose that unites team members. ✓✓
- Effective teamwork can provide a basis for consistency performing at a high level. ✓✓
- Teamwork leads to synergy, commitment, high productivity, employee empowerment, job satisfaction and organisational effectiveness. ✓✓
- Any other relevant answer related to the importance of teamwork in the workplace.

Max (4)

BREAKDOWN OF MARKS

QUESTION 3	MARKS
3.1	3
3.2	4
3.3	3
3.4	6
3.5	4
	20

QUESTION 4

4.1 Examples of non –verbal presentation

- Handouts✓
- Brochures✓
- Posters✓
- Tables✓
- Graphs✓
- Any other relevant answer

(4x1) 4

4.2.1 flow chart/ diagram✓✓

4.2.2 handouts✓✓

4.2.3 tables✓✓

(6)

4.3.1. Business reports✓✓

(2)

4.3.2 **Reasons why business presentation must be in a written format.**

- It provides the organisation with an opportunity to promote the corporate image of the business✓✓
- The content of written business presentation is adaptable and could easily be amended✓✓
- New /recent information can be added to the presentation✓✓
- Stakeholders/audience can be easily interacting with the business presentation after the presentation✓✓
- It makes it easy for business presenter to interact with the audience/ stakeholders✓✓

Any (4x2) (8)

SECTION C

QUESTION 5

5.1 Introduction

- entrepreneur will not be able to start a business venture without a well –structure business plan and action plan✓
- business plan and action plan will determine the funding that the entrepreneur will get from the funders✓
- there are different kinds of funding that the entrepreneur can source funds to start a business venture✓
- there are certain aspects that will influence the type of funding that the entrepreneur will choose✓
- all in all, every business need funding for start- up, or for running cost in one way or another✓
- or any other introduction relevant to start –up or funding of the business.


(2x1) (2)

5.2 Reasons why business need funding.

- To cover the start –up cost of buying premises/machinery/raw materials etc. ✓✓
 - To run the business and have enough money to pay employees/ suppliers✓✓
 - To pay cost of input such as salaries and wages, telephone, and other expenses✓✓
 - Expand the business as the sales increases and bigger premises need to be established✓✓
 - Other business need funding to pay up the debts and improve their cash flow✓✓
 - Or any other answer relevant to reasons for funding
- max
8

5.3 Aspects to be considered when initiating a business.

- a) Strategy✓✓
- Strategy is a plan of action✓ that must be carried out by the entrepreneur. ✓
 - Systems and processes should be in place✓ for the business to achieve its goals✓
 - Businesses must ensure that strategies such as marketing/management/public relations are implemented✓ and continuously reviewed. ✓
- b) Operations ✓✓
- Business must implement ✓the activities that are outlined in the action plan✓
 - Operations need to be implemented✓ , staff must employed and trained✓
 - Resources must be acquired✓ and managed continuously. ✓
 - Constant monitoring and evaluation need to be done✓ to ensure that resources are used effectively. ✓
- c) Productivity ✓✓
- Productivity is the effectiveness of production✓ in terms of rate of output per unit of input✓
 - Business must ensure that there is high rate of productivity✓ in all aspects of its operations✓

- 
- Ensure that costs are decreased√ and outputs are increased to maximise profits. √
- d) Size of the business√√
- Businesses must decide√ on the most appropriate size for successful operations√
 - The bigger the business√ the more difficult is to manage.
 - The success of the business is often dependant√ on the management and the staff. √
 - It may be difficult to keep control√ of the quality of work and productivity levels of employees√

Allocate 2 marks for heading.
Allocate 2 marks for explanation.
Max 16 marks

5.4 Sources of funding

1. Bank overdraft

- Business with a current account√ can organise a bank overdraft with the bank√
- With this type of funding, the bank will allow the business to withdraw√ more than what they have in their account√
- The bank will set limit on the amount that √can be withdrawn from the account. √
- The business pays interests on the amount of money they withdraw√ and for the period they have overdrawn. √

2. Lease and hire purchase.

- Business can lease certain assets√ such as equipment and technology which is owned by the other party√
- Business may prefer to lease certain items√ instead of buying them√
- In the contract the fixed amount√ of monthly premium must be specified. √
- Business can use leasing because it is easier to find finance√ for lease agreement than for the purchasing of expensive asset√

Max 8 marks

5.5 Factors that influence the choice funding.

a) the nature of finance

- Some types of financing like shares and debentures are not available to certain forms of ownership√√
- Shares and debentures can only be issued by companies√√
- Sole traders and partnership should make use of other forms of funding√√

b) period of finance

- For short term financing, the business can use bank overdraft√√
- Short term financing may include payment of creditors and, buying stock√√
- For long term financing the business can use bank loans√√
- Long term financing may include buying assets such as equipment√√

Max 8 marks

6. Conclusion

- Business must consider several aspects before they get funding. ✓✓
- These include things such as the amount of money, the cost of funding and the purpose of funding ✓✓
- A good business plan and action plan is just the beginning. ✓✓
- Entrepreneurs need to make the right choices from the beginning ✓✓
- Or any other conclusion relevant to business start –up

Max 2

BREAKDOWN OF MARK ALLOCATION

DETAILS	MAXIMUM	TOTAL
Introductions	2	Max 32
Reasons business need funding	8	
Aspects that must be considered when initiating a business	16	
Sources of funding	8	
Factors that influence the choice of funding	8	
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

6.1 INTRODUCTION

- Entrepreneurs need to present their business plans to various stakeholders and potential investors✓
 - Entrepreneur should know how to present business information in a professional manner and protect business image✓
 - Successful businesses always find new ways of presenting business information to avoid using the same presentation style. ✓
 - They continuously update their information and consider various types of audience when preparing for presentation ✓
- Or any other introduction relevant to presentation.

(2x1) (2)


6.2 factors the presenter must consider when preparing a presentation.

- Be clear about the purpose of the presentation. ✓✓
- Outline the important information that need to be shared with audience✓✓
- Main aim of the presentation should be captured in the opening statement✓✓
- Familiarise yourself with the content of the presentation to ensure smooth flow of the presentation✓✓
- Be familiar with the background of your audience so that your presentation speaks to their area of interest✓✓
- Include simple language in your presentation✓✓
- Formulate rough draft of your presentation and should include a logical flow of information, starting from introduction to the body and conclusion✓✓
- Summarise the main facts of the body in your conclusion to the initial purpose of the presentation✓✓
- Include visual aids that will enhance your presentation. ✓✓

Max 10

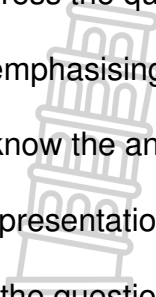
6.3 Steps in report writing.

1. Decide on terms of reference✓✓
 - It helps both the writer and their readers to understand✓ why the report is important and what it hopes to accomplish✓
 - Setting concrete terms early on will help you create the report✓ outline and keep your discussions on track throughout the writing process✓
2. Conduct research✓✓
 - Most reports will require the collection of data✓ that directly relate to the topic✓
 - Interpreting data and formulating✓ it in a way that the readers will understand is important part of writing report✓

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3. Write an outline✓✓
 - The outline should include✓ all necessary sections. ✓
 - It should eliminate anything that does not directly contribute✓ to the report purpose✓
 4. Write the first draft✓✓
 - It is the most important stage✓ of constructing a successful report✓
 - The purpose of the first draft is to get all the main elements✓ of the information onto the page✓
 5. Analyse data and record findings✓✓
 - The focus of every report✓ is the findings sections✓
 - It should provide valuable information✓ related to the topic or issue being addressed ✓
 6. Recommend a course of action✓✓
 - The final section of report✓ is recommendations✓
 - After analysing data the report ✓should give recommendations✓
 7. Edit and distribute✓✓
 - Editing ✓is the final step of report writing✓
 - You edit the grammar mistakes, spelling✓ errors and ask someone to proofread or give opinion. ✓

MAX 14

6.4 Ways to handle feedback in a non-aggressive and professional manner.

- 
- Listen to each question carefully✓ and ensure that you interpret the question correctly✓
 - Restate the question for your understanding✓ if you are uncertain about the question✓
 - Respond only to the questions when you are certain✓ about the question that was asked✓
 - When answering a question, it is important to address the question✓ not the person who asked it✓
 - Be prepared to acknowledge good question✓ by emphasising the value of the question to the presentation✓
 - Do not attempt to answer the questions that you know the answer✓ to and acknowledge this to your audience✓
 - Do not be afraid to admit mistakes ✓made during presentations, if such mistakes are mentioned by your audience✓
 - Remain polite/ professional✓ when responding to the questions✓
 - Refrain from becoming involved in a debate/ argument✓ with the person/s posing a question✓
 - Any other answer relevant to responding to presentation.

MAX 10

6.5 Areas of improvement of a business report to presenters

- Determine whether the correct terms of reference were included in the report ✓✓
- Amend the terms reference to align with the objectives of the business report ✓✓
- Ensure that the business report include most recent data and information ✓✓
- Ensure that the outline of the business report includes all the sections of the business report ✓✓
- Determine whether the first draft correctly organised the data and analysis for the rough draft of the business report ✓✓
- Consider whether the recommendations were aligned with the findings ✓✓
- Infuse feedback from the audience/stakeholders in the next business ✓✓report.
Any other relevant answer

MAX 8

6.6 Conclusion

- The presenter should prepare the presentation beforehand for presentation to be successful.
- Stakeholders rely on business reports to keep them updated regarding the risks associated with their investments and expected return on their investments.
- Any other relevant conclusion related to presentation, business reports.

MAX 2

BREAKDOWN OF MARK ALLOCATION

DETAILS	MAXIMUM	TOTAL
Introduction	2	
Factors to consider when preparing a presentation	10	
Steps in report writing	14	
How to handle feedback	10	
Improvements in report writing	8	
conclusion	2	32
INSIGHT		
Layout/structure	2	
Analysis/interpretation	2	8
synthesis	2	
Originality/examples	2	
TOTAL MARKS		40

LASO-for each component:

Allocate 2 marks if all requirements are met.

Allocate 1 mark if only some of the requirements are met.

Allocate 0 mark where requirements are not met at all.