



LIMPOPO
PROVINCIAL GOVERNMENT
REPUBLIC OF SOUTH AFRICA

DEPARTMENT OF EDUCATION

VHEMBE WEST DISTRICT

GRADE 10

BUSINESS STUDIES
CONTROLLED TEST (SBA TASK NO.6)
QUESTION PAPER
TERM 3 stanmorephysics.com



MARKS:100

DURATION : 2 HOURS

This question paper is consist of 9 pages

INSTRUCTIONS

- This paper is consist of Section A, B and C.
Section A: Compulsory
Section B: Consist of THREE questions, answer ant TWO question.
Section C: Consist of TWO questions, answer only **ONE** question.
- Consider the time allocation for each question when answering the questions.
- Read the instructions for each question carefully and answer only what is required.
- Number the question according to the numbering system used in the question paper.
- Answers must be in full sentences, except where other instructions are given.
- The mark allocation of each question will determine the length of your answer.
- NOTE: Start each answer to SECTION on a NEW page. Eg SECTION A, new page, SECTION B, new page and SECTION C, new page.
- Use the table below as a guideline foe marks and time allocation for each question.

SECTION	QUESTION	MARKS	TIME
A: objective type questions COMPULSORY	1	20	5 MIN
B: TWO direct/indirect type questions (Answer ANY TWO QUESTION)	2	20	25 MIN
	3	20	25 MIN
	4	20	25 MIN
C: TWO essay-type questions Choose (ANY ONE)	5	40	30 MIN
	6	40	30 MIN
TOTAL		100	1.5 MIN

SECTION A

QUESTION 1

1.1 Various options are provided as possible answers to the following questions. Choose the answer and write only the letter (A-D) next to the question number (1.1.1-1.1.5) in the answer book examples 1.1.6 D

1.1.1is a written document that communicates information to assist business decision making.
A. Business plan.
B. Business report.
C. Business cycle.
D. Business strategy

1.1.2 A/an.....is an idea for a product /service that will meet needs/desires, and that can be sold or leased to earn an income.
A. Business opportunity.
B. Research instrument.
C. Potential market.
D. communication.

1.1.3 The act of communicating information/data to an audience/stakeholder in an organization.
A. Video conferencing.
B. Diagrams.
C. Visual aids.
D. Presentation.

1.1.4 A process where the business will invite the panel of experts without bringing them together to solve the business problem.
A. Forcefield analysis
B. Nominal group technique.
C. Empty chair technique.
D. Delphi technique.

1.1.5 is the ability to search for and find information relating to the problem
A. Problem solving.
B. Decision making.
C. Business problems.

D. Management.

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.

COLUMN A	COLUMN B
<p>1.2.1 Define the problem .</p> <p>1.2.2 SWOT analysis.</p> <p>1.2.3 Interactive whiteboard.</p> <p>1.2.4 Decision making.</p> <p>1.2.5 Questionnaire.</p>	<p>A. Business must first know and understand the problem.</p> <p>B. A systematic investigation to find facts or collect information.</p> <p>C. A conversation between two or more people at a different place using computer or cellphone.</p> <p>D. Carried out by a group of people.</p> <p>E. Responses are collected from individuals or group and may be recorded.</p> <p>F. Consist of a series of questions that are developed to gain information from respondents</p> <p>G. Often by one person or senior management.</p> <p>H. It is a devise that has a data projector attached to it. It also has a special pen that the presenter write with.</p> <p>I. A technique that is used to evaluate a situation from different angles to make a strategic decision.</p> <p>J. This step can only take place once a business knows and understands its problem.</p>

5x2 (10)

SECTION A TOTAL [20]

SECTION B

QUESTION 2 CREATIVE THINKING AND BUSINESS OPPORTUNITY.

2.1 Explain the meaning of creative thinking (4)

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

RIVHO TRADING ENTERPRISE (RTE)

Rivho Trading Enterprise has been experiencing a decline in sales. The management of RTE requested their employees to come up with new ideas on how they can improve sales. RTE employees were motivated and improved their skills as they were sharing new ideas. RTE was able to design new products to meet changing needs of their customers. They also stimulated profitable new ideas for products. RTE wants some of their employees to become future entrepreneurs.

2.2.1 Quote THREE advantages of creative thinking from the scenario above. (3)

2.2.2 Explain other advantages of creative thinking in the workplace. (4)

2.2.3 Advise the management of RTE on ways in which they can use creative thinking to generating entrepreneurial opportunities in the workplace. (2)

2.3 Read the scenario below and answer the questions that follow

Lindi requested her potential employees to suggest other ideas that can make her new business successful. She requested potential clients to give their inputs on the type of service they expect from her.

2.3.1 Identify the type of market research used by Lindi. Motivate your answer by quoting from the scenario above. (3)

Use the table below as a GUIDE to answer QUESTION 2.3.1

TYPES OF MARKET RESEARCH	MOTIVATIONS
1.	

2.3.2 Explain the difference between internal and external market research. (4)

[20]

QUESTION 3: PRESENTATION OF BUSINESS INFORMATION AND BUSINESS PLAN.

3.1 Outline factors that must be considered when preparing for a verbal presentation (4)

3.2 Read the scenario below and answer the questions that follow

KIM SHUTTLE SERVICES (KSS)

Kim was successful in establishing her shuttle service business. KSS attracted many people who wanted to invest in the business. Kim wants to use charts and posters to enhance the quality of her presentation. Kim was requested to write a detailed report on the advantages and disadvantages of her business. She prepared an overview of what her audience should know. Kim spent time revising the report and correcting spelling mistakes.

3.2.1 Quote TWO guidelines on writing an effective business report from the scenario above. (2)

3.2.2 Name TWO visual aids from the scenario above. (2)

3.2.3 Explain the advantages of using visual aids. (4)

3.3 Outline any FOUR factors that determine the form of ownership that will be chosen by an entrepreneur. (4)

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

SARAH TRADERS

Sarah decided to do a marketing plan and conduct a market research for her new business. She used surveys, interview and questionnaires to identify her target market. Sarah analysed her customer and competition in the market. Sarah provide a detailed description of her services.

3.4.1 Quote the importance of EACH a market plan and market research from the scenario above. (2)

Use the table below as a GUIDE to answer QUESTION 3.4.1

Importance of a market plan	Importance of market research
-----------------------------	-------------------------------

1	1
---	---

3.5 Explain the meaning of a marketing mix with specific reference to the 7p's (2)

[20]

QUESTION 4 MISCELLANEOUS QUESTIONS

4.1 State whether the following statements represent decision making OR problem solving.

- 4.1.1 Innovative solutions are generated, implemented, and evaluated.
- 4.1.2 Often done by one person or senior management
- 4.1.3 Existing alternative are considered and choosing a best solution to a problem.
- 4.1.4 Carried out by a group of people (4)

4.2 Advise Lindi on how to compile a SWOT analysis for her business. (4)

4.3 Discuss the importance of conducting a SWOT analysis. (4)

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

CHANTA PRESENTATION

Chanta conducted a presentation on the impact of COVID-19 on her business. She could not finish her presentation due to many facts in each slide. She also distributed notes at the beginning of presentation without realising that some of her audience preferred other types of visual aids.

4.4.1 Quote TWO errors that Chanta made while presenting from the scenario above. (2)

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

RINAE SHUTTLE SERVICES (RSS)

Rinae Shuttle Services became a success that the owner decided to establish another business. Rinae developed a business plan for her new African food restaurant catering for her tourist client. Rinae compiled a PESTLE analysis to identify challenges that maybe posed by the macro-environment to her business. Rinae discovered the following challenges:

- The restaurant will be situated in high crime rate area

- Some of her clients prefer to order their meal using the company's website.
- The government has increased the report rate which may force her to increase the price of her products.

Rinae wrote an executive summary for her new business after considering the above-mentioned challenges.

4.5.1 Identify THREE PESTLE analysis factors that pose a challenge to Rinae's new business. Motivate your answer by quoting from the scenario above. (6)

[20]

TOTAL SECTION B [40]



SECTION C

Answer only ONE question in this section.

NOTE: Clearly indicate the QUESTION NUMBER of the chosen question.

The answer to question chosen must start on a NEW page.

QUESTION 5

Businesses operate in a dynamic environment that requires the application of creative thinking and problem-solving skills. Many businesses benefit from creative thinking. Some businesses use indigenous knowledge to solve problems and identify business opportunities. Other are expected to creative business opportunities that can be realistically implemented

Write an essay on creative thinking and problem solving in which you include the following aspects:

- Elaborate on the meaning of problem solving
- Explain how businesses should apply the following problem-solving techniques in the workplace:
 - Forcefield analysis
 - Delphi technique
- Describe Three problem solving steps that businesses can follow to solve problems
- Advise businesses on ways in which creative business opportunities can realistically be implemented. **[40]**

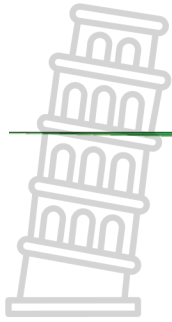
QUESTION 6

Sustainable businesses present valuable information and use visual aids effectively. An effective business report requires a good report writing skills. A business audience prefer information that includes various kinds of visual. It is important that businesses consider the factors that designing a presentation.

- Outline the components of a business plan
- Explain the purpose of visual aids
- Explain factors that must be considered when designing a presentation.
- Advice businesses on strategies that they can use to overcome competition in the market.

(40)

GRAND TOTAL 100



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CONTROLLED TEST

TERM 3

SEPTEMBER 2022

MEMORANDUM

TIME: 2HOURS



SECTION A

QUESTION 1

1.1 Multiple choice

1.1.1 B.✓✓

1.1.2 A.✓✓

1.1.3 D.✓✓

1.1.4 D.✓✓

1.1.5 A.✓✓

[10]

1.2 Matching

1.2.1 J.✓✓

1.2.2 I.✓✓

1.2.3 H.✓✓

1.2.4 G.✓✓

1.2.5 F.✓✓

[10]

SECTION A TOTAL [20]



SECTION B

QUESTION 2

2.1 Meaning of creative thinking

- Creative thinking is the ability to think ✓ original, varied and innovative ideas. ✓
- It focuses on exploring ✓ ideas/generating possibilities/looking for many possible solutions. ✓
 - Thinking in a way that is unconventional ✓ and original ✓
 - It is the act of producing new ideas and making them real.
 - Generating new ideas ✓ and being open to new ideas. ✓
 - Focuses on exploring ideas/generating possibilities ✓ and looking for many possible answers. ✓
 - Any other related answer related to the meaning of creative thinking.

Max (4)

2.2 Scenario

2.2.1 Advantages of creative thinking from the scenario

- RTE employees were motivated and improved their skills as they were sharing new ideas. ✓
- RTE could design new products to meet changing needs of their customers. ✓
- They also stimulated profitable new ideas for products. ✓

NOTE: Only award marks for responses that are not quoted from the scenario.

Mark the first THREE (3) only.

(3x1) (3)

2.2.2 Other advantages of creative thinking in the workplace

- Creative thinking improves the quality of solutions ✓ to business problems ✓
- Products and services ✓ can be marketed creatively ✓
- Managers can come up with creative strategies ✓ for the business ✓
- Employees can think for themselves ✓ and come up with creative solutions ✓
- Motivates employees and improves their skills ✓ resulting to a happy workforce ✓
- Improves productivity ✓ and reduces voluntary turnover ✓
- Creative public relations strategies can be designed ✓ and implemented. ✓
- Helps businesses to respond to the threat of competition ✓ and to remain leaders in the field. ✓
- Helps businesses to provide its clients with the best possible products or services ✓, which improves client loyalty. ✓
- Leads to the development of better methods of production ✓ to save on costs. ✓
- Allows businesses to extend its range of services like offering better customer services or credit facilities.

- Managers can motivate and manage staff in creative ways√ to get the best from them. √
- Any other relevant answer related to other advantages of creative thinking in the workplace.

MAX (4)

2.2.3 Ways in which businesses can use creative thinking to generate entrepreneurial opportunities in the workplace

- Successful entrepreneurs use creative thinking to come with new products/services. √√
- They create a new market for their products that never existed before. √√
- Creative thinking can be applied to continuously improve products and to stay ahead of competition. √√
- Designing environments that stimulate creative thinking. √√
- Any other related answer related to ways in which businesses can use creative thinking to generate entrepreneurial opportunities in the workplace.

Max (2)

2.3 Scenario

2.3.1

Types of market research from the scenario

TYPES OF RESEARCH	MOTIVATIONS
External market research√√	• She requested potential clients to also give their inputs on the type of service they expect from her√
Submax (2)	Submax (1)

NOTE: 1. Award marks for types of market research even if the quote is incomplete.

2. Do not award marks for the motivations if the types of market research were incorrectly identified. **Max (3)**

2.3.2 Other differences between internal and external market research

Internal market research	External market research
• It is the research conducted from within √the business. √	• It the research that is conducted √from outside the business. √
• Different resources are used for gathering business information√ for helping management to make informed decisions. √	• Businesses use data from market research that has been conducted in the past√ by other organisations/ statistics published by the government√
Submax (2)	Submax (2)

NOTE:1. The answer does not have to be in tabular format.
2. The differences do not have to link but must be clear.



3. Award a maximum of TWO (2) marks if the difference is not clear/Mark either internal or market research only.

[20]

Max (4)



QUESTION 3

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

- Write down the purpose of the presentation ✓ and list the objectives. ✓
- Consider the audience ✓ e.g. who are they /what do they already know/what you want them to know. ✓
- Prepare the structure of your presentation ✓ e.g. introduction/body/conclusion. ✓
- Be fully conversant ✓ with the content of your presentation. ✓
- Create visual aids that will assist ✓ in getting the points across effectively and memorably. ✓
- Practice the presentation ✓ and time your presentation. ✓
- Practice in front of someone who will provide honest opinion ✓ on the purpose and objectives of the presentation. ✓
- Information to be presented ✓ should be relevant and accurate. ✓
- Have pre-knowledge of your audience ✓ to determine the appropriate visual aids. ✓
- Visit the venue and ensure that visual aids the use of your equipment/availability ✓ of a generator in case of load shedding or electricity. ✓
- Prepare your support material ✓ to enhance your presentation. ✓
- Prepare for the feedback session ✓ by anticipating possible questions/comments. ✓

Max (4)

3.2 Scenario

3.2.1 Guidelines on writing an effective business report from the scenario

She prepared an overview of what her audience should know. ✓

Kim spent time revising the report and correcting spelling mistakes. ✓

Max (2)

3.2.2 TWO visual aids from the scenario.

- Charts. ✓
- Posters. ✓

Max (2)

3.2.3 Advantages of using visuals

- Data is summarized ✓ and presented visually. ✓
- Capture the audience attention ✓ and keep them interested. ✓



- Help audience to understand easier ✓ the presented information. ✓
- Information is easily communicated ✓ to the audience. ✓
- Statistically information ✓ is simplified. ✓
- Any other relevant answer related to the advantages of visual aids. **Max (8)**

3.3 Factors that determine the form of ownership chosen by an entrepreneur

- The reason for the form of ownership. ✓✓
- Legal requirements of the business. ✓✓
- Products and services offered. ✓✓
- Size of the business. ✓✓
- Number of owners required. ✓✓
- How much control the owners want. ✓✓
- Legal protection. ✓✓

NOTE: Mark the first FOUR (4) only. (2x2) (4)

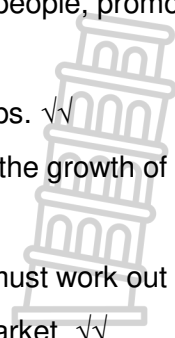
3.4

3.4.1 Importance of a market plan and market research from the scenario

Importance of a market plan	Importance of market research
Sarah analysed her customer and competition in the market ✓	She used surveys, interview and questionnaires to identify her target market ✓
Sub max (1)	Sub max (1)

3.5 The Meaning of marketing mix with specific reference to the 7p's

- The marketing plan can be explained by using seven elements. ✓✓
- There are four main elements and three additional elements. ✓✓
- A marketing mix is a combination of product, price, place, people, promotion, process and physical environment. ✓✓
- The above-mentioned aspects are usually referred to as 7ps. ✓✓
- The reason for extending the 4ps to the 7ps is because of the growth of the service industry. ✓✓
- Once the target market has been identified, the business must work out the marketing mix that best satisfies the needs of the target market. ✓✓



Max (2)

QUESTION 4

- 4.1
- 4.1.1 Problem-solving.√
- 4.1.2 Decision making.√
- 4.1.3 Decision making.√
- 4.1.4 Problem-solving.√

Max (4)

4.2 How to compile a SWOT analysis for Lindis business

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Capabilities√ • Good employees√ • Sufficient resources√ • Quality services√ 	<ul style="list-style-type: none"> • Special registration √ • Bad reputation √ • Lack of finances/resources √ • Lack of leadership√ • Lack of capabilities√
Submax (1)	Submax (1)
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Partnership with other businesses√ • Tenders √√ • Product/ service development √ 	<ul style="list-style-type: none"> • Economic factors √ • Political factors√ • Environmental factors√ • Technological factors√ • Legal factors√ • Physical factors • Competitors√
Submax (1)	Submax (1)

Max (4)

4.3 The importance of conducting a SWOT analysis

- It is a useful planning tool√ and helps people to make decisions by setting out information clearly. √
- Businesses use this tool√ when making important decisions√
- Entrepreneurs use when making decisions√ about the viability of a business opportunity. √
- It is useful to assess business opportunities√ because it assesses businesses strengths and weaknesses.√
- Helps business owners to identify ways in which their business can grow and identify potential threats.√
- Businesses can use this tool during any stage of development.√√
- Helps a business to determine its position√ to fulfil the needs and wants of their prospective customers.√

- It is useful if there are changes[✓] in the market environment or when considering starting a new business venture. ✓ **Max (4)**

4.4 Scenario

4.4.1 TWO errors that Chanta made while presenting from the scenario

- She could not finish her presentation due to many facts in each slide. ✓
- She also distributed notes at the beginning of presentation without realising that some of her audience preferred other types of visual aids. ✓

Max (2)

4.5 PESTLE analysis factors from the scenario

PESTLE ANALYSIS FACTORS	MOTIVATIONS
Social Factor ✓	The restaurant will be situated in high crime rate area. ✓
Technological factor ✓	Some of her clients prefer to order their meal using the company's website. ✓
Economic factor ✓	The government has increased the repo rate which may force her to increase the price of her products. ✓
Submax (3)	Submax (3)

TOTAL SECTION B: 40



SECTION C

QUESTION 5

5.1 Introduction

- Solving problems requires businesses to apply creative and critical thinking skills. ✓
- Businesses have to solve many problems as they confront the challenges of dynamic and complex business environments. ✓
- Businesses may use creative thinking techniques to solve business problems. ✓
- Creative thinking is the thought process that leads to original/novel/new ideas. ✓
- Businesses need to find ways to break out from routine thinking. ✓
- Any other relevant introduction related to problem solving/decision making/ creative thinking. **Any (2x1) (2)**

5.2 Meaning of problem solving

- Problem solving is the ability to search for and find information ✓ relating to the problem ✓
- It is a process of identifying and analysing the problem ✓ and coming up with the solutions ✓
- Problems can be solved by a group/ team ✓ or an individual team member. ✓
- The ability to generate/ identify/ ✓ and critically evaluate alternative solutions. ✓
- Any other relevant answer related to the meaning of problem solving. **Max (4)**

5.3 Application of the Forcefield analysis and Delphi techniques

5.3.1 Application of the Forcefield analysis technique.

OPTION 1

- Change should be communicated ✓ effectively to employees. ✓
- Stop all change ✓ for a while until proper communication has been done. ✓
- Explain the reasons ✓ and benefits of the changes to all staff. ✓
- Ensure that everyone understands ✓ how the change will affect them. ✓
- Ensure that all questions ✓ are dealt with effectively ✓
- Do not make any more changes in the organization for a while ✓ so that it can stabilise and employees can get used to the changes. ✓

Option 2

- The business should describe the current situation and the desired situation.
- Write a plan/proposal for change in the middle.
- List all the forces driving (positive) and resisting (negative) change
- List all forces in support of the change in one column.
- Assign a score for each, from 1 (weak) to 5 (strong)
- Determine if change is viable. If not, check which resisting forces can be influenced/mitigated/avoided to make the change possible.
- If so, find ways to increase the forces for change and diminish the forces against change.
- Based on this outcome, come up with a strategy to help reduce the resisting forces and ensure that the changes can be done.

Max (8)

5.3.2 Application of Delphi technique

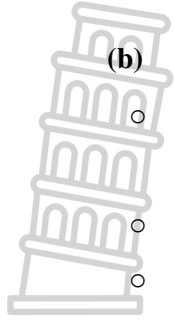
- A panel of experts is invited to participate in the process.
- Experts do not have to be in one place and will be contacted individually.
- A questionnaire is designed and distributed to the panel
- The panelist responds to the questionnaire individually and return it to the organisation.
- The feedback report and a second set of questions/questionnaire related to the feedback are sent to the panelists.
- The panelists read the feedback report and decide if they wish to change their initial ideas/suggestions/solutions.
- They then complete the second questionnaire
- A final summary and feedback report are prepared.
- Consensus is reached and the best solution is chosen.

Max (8)

5.4 Problem solving steps that businesses can follow to solve problems

- (a) **Identify the problem**
- Businesses must first know and understand the problem.
 - The problem must be defined accurately.
 - Businesses should get the opinions and suggestions of everyone involved.
 - Collect as much information as possible and study the problem.

Max (4)



(b) Define the problem√√

- This step can only take place once a business knows and understands its problem.√√
- Generate a definition that is concrete and specific√√
- The nature of the problem must be precise. √√
- They must define the possible causes of the problem.√√
- Define the problem so that it becomes easier to find a solution√√

Max (4)

(c) Formulate a strategy√√

- A strategy is a plan of action that requires further investigation before a decision is reached.√√
- Businesses need to use problem solving techniques to find solutions.√√
- Use the problem-solving techniques to formulate relevant the strategies√√
- Consider different solutions for the problems by using creative thinking techniques.√√
- The solution must be realistic and executable.√√

Max (4)

(d) Choose the best solution/strategy√√

- Businesses must set criteria for the best solution/strategy, in terms of aspects such as time/cost/risk involved.√√
- The best solution/strategy should match the size and the resources of the business.√√
- If the solution is not appropriate, they should go back to defining the problem.√√

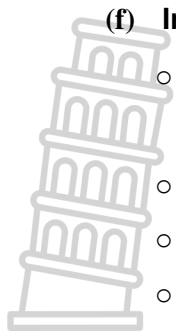


Max (4)

(e) Allocate the resources√√

- Resources include money/staff members/time/equipment etc. √√
- Plan carefully so that you do not interrupt the normal running of the business√√
- Consider buying affordable and effective resources√√
- Communicate with employees so that they understand the strategy and know who will do each job √√

Max (4)



(f) Implement the strategy√√

- Put the strategy into action and have necessary resources to implement the strategy.√√
- Plan the steps required to implement the strategy.√√
- Implement the strategy according to the plan√√
- The method and time of implementation be considered√√

Max (4)

(g) Monitor the problem solving √√

- Monitor whether the strategy is solving the problem as defined in step one.√√
- If the strategy is not working, then return to step 3 and come up with an alternative strategy.√√

Max (4)

(h) Evaluate the problem-solving process√√

- Businesses must use critical evaluation and analytical skills to evaluate the strategy.√√
- Once the strategy has been implemented, evaluation process must be done to identify areas that were effective and areas where improvement can be made√√
- Monitor if the strategy was successful or not in solving the problem √√
- Evaluate the entire process that was used to reach the strategy√√
- Get the views of all the people involved in the process√√

Max (4)

MAX (12)

MARK ANY PROBLEM SOLVING THREE STEPS



5.5 Ways in which creative business opportunities can realistically be implemented.

- People have to be prepared to pay enough for the product to cover the production costs. √√
- There has to be a demand for the product/service. √√
- Introduce the new product to the consumers and educate them on how it could be useful to them. √√
- The entrepreneur must first identify a business opportunity to implement. √√
- Develop a realistic plan. √√
- Plan the activities to be conducted with reasonable deadlines and resources. √√
- People in the business must also be identified and given tasks and activities of the plan. √√
- The entrepreneur must motivate the workers to implement the plan. √√
- Put control measures in place to ensure that workers are implementing the plan. √√
- Any other relevant recommendations of ways in which creative business opportunities can realistically be implemented.

Max (10)

2.6 Conclusion

- Constant changes in the market impact on business operations and so they need to adapt to it quickly and make quick/creative decisions. √√
- Creative thinking can help to solve business problems successfully. √√
- Businesses must know how to deal with problems that arise. √√
- Any other relevant conclusion related to problem solving/decision making/creative thinking.

(2x1) (2)





QUESTION 6

6.1 Introduction

- Business reports enable management to keep track of every activity done in each department. ✓
- It enables senior management with information on how each department is doing and provides information that leads to decision making. ✓
- Presenters use a variety of visual aids to attract the audience attention.
- Effective visual aids require presenters to be well conversant with guidelines on how to design a presentation.
- Any other relevant introduction related to writing an effective business report/visual aids/designing a presentation. **Any (2x1) (2)**

6.2 Components of a business plan

- Cover page. ✓✓
- Contents page/Index. ✓✓
- Executive summary. ✓✓
- Description of the business/Overview. ✓✓
- SWOT analysis. ✓✓
- Legal requirements of business. ✓✓
- Marketing plan. ✓✓
- Operational plan. ✓✓
- Financial plan. ✓✓
- Management plan. ✓✓
- Competitor analysis. ✓✓

Max (10)

6.3 Purpose of visual aids

- They add value ✓ and clarity of the presentation. ✓
- They make the presentation more interesting ✓ and memorable. ✓
- Visual aids reinforce ✓ what the presenter have said. ✓
- They create an atmosphere ✓ such as showing videos. ✓
- Helps get the message ✓ across more easily. ✓
- Keeps the audience engaged ✓ during the presentation. ✓
- They add power and punch ✓ to the presentation. ✓
- Enhance presentation. ✓
- Create excitement. ✓
- Help the audience to remember ✓ the presentation. ✓

Any other relevant answer related to the purpose of visual aids. **Max (12)**

6.4 Factors to consider when designing a presentation

- Use large, clear fonts that are easy to read. ✓✓
- Use outlines on slides and keep detailed explanations for the verbal presentation. ✓✓
- Limit each slide to five or six lines. ✓✓
- Make sure the grammar is correct. ✓✓
- Proofread carefully. ✓✓
- End with a closing message that the audience will remember. ✓✓
- Be colourful and grab attention. ✓✓
- Be meaningful and appropriate. ✓✓
- Select a suitable background. ✓✓
- Avoid long sentences and keep it simple. ✓✓
- Avoid fancy decorations. ✓✓
- Any other relevant answer related to factors to consider when designing a presentation

Max (16)

6.5 Strategies to overcome competition in the market

- Sell quality products and services. ✓✓
- Offer after-sales services. ✓✓
- Charge reasonable prices. ✓✓
- Conduct intensive marketing campaigns. ✓✓
- Make use of clever advertising slogans. ✓✓
- Make your product unique. ✓✓
- Provide attractive product displays. ✓✓

Max (10)

6.6 CONCLUSION

- Presenters should always use visual aids that are relevant topics that will be presented in order to enhance the quality of their presentations. ✓✓
- Presenters must always revise their presentation as soon as they obtain new information. ✓✓
- An effective business report may attract and retain business internal and external stakeholders. ✓✓
- Any other relevant conclusion related to writing an effective business report/visual aids/designing a presentation.

(1x2) (2)

[40

