



**LIMPOPO**  
PROVINCIAL GOVERNMENT  
REPUBLIC OF SOUTH AFRICA

DEPARTMENT OF  
**EDUCATION**

**NATIONAL  
SENIOR CERTIFICATE**

GRADE 11

**BUSINESS STUDIES TEST**

**QUESTION PAPER**

**TERM 3: SEPTEMBER 2024**

*Stanmorephysics.com*

**MARKS: 100**

**TIME:1.5HRS**

### 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 any ONE)  | 40         | 30 minutes        |
| <b>TOTAL</b> |  | <b>100</b> | <b>90 minutes</b> |

**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 LP Constructions applied for the type of funding where the bank allows the business to withdraw more than what is deposited in bank account

- A. Debt capital
- B. Bank loan
- C. Bank overdraft
- D. Trade credit

1.1.2 The CEO of TM Adverts used diagrams that shows the relationship between two or more data sets or value in her presentation.

- A. Flow charts
- B. Diagrams
- C. Tables
- D. Graphs

1.1.3 The oral presentations delivered to the audience.

- A. Feedback
- B. Hand-outs
- C. Non –verbal presentation
- D. Verbal presentation

1.1.4 The project manager used a planning tool that divides the business plan into smaller project stages and shows exactly what must be done

- A. Work breakdown structure
- B. Action plan
- C. Timelines
- D. Gantt chart

1.1.5 When the business is able to continue without doing damage to the environment and the community in which it operates

- A. Profitability

- B. Flexibility
- C. Productivity
- D. Sustainability

(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, e.g. 1.2.6. K

| <b>A</b>            | <b>COLUMN B</b>   |
|---------------------|---|
| 1.2.1. Hand-outs    | A. it is a device that has a data projector attached to it and it also has special pen that a presenter can write on.                             |
| 1.2.2 Pie chart     | B. a large page that is informative and decorated to attract attention to the information on.   |
| 1.2.3 Team          | C. It is one of the project planning tools.   |
| 1.2.4 Entrepreneur  | D. it describes how a business will achieve its purpose.  |
| 1.2.5 Business plan | E. A circle divided into segments which are represented with percentages.   |
|                     | F. a single page that contains a preset layout and fonts with the business information for presentation created with software such as Powerpoint. |
|                     | G. someone who converts a business idea into a business venture.  |
|                     | H. a formal written document that outlines all the goals of a business, the methods and timeframes for attaining those goals.                     |
|                     | I. copies of a presentation where the content of multiple slides are displayed on a single /multiple pages.                                       |
|                     | J. a group of people organized to work together to achieve a common goal.   |

(5X2) 10

**SECTION B: [BUSINESS VENTURES AND BUSINESS ROLES]**

Answer **ANY TWO** questions from this section

**QUESTION 2: ENTREPRENEURIAL QUALITIES AND SUCCESS FACTORS**

2.1 Name any **TWO** key success factors in a business. (2)

2.2. Elaborate on the meaning of market knowledge. (2)

2.3 Read the case study below and answer the questions that follow:

**Tshepo Mathabatha: A role model for aspiring entrepreneurs**

Leading fearlessly and shaping the future of young minds. Tshepo Mathabatha is a visionary entrepreneur who has defied the odds and carved her own path to success with her business. Through her hard work and dedication Tshepo established a thriving business.

**Polokwane Review Observer : August 7,2024**

2.3.1 Identify **THREE** qualities of the entrepreneur in the case study above.

Motivate your answer by quoting from the case study above.

Use the table as a **GUIDE** to answer QUESTION 2.3.1.

| <b>Entrepreneur qualities</b> | <b>MOTIVATIONS</b> |
|-------------------------------|--------------------|
| A.                            |                    |
| B.                            |                    |

(6)

2.4 Discuss strategies that businesses can use to ensure that they remain profitable and sustainable. (4)

2.5 Advise business on the areas for improvements (6)

**[20]**

**QUESTION 3: TRANSFORMING OF A BUSINESS PLAN INTO AN ACTION PLAN**

- 3.1 Name any TWO components of a business plan (2)
- 3.2 Elaborate on the meaning of an action plan. (2)
- 3.3 Read the scenario below and answer the questions that follow:

**TR Traders**  
TR Traders will be doing the following activities during March. Mpho and Rachel will design the business logo in the first week. During the second week Mahlatse will open the bank account. In the third and fourth week, Mimi and Sani will apply for finance.

- 3.3.1. Draw a Gantt chart using the information given in the scenario above.

Use the table below as a guide to answer the question (6)

| ACTIVITY | WEEK |  |  |  | PERSON(S) RESPONSIBLE |
|----------|------|--|--|--|-----------------------|
|          |      |  |  |  |                       |
|          |      |  |  |  |                       |
|          |      |  |  |  |                       |

- 3.4 Discuss the importance of timelines (6)
- 3.5 Suggest project planning steps to the project manager (4)

**[20]**

**QUESTION 4 MISCELLANEOUS**

- 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 Outline the steps to follow when drawing up an action plan (4)
- 4.4 Explain the importance of an action plan (6)

**[20]**

**SECTION C**

Answer **ANY ONE** question from this section

**QUESTION 5: BUSINESS PRESENTATION**

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 followings

- Outline the importance of presenting business information.
- Distinguish between verbal and non- verbal presentations and give examples of each.
- Discuss factors that the presenter must consider when preparing a presentation
- Recommend the guidelines on how to prepare hand-out.

[40]

**QUESTION 6: START A BUSINESS VENTURE BASED ON AN ACTION PLAN**

New business need 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 reasons why businesses need funding
- Explain the aspects that must be considered when initiating a business.
- Discuss the following factors that must be considered before start-up:
  - Customer services
  - Business growth
  - Culture of the organization
- Briefly discuss the factors that influence the choice of funding.

[40]

**GRAND TOTAL: 100**



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## 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: '*COVIDA 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. *'COIDA eliminates time and costs spent on lengthy civil court proceedings, because the employer will not be liable for compensation to the employee for injuries sustained during working hours as long as it can be proved that the business was not negligent.'*

NOTE: 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 | <b>Maximum:</b> |
| Content      |                 |
| Conclusion   |                 |
| Insight      |                 |
| <b>TOTAL</b> |                 |
|              | <b>32</b>       |
|              | <b>8</b>        |
|              | <b>40</b>       |

13.2 Insight consists of the following components:

|                              |   |           |
|------------------------------|---|-----------|
| Layout/Structure:            | (Is there an introduction, body, proper paragraphs and a conclusion?)   | <b>2</b>  |
| Analysis and interpretation: | (Learners' ability to break down the question/interpret it correctly to show understanding of what is being asked.)   | <b>2</b>  |
| 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:<br>Mostly irrelevant facts/No relevant facts: 0<br>Some irrelevant facts/Some relevant facts: 1<br>No irrelevant facts/Only relevant facts: 2 | <b>2</b>  |
| Originality:                 | (Examples, recency of information, current trends and developments.)  | <b>2</b>  |
|                              | <b>TOTAL FOR INSIGHT:</b>   | <b>8</b>  |
|                              | <b>TOTAL MARKS FOR FACTS:</b>   | <b>32</b> |
|                              | <b>TOTAL MARKS FOR ESSAY (8 + 32)</b>   | <b>40</b> |

- 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.

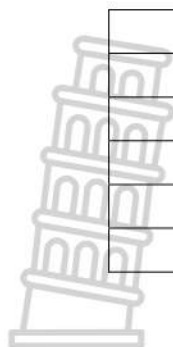
13.3 Indicate insight in the left-hand margin with a symbol e.g. ('L, A, S and/or O')

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.

|                |              |
|----------------|--------------|
| <b>CONTENT</b> | <b>MARKS</b> |
|----------------|--------------|



| 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

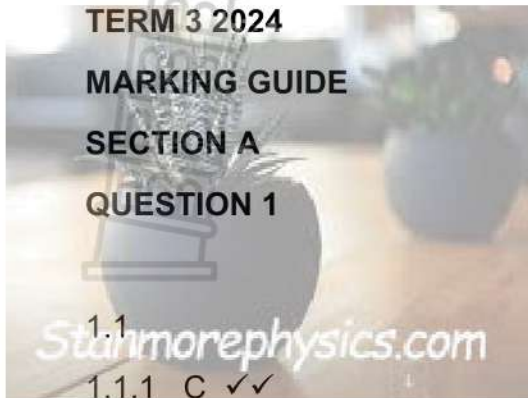
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TERM 3 2024

MARKING GUIDE

SECTION A

QUESTION 1



1.1

1.1.1 C ✓✓

1.1.2 D ✓✓

1.1.3 D ✓✓

1.1.4 A ✓✓

1.1.5 D ✓✓

(5x2) 10

1.2.1 I ✓✓

1.2.2 E ✓✓

1.2.3 J ✓✓

1.2.4 G ✓✓

1.2.5 H ✓✓

(5x2)10

SECTION B

## QUESTION 2

### 2.1. Key success factors in a business

- strategic focus ✓
- profitability ✓
- sustainability ✓
- market knowledge ✓
- strong customer base ✓
- good leadership ✓
- ethics, controls and good governance ✓
- stable workforce ✓
- unique product or service ✓
- Any other relevant answer related to success factors

**NOTE: 1. Mark the first TWO (2) only.** (2)

### 2.2. Market knowledge

- knowing about the various aspects ✓ that could possibly impact on the business. ✓
- it includes study of activities that a company can include in its core activities ✓ so that value can be delivered to the market. ✓

Max 2

### 2.3.

| ENTREPRENEURIAL QUALITY                    | MOTIVATION  |
|--|---|
| - Good management and leadership skills ✓✓ | - Leading fearlessly and shaping the future of young minds. ✓ |
| - Dreams with a clear vision ✓✓            | - Thabo Mathabatha is a visionary entrepreneur. ✓             |
| - High degree of commitment ✓✓             | - Through her hard work and dedication. ✓                     |
| - Willpower to overcome obstacles ✓✓       | - Defied all odds and carved her way to success. ✓            |
| Sub Max 4                                  | Sub Max 2   |

(6)

2.4. Strategies businesses can use to ensure that they remain profitable and sustainable.

**Thorough planning** ✓✓

- proper succession planning so that it can continue to exist ✓ despite all the challenges ✓

Submax (4)

**Sound financial management** ✓✓

- ensure that sound return of investment ✓t can be guaranteed ✓

Submax (4)

**effective management of scarce resources and employees** ✓✓

- ensuring that the business is using resources sparingly ✓ and employees are attracted and retained ✓

Submax (4)

**Maintaining a solid customer base** ✓✓

- keep a record of the people buying their product and meeting the needs of the customer ✓

Submax (4)

**being ethical** ✓✓

- ensure that people continue to support your business ✓ and having the image of not being corrupt ✓

Submax (4)

Max 4

2.5 Areas for improvement

- regularly evaluate the price of every product. ✓✓
- operate from a plan based on its vision to avoid deviation. ✓✓
- make sure that money comes in quickly. ✓✓
- keep business expenses to a minimum. ✓✓
- set goals with reasonable milestones and timelines. ✓✓
- evaluate the benefit of increased sales against the cost of marketing. ✓✓
- identify and implement the technology needed to support their operations and growth. ✓✓
- identify the target customer and what they do for them. ✓✓
- research and categorise competition and communicate this in sales and marketing programmes. ✓✓
- look after its best customers.
- know the needs of customers e.g. ask for customer feedback through surveys and direct interaction with them. ✓✓
- regular review sessions where they review their structure, vision, delivery methods etc. ✓✓

Max (6)

[20]

**QUESTION 3**

**3.1 Components of business plan**

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

**NOTE: 1. Mark the first TWO (2) only.** (2)

**3.2 Meaning of an action plan**

- it is a detailed plan that outlines the action✓s that need to be executed/done in order to reach the business goals. ✓
- it shows the activities✓ that must be completed. ✓
- it is needed to implement the business plan✓ and show how activities will be organized to achieve the goals of the business plan. ✓
- it outlines what resources are required✓ to achieve objectives and meet the set timeline. ✓

(6)

**3.3. Gantt chart**

| ACTIVITY                     | WEEK 1 | WEEK 2 | WEEK 3 | WEEK 4 | PERSON(S) RESPONSIBLE |
|------------------------------|--------|--------|--------|--------|-----------------------|
| Designing the business logo✓ | ✓      |        |        |        | Mpho and Rachel✓      |
| Opening the bank account✓    |        | ✓      |        |        | Mahlatse ✓            |
| Applying for finance✓        |        |        | ✓      | ✓      | Mimi and Sani✓        |
|                              |        |        |        |        |                       |

Max 6

**3.4 The importance of timelines**

- they help the project staff to project dates✓ and set up plans to achieve set goals in advance. ✓
- they are vital to project managers✓ as businesses try to meet and exceed client expectations. ✓



- project managers use them as tools to get their jobs done✓, many of which are specific to a single company or product. ✓
- timelines serve as a planning tool that helps to indicate the due date✓/date of completion for each of the short-term objectives and tasks. ✓
- timelines keep information in a sequential order ✓and dates on which an activity must be done. ✓

Max 6

### 3.5. Project planning steps

- Define the scope of the plan to be done, for example define what the purpose first and last activities will be. ✓✓
- Identify project supporters. ✓✓
- Break the project into activities. ✓✓
- Set time frames and determine how much time you will need to allocate to each activity. ✓✓
- Set milestones for example, determine what the main completion point is. ✓✓
- Determine accountabilities and the person responsible for the Decision made. ✓✓
- Calculate the financial, human, and technical resources that need to be calculated. ✓✓
- Plot the activity schedule into a gantt chart. ✓✓
- Execute the project plan ✓✓
- Monitor progress. ✓✓
- Communicate and review project progress. ✓✓
- Keep records of all activities. ✓✓

Max (4)

[20]

## QUESTION 4

### MISCELLANEOUS

#### 4.1. Examples of non- verbal presentation:

- Written reports'✓
- Hand-outs'✓
- Charts'✓
- Slides'✓
- Brochures'✓
- Graphs '✓
- Tables '✓
- Any other relevant answer related to non –verbal presentation

**NOTE: 1. Mark the first FOUR (4) only.**

(4)

## 4.2. Type of visual aid used by ALU

4.2.1 Flow chart ✓✓

4.2.2 Hand-outs ✓✓

4.2.3 Tables ✓✓

(3x2) 6

## 4.3 Steps to follow when drawing up an action plan

- The summary of the vision, mission, long term and short term goals must be defined ✓✓
- Define the steps you would like to take to get there ✓✓
- Start with what must be done first/ prioritize ✓✓
- Identify the end point for each point ✓✓
- Arrange the steps in logical order ✓✓
- Think about any problems that may happen ✓✓
- Review progress regularly ✓✓
- Identify indicators to confirm progress ✓✓
- Steps may follow any order ✓✓

Max 4

## 4.4 Importance of action plan

- It enables project to be achieved✓ within the specified time✓
- It helps the person✓ responsible to be organized✓
- It is a control measure✓ against which standards and performance can be measured✓
- It prioritizes activities according to their importance
- It turns plans✓ into actions✓
- Acts as monitoring tools✓ that makes it possible to check the progress✓
- It enables business to transfer✓ their plans into actions✓
- Any other relevant answer related to the importance of action plan

Max 6

[20]



## SECTION C

### QUESTION 5: PRESENTATION OF BUSINESS INFORMATION

#### 5.1 INTRODUCTION

- Business information can be presented in a verbal or non-verbal(written) formats. '√
- business reports assist in the decision- making process of any business. '√ these reports need to be well researched, thoroughly prepared and well presented. '√
- reports must the reach the relevant audience. √
- Any relevant introduction related to importance of presenting business information, verbal and non –verbal presentation, factors to consider when preparing a presentation and guidelines for preparing a hand-out.

Max 2

#### 5.2 The importance of presenting business information

- Business information provides management with information/data regarding important markets. ✓✓
- Enables businesses to identify opportunities and threats in the market. ✓✓
- Allows management to develop new strategies in order to overcome competition in the market. ✓✓
- Enables businesses to share their financial performance with internal and external stakeholders. ✓✓
- Attracts and retains investors and improves the image of the business. ✓✓
- Employees are informed about the business operations and the required performance. ✓✓
- Increases sales and profitability. ✓✓

Max 10

#### 5.3 Distinguish between verbal and non –verbal presentation

| Verbal presentation  | Non-verbal presentation                                    |
|--|--|
| - Exchange information✓ using oral presentation/ spoken✓                                     | - Communicate by means✓ of printed media✓                  |
| - Information can be heard✓  | - Information can be read✓                                 |
| - Information cannot✓ be stored✓   | - Information can be stored✓                               |
| - Examples video conferencing✓, workshops, seminars, seminars, conferences, public speaking✓ | - Examples written reports✓, hand-outs, charts slides etc✓ |
| Sub Max 6  | Sub Max 6  |



(12)

### 5.3 Factors to consider when preparing a presentation

- Be clear✓ about the purpose of the presentation✓
- Write down an outline of the important information✓ that needs to be shared with your audience. ✓
- Ensure that the main aim of the presentation✓ is captured in your opening statement. ✓
- Familiarize yourself with the content of the presentation✓ to ensure a 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 a draft✓ of your presentation✓.
- It should include a logical flow of information✓, starting from the introduction to the body and finally the conclusion. ✓
- Summarize the main facts of the body✓ in your conclusion and link your conclusion to the initial purpose of the presentation. ✓
- Include visual aids✓ that will enhance your presentation. ✓
- Practice the delivery of your presentation✓ to ensure that the allocated time is not exceeded. ✓
- Prepare yourself for possible clarity questions✓ that your audience may ask after the presentation. ✓

Max 10

### 5.5. Guidelines for preparing a hand-out

- Structure information in a logical sequence. ✓✓
- Use eligible font size. ✓✓
- Choose the image that may help to communicate the message. ✓✓
- Make sure there are no grammatical/ spelling errors. ✓✓
- Use bright colors to increase visibility. ✓✓
- Refrain from using busy borders, different fonts and too many colors. ✓✓
- Allow an empty page at the end of the hand –out to allow the audience to make additional notes during presentation. ✓✓
- Any other relevant answer related to guidelines for preparing a hand-out


Max 12

### 5.6 CONCLUSION

- 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 a presentation. ✓✓

- Any other relevant conclusion related to the importance of presenting business information, verbal and non –verbal presentation, factors to consider when preparing a presentation and guidelines for preparing a hand-out

Max 2



| DETAILS   | MAXIMUM | TOTAL     |
|---|---------|-----------|
| Introduction  | 2       | Max: 32   |
| 5.2 The importance of presenting business information       | 10      |           |
| 5.3 difference between verbal and non –verbal presentation. | 12      |           |
| 5.3 Factors to consider when preparing a presentation       | 10      |           |
| 5.4 Guidelines for preparing a hand -outs                   | 12      |           |
| Conclusion  | 2       |           |
| INSIGHT   |         | 8         |
| Layout  | 2       |           |
| Analysis/Interpretation                                     | 2       |           |
| Synthesis   | 2       |           |
| Originality/Examples  | 2       |           |
| <b>TOTAL MARKS</b>  |         | <b>40</b> |

## QUESTION 6: START A BUSINESS VENTURE BASED ON AN ACTION PLAN

### 6.1 INTRODUCTION

- businesses should have a long-term plan of action to achieve goals. ✓
- the implementation of the plan should lead to profitability and sustainability. ✓
- businesses must have knowledge of the different sources of finance to carry out specific needs of the business. ✓
- Any relevant introduction related to reasons why businesses need funding, aspects that must be considered when initiating a business strategy, factors that must be considered before start up and Aspects that must be considered when initiating a business strategy.

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Max 2

### 6.2 Reasons why businesses 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 of raw materials, etc. ✓✓
- Pay the cost of input such as wages, telephone and other expenses. ✓✓
- expand the business as the orders/sales increase and bigger premises need to be established. ✓✓

Max (8)

### 6.3 Aspects that must be considered when initiating a business

#### Strategy ✓✓

- A strategy is a plan of action that must be carried out by an 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. ✓

Heading 2

Explanation (2)

Sub max (4)

#### Operations. ✓✓

- businesses must implement the activities that are outlined in the action plan. ✓
- operations need to be implemented, staff must be 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. ✓



### **Productivity. ✓✓**

- productivity is the effectiveness of production in terms of the rate of output per unit of input. ✓
- businesses must ensure that there is a high rate of productivity all aspects of its operations. ✓
- ensure that costs are decreased and outputs are increased to maximize profits.

Heading 2  
Explanation (2)  
Sub max (4)

Heading 2  
Explanation (2)  
Sub max (4)

### **Size of the business. ✓✓**

- businesses must decide on the most appropriate size for successful operations. ✓
- the bigger the business, the more difficult it is to manage. ✓
- the success of the business is often dependent on the management and the staff. ✓
- it may be difficult to keep control of the quality of work and productivity levels of employees. ✓

Heading 2  
Explanation (2)  
Sub max (4)

Max 12

## **6.4 Factors that must be considered before start up**

### **The culture of the organization**

- The culture of the organization ✓ is the personality of a company. ✓
- The company's culture is a combination of its vision, values ✓, work environment and internal behavior. ✓
- Entrepreneurs must decide what the culture ✓ of their business will be before starting up. ✓
- They must train their staff to know the culture ✓ of the business for example, dress code, customer service. ✓
- they must ensure that staff knows the culture of the business ✓ and that their behavior does not damage the business image.

Sub max (4)

### **Customer service**

- a good customer service requires entrepreneurs to:

- Identify their potential ✓ customers before start up. ✓
- Establish a good relationship ✓ with their customers. ✓
- Change the market plan ✓ to accommodate customer needs. ✓

Sub max (4)

### Business growth

- The entrepreneur must:
  - Determine the size and the growth ✓ of the business before they start up. ✓
  - Devise a suitable strategy to manage ✓ and control a larger group of employees. ✓
  - The size and growth of the business ✓ will determine the most appropriate form of ownership of the business. ✓
  - Many businesses want to grow too quickly, ✓ which can cause problems such as lack of infrastructure and funding. ✓
  - The long-term vision of the size of the business ✓ must also be reflected in the organogram of the business. ✓

Sub max (4)

Max 12

## 6.5 Factors that influence the choice of funding

### The nature of finance ✓✓

- certain types of funding like shares ✓ and debentures are not available for certain forms of ownership for example, partnerships and sole traders. ✓
- shares and debentures ✓ can only be issued to companies. ✓

Heading 2

Explanation (2)

Sub max (4)

### The amount of capital needed ✓✓

- The larger the amount of capital needed, ✓ the fewer the options. ✓
- Larger amounts should be obtained from banks ✓, or owner must use His/her own funds. ✓
- The government or NGOs will only give grants ✓ for smaller amounts. ✓

Heading 2

Explanation (2)

Sub max (4)



**Risk** ✓✓

- The bank/venture capitalist ✓ will always consider how safe their Investment will be by looking at factors that will endanger the recovery of the debt. ✓
- It is more difficult for a new business ✓ to obtain funding/extra funding than an existing business who already has a good credit record. ✓



Heading 2

Explanation (2)

Sub max (4)

**Cost of finance** ✓✓

- the cost of finance is normally measured ✓ in the interest that must be paid for the funding. ✓
- businesses must weigh all the options ✓ before choosing the most affordable option of funding. ✓

Heading 2

Explanation (2)

Sub max (4)

**period of finance** ✓✓

- for short-term financing like the payment of creditors ✓, buying stock, etc. businesses could make use of a bank overdraft. ✓
- if a business must buy an asset, ✓ such as equipment, a bank loan would suit this purpose.

Heading 2

Explanation (2)

Sub max (4)

Max 12

**6.6 CONCLUSION**

- a good business plan will enable the entrepreneur to obtain financing from investors or lenders. ✓✓
- it outlines what the entrepreneur intend doing, time frames and the necessary resources. ✓✓
- Any relevant conclusion related to reasons why businesses need funding, aspects that must be considered when initiating a business strategy, factors that must be considered before start up and Aspects that must be considered when initiating a business strategy.

Max 2

| DETAILS  | MAXIMUM | TOTAL     |
|--|---------|-----------|
| Introduction   | 2       | Max: 32   |
| 6.2 Reasons why businesses need funding                        | 8       |           |
| 6.3 Aspects that must be considered when initiating a business | 12      |           |
| 6.4 Factors that must be considered before start up            | 12      |           |
| 6.5 Factors that influence the choice of funding               | 12      |           |
| Conclusion   | 2       |           |
| INSIGHT  |         | 8         |
| Layout   | 2       |           |
| Analysis/Interpretation  | 2       |           |
| Synthesis  | 2       |           |
| Originality/Examples   | 2       |           |
| <b>TOTAL MARKS</b>   |         | <b>40</b> |