



## **NATIONAL SENIOR CERTIFICATE**



**GRADE 10**  
**NOVEMBER 2022**  
**BUSINESS STUDIES**

## **PAPER 2**

**MARKS: 150**

**TIME: 2 hours**

This question paper consists of 10 pages including the cover page.

## INSTRUCTIONS AND INFORMATION

Read the following instructions carefully before answering the questions.

1. This question paper consists of THREE sections and covers all main topics.

SECTION A: COMPULSORY

SECTION B: Consists of THREE questions.

Answer any TWO of the three questions in this section.

SECTION C: Consists of TWO questions.

Answer any ONE of two questions in this section.

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

SECTION	QUESTION	MARKS	TIME
<b>A: Objective-type questions COMPULSORY</b>	<b>1</b>	<b>30</b>	<b>20 minutes</b>
<b>B: THREE direct/indirect-type questions CHOICE (Answer any TWO.)</b>	<b>2</b>	<b>40</b>	<b>35 minutes</b>
	<b>3</b>	<b>40</b>	<b>35 minutes</b>
	<b>4</b>	<b>40</b>	<b>35 minutes</b>
<b>C: TWO essay-type questions CHOICE (Answer any ONE.)</b>	<b>5</b>	<b>40</b>	<b>30 minutes</b>
	<b>6</b>	<b>40</b>	<b>30 minutes</b>
<b>TOTAL</b>		<b>150</b>	<b>120 minutes</b>

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

**SECTION A (COMPULSORY)**

**QUESTION 1**

- 1.1 Various options are provided as possible answers to the following questions. 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, for example 1.1.6 E.

- 1.1.1 A way in which an employee can project a professional image is to ...  
A. be in control of your actions.  
B. speak politely.  
C. be aware of your needs and wants.  
D. get enough sleep.
- 1.1.2 When Mr Khan started a small business, he showed a strong belief in himself and his capabilities:  
A. Self-reflection  
B. Self-assessment  
C. Self-awareness  
D. Self confidence
- 1.1.3 The best visual aid businesses use to report their progress performance over three-month period is a ...  
A. pie graph.  
B. bar graph.  
C. diagram.  
D. line graph.
- 1.1.4 Which ONE of the following is an example of a social responsibility programme of a business?  
A. Increase in the manager's salary  
B. Increase in profits  
C. Sponsoring an Aids orphanage  
D. Discounting prices of its products
- 1.1.5 An example of an entrepreneurial quality which requires an entrepreneur to take calculated risks is ...  
A. perseverance.  
B. risk taker.  
C. passion.  
D. organisational skill.

(5 x 2) (10)

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

table; profit; shares; value of each member; state owned company; productivity; bar graph; team spirit; prospectus; co-operatives

1.2.1 A(n) ... is the difference between the business income and expenditure.

1.2.2 Al Bashir uses ... to display sales figures in a series of rectangles.

1.2.3 A(n) ... is the invitation by a company to the public to buy shares.

1.2.4 Team members who show ... participate in team tasks.

1.2.5 The ... specialises in particular fields e.g. agriculture, consumers. (5 x 2) (10)



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

COLUMN A	COLUMN B
<p>1.3.1 Corporate social responsibility</p> <p>1.3.2 Creative thinking</p> <p>1.3.3 Stress</p> <p>1.3.4 Handouts</p> <p>1.3.5 Business objectives</p>	<p>A. Is the body reacting to situations that a person finds difficult to control</p> <p>B. The modern-day version of a transparency</p> <p>C. More catchy advertisement</p> <p>D. Business takes responsibility for the impact of its activities on communities and the environment</p> <p>E. Involves generating new and useful ideas</p> <p>F. Written or printed information handed out to the audience</p> <p>G. Is a time of intense difficulty, trouble or danger</p> <p>H. The contributions that a business makes to the community</p> <p>I. Increasing sales by 20%</p> <p>J. Is the ability to survive through the conservation of natural resources</p>

(5 x 2) (10)

**TOTAL SECTION A: 30**

## SECTION B

Answer Any TWO questions from this section



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

### QUESTION 2: BUSINESS VENTURES

- 2.1 Outline any TWO components of a business plan. (2 x 2) (4)
- 2.2 Discuss the environmental factors using PESTLE analysis in reference to a business plan. (8)
- 2.3
- 2.3.1 Discuss any TWO steps for preparing a verbal presentation. (4)
- 2.3.2 Advise a business on how to prepare the support material for a presentation. (4)
- 2.4 Outline the importance of a business location. (6)
- 2.5 Read the scenario below and answer the questions that follow.

#### NO WATER FOR SEVEN MONTHS

That is the nightmare of residents from Ezinketheni near Northdale who have not had a drop of water since December. The residents have to pay high tariffs for water supplies, and high levels of crime have been reported in the vicinity. Zuko is thinking about starting a car wash in and around the area.

- 2.5.1 Identify the factors that will impact the location of Zuko's business from the given scenario. (2)
- 2.5.2 Discuss the impact of the TWO factors on the location of Zuko's business as indicated in the scenario above. (2 x 4) (8)

- 2.5.3 Recommend ways on how the business can improve ONE of the business location factors mentioned in QUESTION 2.5.1.

(4)  
[40]

### QUESTION 3: BUSINESS ROLES

- 3.1 Identify the problem-solving techniques from the scenarios given below.

3.1.1 Aims to obtain the opinions of experts without bringing the experts together face to face.

3.1.2 Used for planning and implementing changes in a business.

3.1.3 Weighs up pros and cons of an idea or decision.

3.1.4 To make a decision on your own; when the person wants to clarify and improve understanding of the problem.

3.1.5 Randomly generating ideas. (5 x 2) (10)

- 3.2 Differentiate between problem-solving and decision-making. (8)

- 3.3 Name FOUR elements of professional behaviour. (4)

- 3.4 Discuss the advantages of creative thinking in the workplace. (8)

- 3.5 Define the term time management (2)

- 3.6 Recommend ways to manage stress. (8)  
[40]

## QUESTION 4: MISCELLANEOUS

### BUSINESS VENTURES

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

Mona has started his own garden service, Sebastian Garden Services. He has R2 000 available to start his business. Mona has little skill in accounting and hopes his brother will be able to help with this. Adjoining his father business is an open stand that belongs to his father. His father is willing to rent this stand to Mona for his business enterprise at a minimal amount. There are similar businesses in the area.

- 4.1.1 Give ONE method/research instrument that Mona can use to collect data from customers. (1)

- 4.1.2 Compile a SWOT analysis of Mona's business. Draw the table below in the ANSWER BOOK to present your answer.

**Strengths**

**Weaknesses**

**Opportunities**

**Threats**

(8)

- 4.2 List THREE entrepreneurial qualities. (3)

- 4.3 Discuss the elements of internal market research. (4)

- 4.4 Differentiate between profit and non-profit organisation. (4)

### BUSINESS ROLES

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

Business enterprises are part of society. They therefore also have a social responsibility towards society and the environment, and their activities need to be sustainable.

- 4.5.1 Define the term social responsibility. (2)



- 4.5.2 Recommend initiatives businesses can take to address socio- economic issues. (8)
- 4.6 State FOUR reasons why it is important to set goals. (4)
- 4.7 Outline the importance of recognising one's strengths and weaknesses. (6)
- TOTAL SECTION B: 80**

### SECTION C

Answer ONE question in this section

**NOTE:** Clearly indicate the QUESTION NUMBER of the chosen question. The answer to EACH question must start on a NEW page, for example QUESTION 4 on a NEW page, QUESTION 5 on a NEW page, et cetera

### QUESTION 5 : BUSINESS VENTURES

#### JORDEN CLOTHING MANUFACTURER

John the sales manager of Jorden Clothing Manufacturers, needs to prepare a presentation on the advantages of a public company. He wants to use visual aids to support his presentation.

With reference to the above statement, answer the following:

- Explain the factors that must be considered when choosing the form of ownership.
- Differentiate between a private company and a public company.
- Discuss guidelines on writing an effective business report.
- Advise the business on the advantages of using graphs/diagrams and symbols/ pictures.

[40]

### QUESTION 6: BUSINESS ROLES

The success of a business relies heavily on how successfully the staff can work together as a team. Business consists of different teams, e.g. management teams, or administrative teams.

Refer to the statement above, write an essay on the following:

- Outline the benefit of a good team.
- Describe the factors that can influence team relations.
- Discuss the criteria for successful and collaborative team performance.
- Recommend ways in which businesses can create an environment where teams can operate effectively.

[40]

**TOTAL SECTION C: 40**  
**GRAND TOTAL: 150**



**NATIONAL  
SENIOR CERTIFICATE**

**GRADE 10**



**NOVEMBER 2022**

**BUSINESS STUDIES**

**MARKING GUIDE**

**PAPER 2**

**MARKS: 150**

**TIME: 2 hours**

This question paper consists of 25 pages including cover page.

**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:**

**SECTION A:**

- There are no alternative answers.
- Each question has only one correct answer.

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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 questions or sub-questions will be SEVERELY PENALISED. This is applicable to all the sections of the paper.**
8. No additional credit must be given for repetition of facts. Indicate with an R.
9. Subtotals to questions must be written in the right-hand margin. Circle the subtotals as indicated by the allocation of marks. This must be guided by 'max' in memo. Only the total for each question should appear in the left-hand margin next to the appropriate question number.

**10 SECTION B**

- 10.1 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.

10.2 If two facts are written in one sentence, award the candidate FULL credit. Point 10.1 above still applies.

10.3 If candidates are required to provide their own examples/views, brainstorm this to come up with alternative answers.

#### 10.4 **USE OF THE COGNITIVE VERB AND ALLOCATION OF MARKS**

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

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

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

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

10.5 **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.**

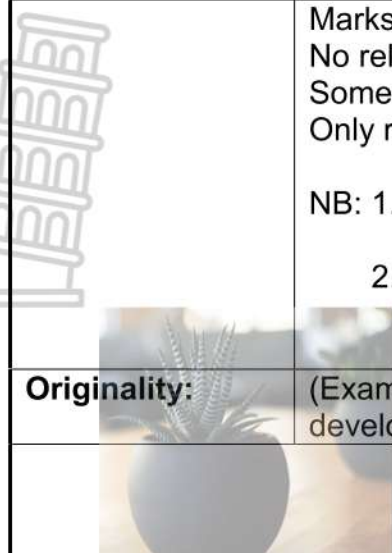
### 11. **SECTION C**

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

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

11.2 Insight consists of the following components:


<b>Layout/Structure:</b>	(Is there an introduction, body, proper paragraphs and a conclusion?)	<b>2</b>
<b>Analysis and interpretation:</b>	Is the candidate able to break down the question into headings/sub-headings/interpret it correctly to show understanding of what is being asked? Marks to be allocated using this guide. All headings addressed: 1 (One 'A') Interpretation (16 to 32 marks); 1 (One 'A')	<b>2</b>
<b>Synthesis:</b>	Are there relevant decisions/facts/responses made based on the questions?	

	<p>Marks to be allocated using this guide:            No relevant facts: 0 (Two '-S')            Some relevant facts: 1 (One '-S')            Only relevant facts: 2 (Zero/No '-S')</p> <p>NB: 1. If there are no '-S' indicated, award the maximum TWO (2) marks.            2. Where a candidate answer less than 50% of the Question with relevant facts, no –S appears in the Left margin, award a maximum of ONE (1) mark</p>	
<b>Originality:</b>	(Examples, recency of information, current trends and developments.)	<b>2</b>
	<b>TOTAL FOR INSIGHT: 8</b> <b>TOTAL MARKS FOR FACTS: 32</b> <b>TOTAL MARKS FOR ESSAY (8 + 32) 40</b>	

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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.**
4. **With the effect from November 2017 a candidate will be awarded a maximum of ONE (1) mark for headings/subheadings and ONE (1) mark for interpretation (16 or more out of 32 marks). This applies specifically to the analysis and interpretation part of insight.**

- 11.3 Indicate insight in the left-hand margin with a symbol e.g. ('L, A, S and/or O').
- 11.4 The components of insight are indicated at the end of the suggested answer for each question.
- 11.5 Mark all the relevant facts until the MAXIMUM mark in a subsection has been attained. Write MAX after maximum marks have been obtained.
- 11.6 At the end of each essay indicate the allocation of marks for facts and marks for insight as follow: (L – Layout, A – Analysis, S – Synthesis, O – Originality) as in the table below.



CONTENT	MARKS
Facts	32 (max.)
L	2
A	2
S	2
O	2
<b>TOTAL</b>	<b>40</b>

- 11.7 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 sub-headings are encouraged and contribute to insight (structuring/logical flow/sequencing) and indicate clarity of thought. (See MARKS BREAKDOWN at the end of each question.)
- 11.8 If the candidate identifies/interprets the question INCORRECTLY, then he/she may still obtain marks for layout.
- 11.9 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.
- 11.10 Award TWO marks for complete sentences. Award ONE mark for phrases, incomplete sentences and vague answers.
- 11.11 With the effect from November 2017, the maximum of TWO (2) marks for facts shown as heading in the memo, will not necessarily apply to each question.  
This would also depend on the nature of the question.

SECTION A (COMPULSORY)

QUESTION 1

1.1

1.1.1 B ✓✓

1.1.2 D ✓✓

1.1.3 D ✓✓

1.1.4 C ✓✓

1.1.5 B ✓✓

(5 x 2) (10)

1.2

1.2.1 profit ✓✓

1.2.2 bar graph ✓✓

1.2.3 prospectus ✓✓

1.2.4 team spirit ✓✓

1.2.5 co-operatives ✓✓

(5 x 2) (10)

1.3

1.3.1 D ✓✓

1.3.2 E ✓✓

1.3.3 A ✓✓

1.3.4 F ✓✓

1.3.5 I ✓✓

(5 x 2) (10)

**TOTAL SECTION A: 30**



## SECTION B

### QUESTION 2: BUSINESS VENTURES

#### 2.1 Outline any TWO components of a business plan

##### **Cover page** ✓

- It gives the name of the owner, the logo and the name of the business, and address and contact details of the business. ✓

Sub-max. (2)

##### **Executive summary** ✓

- It provides a brief overview of the business to allow investors to get an idea of the business before reading the whole plan. ✓

Sub-max. 2)

##### **Description of the business** ✓

- Describes the product or service and the unique feature of the business. ✓

Sub-max. (2)

##### **SWOT analysis** ✓

- Identifies the strength and weaknesses of the business. ✓
- It also lists the opportunities and threats. ✓

Sub-max. (2)

##### **Marketing plan** ✓

- It is a description of the market analysis including the target market, customers and competition. ✓

Sub-max. (2)

##### **Financial plan** ✓

- Is a detailed description of the entrepreneur's financial contribution, the funding, requirements, projected budgets and cash flow statements. ✓

Sub-max. (2)

##### **Management plan** ✓

- Discusses the hierarchy and roles of the employees. ✓

Sub-max. (2)

##### **Additional documents** ✓

- The annexure contains additional documents, which could include:
  - A contingency plan ✓
  - Time schedule ✓
  - Diagram of the machinery or product or process ✓
  - Legal registration documents. ✓

Sub-max. (2)

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

## 2.2 Environmental factors using PESTLE with reference to the business plan

### Political ✓

- Means taxation/local government/by-laws or international trade laws. ✓

Sub-max. (2)

### Economic ✓

- Means interest rate/inflation/levels of remuneration. ✓

Sub-max. (2)

### Social ✓

- Means income distribution, /attitude to the business and products/ demographics of the population ✓

Sub-max. (2)

### Technological ✓

- Means new technology and the rate at which it will become outdated ✓

Sub-max. (2)

### Legal ✓

- Foreign trade laws/competition laws,/labour laws. ✓

Sub-max. (2)

### Environmental ✓

- Impact on the environment /environmental laws/Cost of electricity. ✓

Sub-max. (2)

**Heading** (1)  
**Explanation** (1)  
**Max.** (8)

## 2.3

### 2.3.1 Steps for preparing a verbal presentation.

- Write down the purpose ✓ and objectives of the presentation. ✓
- Consider the people in your audience. ✓  
Know them, e.g. language, ✓
- Your presentation must have introduction ✓  
the body and the conclusion. ✓
- Create visual aids ✓ to get the points correctly. ✓



- Practice the presentation✓ or rehearse and time yourself. ✓
- Rehearse in front of someone for opinion✓ to fulfil the objective and purpose. ✓
- Visit the venue ✓ and ensure visual aids appropriate for the room. ✓
- Any other relevant answer related to the steps for preparing a verbal presentation.

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

Max (4)

2.3.2

**Ways on how to prepare the support material for presentation**

- Use large, clear lettering that is easy to read from an appropriate distance. ✓✓
- Never have too much writing on them. ✓✓
- Provide visual presentations of statistics in the form of graphs or charts. ✓✓
- Contain summaries of what you want to convey and not the whole text. ✓✓
- Be colourful and grab attention. ✓✓
- - Be meaningful and appropriate. ✓✓

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

Max (4)

**2.4 Importance of a business location.**

- To have access to skilled and unskilled labour. ✓✓
- To have access to both the consumers and suppliers. ✓✓
- To determine business profitability. ✓✓
- Business premises are often very costly to rent. ✓✓
- To determine less harmful environment to the community. ✓✓
- To have access to the availability of transport to bring raw material closer. ✓✓
- To have sufficient availability of water, electricity and communication networks. ✓✓
- To have access to the proximity of sources of raw material. ✓✓
- Have access to favourable weather conditions. ✓✓
- Have accessibility to favourable government regulations. ✓✓
- To have access to low tax concessions. ✓✓



2.5



- To determine low crime rate areas. ✓✓
- Exposure to fair labour regulations. ✓✓
- Any other relevant answer related to the importance of business location.

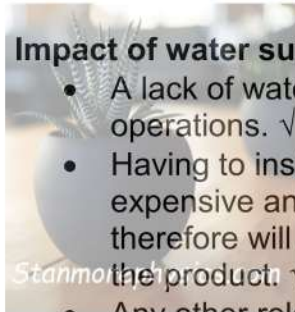
Max. (6)

2.5.1 **Factors that impact location**

- Water supply ✓
- Crime ✓

Max (2)

2.5.2 **Impact of water supply**



- A lack of water will limit ✓ business operations. ✓
- Having to install ✓ water pipelines is expensive and will rise costs, ✓ and therefore will also raise ✓ the selling price of the product. ✓
- Any other relevant answer related to the impact of water supply.

Submax. 4

**Impact of crime**

The costs involved for businesses include:

- The direct costs of the goods ✓ and money stolen. ✓
- The cost of damage to property or goods. ✓
- The indirect costs of disruption ✓ to business hours and staff time off. ✓
- The loss of essential equipment ✓ causing temporary closure of the business. ✓
- The increase in medical expenses ✓ and insurance premiums. ✓
- The loss of staff. ✓
- The security costs as the business tries to protect itself ✓ from being the victim of crime. ✓
- - Any other relevant answer related to the impact of crime.

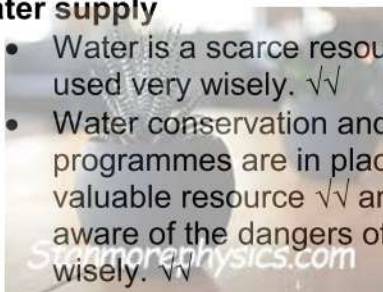
Submax. 4

Max. (8)

2.5.3 **Recommendations on business locations**

**Water supply**

- Water is a scarce resource and needs to be used very wisely. ✓✓
- Water conservation and awareness programmes are in place to protect this valuable resource ✓✓ and to make people aware of the dangers of not using water wisely. ✓✓







- Any other relevant answer related to the recommendations on water supply.

Max. (4)

### Crime

- Better, more visible policing and faster response times. ✓✓
- Reporting crime to the police and working with them. ✓✓
- Businesses taking proactive role in fighting crime, through Community Policing Forums and neighborhood watch programmes with other businesses in the area. ✓✓
- Businesses installing effective security measures and reducing the levels of cash on premises. ✓✓
- Any other relevant answer related to the recommendations on crime.

Max. (4)

[40]

## QUESTION 3: BUSINESS ROLES

### 3.1 Problem-solving techniques

- 3.1.1 Delphi technique ✓✓
- 3.1.2 Force-field analysis ✓✓
- 3.1.3 Chair technique ✓✓
- 3.1.4 Empty chair ✓✓
- 3.1.5 Brainstorming ✓✓

(5 x 2) (10)

### 3.2 Differentiate between problem solving and decision making

PROBLEM SOLVING	DECISION MAKING
Aimed at finding solutions to problems. ✓✓	Aimed at a choice between alternatives. ✓✓
Possible solutions are not obvious. ✓✓	Alternatives are obvious. ✓✓
Often done by a group of people. ✓✓	Normally done by one person. ✓✓
An ongoing process. ✓✓	Timeline with definite beginning and ending. ✓✓
Decision making is often part of the stages of problem solving. ✓✓	It involves strategic decisions. ✓✓
Any other relevant answer related to problem solving.	Any other relevant answer related to decision making.
Submax. 4	Submax. 4

#### NOTE:

1. The answer does not have to be in tabular format but differences must be clear.
2. Award a maximum of FOUR (4) if differences are not clear.

Max. (8)

### 3.3 Elements of professional behaviour

- Being trustworthy and dependable ✓
- Be punctual ✓
- Dress appropriately ✓
- Speaking politely ✓
- Producing neat work and presentations ✓
- Maintain the skills and knowledge needed to the job ✓
- Asking the line manager for guidance when necessary ✓
- Any other relevant answer related to the elements of professional behaviour.

Max. (4 x 1) (4)

### 3.4 Advantages of creative thinking in the workplace

- Better /Unique /Unconventional ideas/solutions ✓ are generated. ✓
- May give the business a competitive advantage ✓ if unusual / unique solutions /ideas /strategies are implemented. ✓



- Management/employees may keep up with fast changing technology ✓ which might lead to increased market share. ✓
- Complex business problems ✓ may be solved. ✓
- Productivity increases ✓ as management/employees may quickly generate multiple ideas which utilises time and money more effectively. ✓
- Management /employees have more confidence ✓ as they live up to their full potential. ✓
- Managers will be better leaders ✓ as they will be able to handle/ manage change (s) positively and creatively. ✓
- Improves motivation ✓ among staff members. ✓
- Stimulates initiative from employees/managers, ✓ as they are continuously pushed out of their comfort zone. ✓
- Leads to more positive attitudes ✓ as managers/employees feel that they have contributed towards problem solving. ✓
- Managers/Employees can develop a completely new outlook, ✓ which may be applied to any task(s) they may do. ✓
- Creativity may lead to new inventions ✓ which improves the general standards of living/attract new investors. ✓
- Any other relevant answer related to the advantages of creative thinking in the workplace

Max. (8)

### 3.5 Meaning of time management

- Is the ability to use time appropriately ✓ when managing and completing tasks. ✓
- OR
- It is the process of planning and exercising conscious control of time spent on specific activities, ✓ specially to increase effectiveness, efficiency and productivity. ✓

Max. (2)

### 3.6 Ways to manage stress



- Be aware of your needs and wants. ✓✓
- Predicts stressful situations and make changes where possible. ✓✓
- Manage your time. ✓✓
- Avoid conflict. ✓✓
- Get enough sleep. ✓✓
- Find a relaxation technique that works for you. ✓✓
- Follow a balanced lifestyle. ✓✓
- Find creative ways to balance work with relaxation. ✓✓
- Do not procrastinate. ✓✓
- Any other relevant answer related to the ways to manage stress.

Max. (8)  
[40]

## QUESTION 4: MISCELLANEOUS

### BUSINESS VENTURES

#### 4.1

##### 4.1.1 Methods of collecting data

- Interview ✓
- Surveys ✓
- Group research ✓
- Observation ✓
- Experimenting ✓

**NOTE: Mark only ONE method.**

(1)

##### 4.1.2 Compile SWOT analysis

STRENGTHS	WEAKNESSES
Mona has capital of R2 000. ✓✓	He does not have accounting skills. ✓✓
Sub max. 2	Sub max. 2
OPPORTUNITIES	THREATS
He has been offered a stand at minimal rent. ✓✓	Competition from similar businesses in the surrounding area. ✓✓
Sub max. (2)	Sub max. (2)

Max. (8)



#### 4.2 Entrepreneurial qualities



- Desire for responsibility ✓
- Risk -taker ✓
- Perseverance ✓
- Passion ✓
- Organisational skills ✓
- High level of energy ✓
- Good management and leadership skills ✓
- High degree of commitment ✓
- Flexibility ✓
- Confidence in one's ability to succeed ✓
- Any other relevant answer related to the entrepreneurial qualities

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NOTE: Mark only the first FIVE

(5 x 1) (5)

#### 4.3 Elements of internal market research

- Keep track of what goods get returned and watching for patterns. ✓✓
- Visit your competitors and comparing prices. ✓✓
- Watching customers and seeing how they shop and what they buy. ✓✓
- Asking employees to keep track of items customers ask for and things they complain about.
- Talking to your customers. ✓✓
- Analyse credit application to obtain information to assess what they might buy. ✓✓
- Finding out where your customers live so as to understand their lifestyles. ✓✓ □ Any other relevant answer related to the elements of internal market research.

Max. (4)

#### 4.4 Difference between profit and non-profit organisation

Profit Organisation	Non-profit Organisation
- Aim to make a profit. ✓✓	- Aim not to make profit. ✓✓
- Rely on investors to put money into the business. ✓✓	- Rely on public contributions (donations). ✓✓
- Risk in return on their investment. ✓✓	- No risks involved. ✓✓
- Double taxation. ✓✓	- Tax exemption. ✓✓
Sub-max. (2)	Sub-max. (2)



- NOTE:**
- 1 The answer does not have to be in a tabular format.
  - 2 The difference does not have to link, but must be clear.
  - 3 Award a maximum TWO (2) marks if the distinction is not clear.

Max. (4)

## BUSINESS ROLES

4.5

### 4.5.1 Definition of social responsibility

Is the concept that individuals and organisations have an obligation ✓ to contribute to society. ✓

Max. (2)

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### 4.5.2 Initiatives businesses can take to address socio-economic issues

- Providing quality goods and services to people. ✓✓
- Ensuring that the production process has no negative impact on the environment. ✓✓
- Sponsor equipment and products going to non-profit organisations and other needy groups. ✓✓
- Assist with the development of infrastructure (such as building health clinics and schools). ✓✓
- Sponsor educational material (such as textbooks, computers and other technological material). ✓✓
- Sponsor school feeding scheme. ✓✓
- Sponsor school sports teams. ✓✓
- Sponsor volunteers from the company taking part in community events. ✓✓
- Form partnership with government. ✓✓
- Any other relevant answer related to the initiatives taken to address socio-economic issues.

Max. (8)

### 4.6 Importance of setting goals

- Determine how many personal goals you would like to achieve. ✓
- Set your career goals. ✓



- Enrich yourself, never stop learning. ✓
- Spend time with your family. ✓
- It is important to have financial goals. ✓
- Check your physical and mental health. ✓
- Have time to do things you enjoy. ✓
- Any other relevant answer related to setting of goals.

Max. (4)

**4.7 The importance of recognising one's strengths and weaknesses**

- Help you understand weaknesses in order to manage them properly. ✓✓
- Help you to explore your interests which could open up new careers and opportunities. ✓✓
- Help you uncover your hidden talents that you might otherwise not have discovered. ✓✓
- Help you to use your strengths to the best of your ability to advance your career. ✓✓
- Any other relevant answer related to the importance of recognising one's strength.

Max. (6)

[40]

**TOTAL SECTION B: 80**

**SECTION C**

**Mark ONE question from this section.**

**QUESTION 5 : BUSINESS VENTURES (FORMS OF OWNERSHIP AND PRESENTATION OF BUSINESS INFORMATION)**

**5.1 Introduction**

- One of the most important decisions to be made by a prospective proprietor is choosing the appropriate business to establish. ✓
- Some of the ownership are more suitable for small businesses while others are suitable for big businesses. ✓
- A business report presents data and other information about a business for specific readers. ✓
- Visual aids combine pictures and sound that will enhance the quality of the presentation. ✓



- Any other relevant answer related to the introduction of the forms of ownership and presentation of business information.

Max. (2)

## 5.2 Factors to be considered when choosing the form of ownership

### Capital ✓✓

- Capital is the amount of money provided by the owner/s ✓ to set up a business. ✓/ability to obtain capital ✓ from various sources, for example own/ borrowed capital. ✓
- The amount of capital ✓ determines the size of the business. ✓
- The capital can be used for business expansion ✓ and acquisition of business assets. ✓

### Division of profits ✓✓

- Refers to how profit is divided ✓ between owner(s)/ shareholders/investors. ✓
- Division of profits in a company ✓ depends on the number and kind of shares. ✓ • In a partnership profits are divided according to the agreed ratio/equally ✓ to partners. ✓

### Capacity ✓✓

- Refers to the ability/potential of management to start and operate a business as planned. ✓

### Tax implications ✓✓

- The tax requirements of each form of ownership determine the impact of taxation on business success/ failure. ✓

### Management ✓✓

- Ownership impacts on management functions which determine the success/failure of the business. ✓

### Legislation/Legal requirements ✓✓

- Establishment/starting a business impacts on the establishment costs and time before a business can legally do business. ✓

Max. (8)



### 5.3 Difference between a private company and a public company

PRIVATE COMPANY	PUBLIC COMPANY
- May not offer shares to the general public. ✓✓	- Trade its shares publicly on the Johannesburg Securities Exchange. ✓✓
- Name must end with Proprietary Limited (Pty) Ltd. ✓✓	- Name must end with Limited / Ltd. ✓✓
- Financial statements must be independently reviewed but they need not be audited. ✓✓	- Annual financial statements need to be audited. ✓✓
- Does not need to publish a prospectus as it cannot trade its shares publicly. ✓✓	- Have to register and publish a prospectus with CIPRO. ✓✓
- The company is not required to raise the minimum subscription. /issue minimum shares. ✓✓	- Must raise a minimum subscription prior to commencement of the company. ✓✓
- Any other relevant answer related to a private company	- Any other relevant answer related to a public company.
Sub-max. (8)	. Sub-max (8)

**NOTE: 1. The answer does not have to be in a tabular format, but the difference must be clear.**  
**2. Award a maximum of SIX (6) marks if differences are not clear. / Mark either private company or public company.**

Max. (16)

### 5.4 Guidelines on writing an effective business report.

- Prepare an overview so that essential items ✓ are not left out. ✓
- Write concisely, ✓ be brief and get to the point quickly. ✓
- Use regular language with good grammar ✓ and short clear sentences to get the facts across. ✓
- Use visual summaries by using accurate, meaningful visual representation ✓ such as tables, graphs etc. ✓

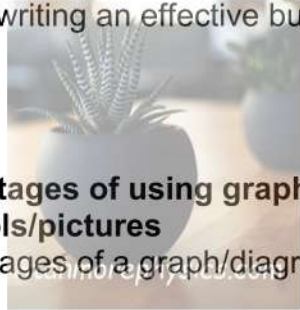


- Edit the report ✓ making sure that it is free of errors. ✓
- Get a second opinion to make some suggestions ✓ of how it could be improved. ✓
- Business reports must be well written, ✓ accurate and reliable. ✓
- Use plain language ✓ to prepare business reports. ✓
- Any other relevant answer related guidelines on writing an effective business report.

Max. (14)

### 5.5 Advantages of using graphs/diagrams and symbols/pictures

Advantages of a graph/diagram



- Information can be used in parts. ✓✓
- Graphs are invaluable visual summaries; they give a better understanding of the presentation. ✓✓
- People can easily identify trends with graphs, because it clearly shows which parts are bigger /relative to others. ✓✓
- More visually appealing, making it easy to remember important facts better. ✓✓ • Easier to readjust and keeps the audience attentive. ✓✓
- Useful visual ways to represent data to easily see patterns /make comparisons. ✓✓
- Communicates figures much clearer than just being a set of numbers. ✓✓
- Any other relevant answer related to the advantages of a graph/diagram.

Sub-max.(4)

Advantages of symbols/pictures

- Visual presentation in the form of a symbol or a picture can give a clearer understanding. ✓✓
- Can assist to get the audience's attention and get a point across. ✓✓
- More visually appealing, therefore important facts could be remembered. ✓✓
- Any other relevant answer related to the advantages of symbols /pictures.

Sub-max.(4)

Max. (8)

## 5.6 Conclusion

- Choosing the suitable form of ownership is a crucial aspect as you have to consider the advantages and disadvantages. ✓✓
- Business reports can be presented with the help of visual aids. ✓✓
- All methods of presentation must be effectively used to retain the attention of the audience. ✓✓
- Any other relevant answer related to the conclusion of the forms of ownership and presentation of business information.

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Max. (2)  
[40]

### BREAKDOWN OF MARKS

QUESTION 6	MARKS	TOTAL
Introduction	2	<b>MAX</b> <b>32</b>
Factors to be considered when choosing the form of ownership	8	
Difference between a private company and a public company	16	
Guidelines on writing an effective business report.	14	
Advantages of using graphs/ diagrams and symbols/pictures	8	
Conclusion	2	
INSIGHT		
Layout		2
Analysis/Interpretation		2
Synthesis		2
Originality/Examples		2
		<b>40</b>



## QUESTION 6: BUSINESS ROLES

### Introduction

- Most enterprises have realised the importance of team building exercises in order for the business to have a competitive edge in the marketplace. ✓
- Teamwork is essential if the organisation wants to achieve its goals and objectives. ✓
- For teamwork to be effective, workers must be able to work together as a team
- Any other relevant introduction related to teamwork

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Max (2)

### Benefits of a good teamwork

- People work more productively as a team. ✓✓
- Staff is motivated. ✓✓
- Loyalty to the organisation by the workers is increased. ✓✓
- Staff learn to respect and trust each other. ✓✓
- Team members are involved in the decision making within the organisation. ✓✓
- Teamwork leads to improved unity within the organisation. ✓✓

Max 12

### Factors that can influence team relations

- Prejudice- to form an opinion of someone before considering all facts'. not to be someone who is too strict.
- Discrimination. No discrimination against anyone on the basis of sex, gender, disability etc, this can lead to labour action.
- Equity. To redress the previous imbalances. People with different values, beliefs and religion must have equal opportunities.
- Diversity- different race must be equally represented according to demographics.
- Any other relevant answer related to the factor that can influence team relations

Max 12

### Criteria for successful teams

#### 6.4.1 Successful teams share a goal. ✓✓



- Goals must be clearly set out and each member must be fully conversant with the goals. ✓
- Example: Increase sales by 10% by October ✓
- Team members must be part of the process of setting goals for the group. ✓
- Example: Sharing of common vision and mission. ✓
- This will increase the effectiveness and team morale. ✓
- Example: Cohesion in the team. ✓

Sub max 3

6.4.2. **Teams should share Team Values.** ✓✓

- Group decisions must be implemented by all team members. ✓
- Example: Honesty and positive company image ✓
- A team must have standard procedures which determine how things are done. ✓
- Example: Proper guidelines. ✓
- Conflict resolution procedures must be adhered to within the team. ✓
- Example: Clear direction when a problem can not be solved. ✓

Submax 3

6.4.3. **Teams must consider individual members needs.** ✓✓

- Teams must value the contributions of individual members and reach consensus on differences. ✓
- Example: Secretary in a wheel chair – need assistance. ✓
- Teams must make individual members feel that they are part of the group. ✓
- Example: solidarity. ✓

Submax 3

6.4.4. **A climate of respect, trust and honesty should prevail.** ✓✓

- Members should talk freely and respect each other. ✓
- Example: Do not entertain gossip from other people. ✓
- An atmosphere of trust should prevail where individuals can share their thoughts and opinions freely. ✓
- Example: Freedom of expression. ✓

Submax 3

6.4.5. **Team members should enjoy open communication.** ✓✓

- Deal with items of conflict immediately so that team spirit is restored. ✓
- Example: Resolve unforeseen problems timeously. ✓
- Good positive and open communication is important in team work. ✓
- Example: Motivation. ✓
- Members should not only focus on negatives but contribute positively in meetings. ✓
- Example: Weigh both positive and negative criticism. ✓

- Acknowledge and praise team member's efforts and achievements. ✓
- Example: Continuous praise. ✓
- Encourage members to add items to the agenda and speak freely, ✓
- Example: Agenda must be finalised at the beginning of the session. ✓

Submax 3

6.4.6. **Teams must be accountable.** ✓✓

- Team members must know the time frames within which goals should be achieved. ✓
- Example: Budget should be transparent. ✓
- All team members must be held accountable for the specific functions within the team. ✓
- Example: Commitment. ✓
- Feedback should be given to the entire team on performance. ✓✓
- Example: Evaluation report. ✓
- Any other relevant answer related to the successful and collaborative teams performance

Submax 3

**NOTE**

**Factor: 2**  
**Facts: 1**  
**MAX (12)**

**Ways businesses can create an environment teams can operate effectively.**

Four stages that must be considered:

- **Getting to know each other** ✓✓
  - o Members explore the boundaries of acceptance group behaviour. ✓
  - o Changeover from individual to a team member. ✓
- **First round of conflict** ✓✓
  - o Task is more different and more difficult than expected. ✓
  - o They become bad-tempered, blameful or overwhelmed. ✓
  - o Team members rely on their personal experience and resist any need to work together. ✓
- **Settling down** ✓✓
  - o Members reconcile competing loyalties and responsibilities. ✓
  - o They accept the teams norms and their roles. ✓
- **Performing to the goals** ✓✓

The team is settle down and perform as a team. ✓

Team members discover and accept each other's strength and weaknesses. ✓

Team member's know their roles within the team ✓

Any other relevant answer related to ways businesses can create an environment teams can operate effectively.

Max (10)

### Conclusion

- The organisation must continually strive to improve on its team building exercises to remain competitive in the marketplace. ✓

Max (2)  
[40]

### BREAKDOWN OF MARKS

QUESTION 6	MARKS	TOTAL
Introduction	2	MAX 32
Benefit of a good team	12	
Factors influence team relation	12	
Criteria for successful and collaborative team performance	12	
Ways business create environment where teams operate effectively	10	
Conclusion	2	
INSIGHT		
Layout		2
Analysis/Interpretation		2
Synthesis		2
Originality/Examples		2
		40

TOTAL SECTION C: 40

GRAND TOTAL: 150