


Province of the  
**EASTERN CAPE**  
EDUCATION



**NATIONAL  
SENIOR CERTIFICATE**

**GRADE 11**

**05 SEPTEMBER 2024**

**BUSINESS STUDIES**

**CONTROLLED TEST 2**

MARKS: 100

This question paper consists of 9 pages.

## INSTRUCTIONS AND INFORMATION

Read the following instructions carefully before answering the questions.

1. This question paper consists of THREE sections,

SECTION A: COMPULSORY

SECTION B: Consists of questions.

Answer any TWO of the three questions in this section.

SECTION C: Consists of TWO questions.

Answer any ONE of the four questions in this section.

2. Read the instructions for each question carefully and take particular 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>20</b>	<b>15 minutes</b>
<b>B: THREE direct/indirect-type questions CHOICE (Answer any TWO.)</b>	<b>2</b>	<b>20</b>	<b>15 minutes</b>
	<b>3</b>	<b>20</b>	<b>15 minutes</b>
	<b>4</b>	<b>20</b>	<b>15 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>100</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)

1.1.1 Which one of the following is the quality of a successful entrepreneur?

- A. Laziness
- B. Risk taking
- C. Ignorance
- D. Not energetic

1.1.2 Arranging things/tasks into order of importance is called.....

- A. Routing
- B. Scheduling
- C. Plotting
- D. Prioritising

1.1.3 A collection of pages arranged in a sequence that contain text and images for presenting to an audience

- A. Interactive whiteboard
- B. Power point
- C. Data projector
- D. Graphs

1.1.4 Comments about a presentation describes....

- A. Question
- B. Feedback
- C. Constraints
- D. Notation

1.1.5 One of the project planning steps is to.....

- A. Develop vision and mission
- B. Arrange the steps chronologically
- C. Review planning steps
- D. Monitor the progress

(5x2) (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

**Perseverance, slides, accountability, timelines, action plan, tables, Gantt chart, business plan, sustainability, responsible**

1.2.1. A visual representation of chronological information.

1.2.2. A written document which gives a comprehensive overview of a proposal.

1.2.3. When entrepreneur does not give up despite any challenges and problems.

1.2.4. When an entrepreneur accepts positive and negative outcomes.

1.2.5 On preparation of this visual aid, start with text/ heading.

(10)

**TOTAL [20]**

## SECTION B

Answer ANY TWO questions in 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, e.g. QUESTION 2 on a NEW page, QUESTION 3 on a NEW page.

### QUESTION 2: (TRANSFORMATION OF BUSINESS PLAN INTO ACTION PLAN START A BUSINESS VENTURE BASED ON AN ACTION PLAN)

2.1. Mention TWO components of a business plan. (2)

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

A business plan is a written document describing the nature of the business, the sales and marketing strategy and a financial background, and contains a projected profit and loss statement. A business plan must be transformation.

2.2.1. Explain the meaning of an action plan. (2)

2.2.2. Outline steps to follow when drawing up an action plan (4)

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

#### JOJI ENTERPRISE (JE)

Joji needed extra capital to start up his business. He drew more than what he deposited in his in his business bank account. He approached the owners of Lisa Trading to finance his business in exchange for a share in his business. Joji rented machinery and other equipment from Jones Suppliers.

Identify TWO sources of funding used by Joji. Motivate your answer by quoting from the scenario above (6)

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

SOURCES OF FUNDING	MOTIVATIONS
1.	
2.	

2.4 Discuss TWO other sources of funding that can be considered by Joji. (6)

[20]

**QUESTION 3 (ENTREPRENEURIAL QUALITIES AND SUCCESS FACTORS,  
PRESENTATION OF BUSINESS INFORMATION)**

3.1. Name TWO qualities of a successful entrepreneur. (2)

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

**NANCY MANUFACTURERS (NM)**

Nancy Manufacturers is a profitable and sustainable business. NM ensures that a sound return of investment can be guaranteed to invest some of their surplus profit in CSI project that benefit local communities. The management of NM mentioned that they consider the triple bottom line by managing profit, planet and people.

Identify TWO strategies used by NM to remain profitable and sustainable. Motivate your answer by quoting from the scenario above. (6)

Use the table below as a GUIDE to answer QUESTION 3.2.1

STRATEGIES	MOTIVATIONS
1.	
2.	

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

Lisa was requested to present the business financial statements to various stakeholders. She used slides to display the business financial records. Lisa also used a visual aid that enabled her to note down the most important points during her presentation.

Identify TWO visual aids used by Lisa. Motivate your answer by quoting from the scenario above. (6)

Use the table as a GUIDE to answer QUESTION 3.4.1

VISUAL AIDS	MOTIVATIONS
1.	
2.	

3.4. Advise Lisa on the importance of presenting business information. (6)

#### QUESTION 4 (MISCELLANEOUS TOPIC)

4.1. State whether the following statement represent verbal OR non-verbal presentation

4.1.1. Information can be stored

4.1.2. Information can be heard

4.1.3. Communicate by means of printed media (6)

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

Sonia traders attract investors which enables the business to expand its activities. The management of ST involves stakeholders in joint decisions-making and learn from their employees. The management of ST struggle to keep their expenses low. Some of ST's products are similar to Sithole Traders products.

4.2.1. Identify Sonia Trader's TWO key success factors. Motivate your answer by quoting from the scenario above. (6)

4.3. Discuss the importance of an action plan (4)

4.4 Describe the guidelines the presenter must consider when preparing a hand-out (4)

**[20]**

**TOTAL SECTION B {40} MARKS**

## SECTION C

### Answer ANY ONE question in this section

NOTE: Clearly indicate the QUESTION NUMBER of each question chosen. The answer to the question must start on a NEW page, e.g. QUESTION 5 on a NEW page or QUESTION 6 on a NEW page.

#### QUESTION 5: TRANSFORMATION OF A BUSINESS PLAN INTO ACTION

##### PLAN

Businesses conduct various projects that require proper planning and coordination of activities. Business need to be well conversant with the project planning steps and the importance of timelines. They must also know to construct a Gantt charts.

Write an essay on action plan in which you include the following aspects:

- Elaborate on the meaning of project planning
- Explain the project planning step
- Discuss the importance of timelines
- Advice business on how to construct a Gantt charts

(40)

#### QUESTION 6: PRESENTATION OF BUSINESS INFORMATION

A well-planned presentation with current and reliable information is vital to stakeholders. The success of a presentation depends on the preparation of the presentation. Business reports must be put in writing and presenters must be able to handle feedback in a non-aggressive and professional manner.

Write an essay on presentation of business information in which you include the following aspects.

- Outline the meaning of business reports.
- Explain the factors that the presenter must consider when preparing a presentation.
- Discuss the steps in report writing.
- Advice business on how to handle feedback after a presentation in a non-aggressive and professional manner.

(40)

**GRAND TOTAL [100]**