

NATIONAL SENIOR CERTIFICATE

GRADE 11

BUSINESS STUDIES

COMMON TEST

SEPTEMBER 2024

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MARKS : 100

TIME : 11/2 Hours

This question paper consists of 8 pages.

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INSTRUCTIONS AND INFORMATION

Read the following instructions carefully before answering the questions.

This question paper consists of THREE sections

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 ONE of the TWO questions in this section.

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

SE	CTION	QUESTION	MARKS	TIME
A:	Objective-type questions COMPULSORY	1	20	20 minutes
B:	THREE direct/indirect- type	2	20	20 minutes
e 7a 200.	questions	3	20	20 minutes
CHOICE (Answer any	CHOICE (Answer any TWO)	4	20	20 minutes
C:	TWO essay-type questions CHOICE (Answer any ONE essay)	5	40	30 minutes
	one coup,	6	40	30 minutes
	TOTAL		100	90 minutes

- 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. Write down the question number (1.1.1–1.1.5) and the correct letter next to it ONLY. Example: 1.1.6 A
 - 1.1.1 A ... is a formal document describing the goals of a business and the methods of how to achieve these goals.
 - A financial plan
 - B action plan
 - C starting plan
 - D business plan
 - 1.1.2 The ... is a factor that must be considered before start up.
 - A cost savings
 - B money savings
 - C capital savings
 - D owner's savings
 - 1.1.3 A ... presentation refers to the use of written words to convey a message to stakeholders.
 - A non-visual
 - B non-digital
 - C non-verbal
 - D non-visible
 - 1.1.4 The ability of the business to continue without damaging the environment and the community in which it operates is...
 - A profitability
 - B responsibility
 - C sustainability
 - D productivity
 - 1.1.5 A ... is an elected organisation consisting of employees in a workplace.
 - A trade union
 - B workplace forum
 - C labour relations
 - D bargaining council

(5x2) [10]

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Business Studies

NSC- Grade 11

September 2024 Common Test

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.

solution; research report; conflict; equity capital; action plan; informational report; business plan; strategy:

- 1.2.1 An ... is a checklist of steps or tasks you need to complete to achieve the goals you have set.
- 1.2.2 A ... is a plan of action that must be carried out by an entrepreneur.
- 1.2.3 A ... is a document that outlines the processes, data, and findings of a systematic investigation.
- 1.2.4 Money that is borrowed from the financial institution is known as ...
- 1.2.5 Teams go through different stages of development before they reach... and perform optimally.

(5x2) (10)

TOTAL SECTION A: [20]

NSC- Grade 11

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, for example QUESTION 2 on a NEW page, QUESTION 3 on a NEW page, et cetera.

QUESTION 2: BUSINESS VENTURES

- 2.1 Name any THREE entrepreneurial qualities. (3)
- 2.2 Read the scenario below and answer the questions that follow.

COLLY TRADERS (CT)

Collin is an entrepreneur who has recently opened up Colly Traders (CT). He is committed to making his business a success. Collin is proving to be an inspirational leader to his staff.

- 2.2.1 Identify the key success factor from the scenario above. Motivate your answer by quoting from the scenario. (3)
- 2.2.2 Explain any other TWO key success factors. (6)
- 2.3 Discuss the project planning steps. (4)
- 2.4 Advise businesses on the purpose of a business plan. (4)

[20]

QUESTION 3: BUSINESS ROLES

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

WORK WIZARDS (WW)

Wiseman is a team leader for Work Wizard, which consists of highly skilled team members. All members agreed on set roles and responsibilities. They also know that all tasks must be completed before the team dissolves.

3.1.1 Identify the TWO stages of team development that were experienced by Work Wizards in the scenario above. Motivate your answer by quoting from the scenario above.

(6)

Use the table below as a guide to answer QUESTION 3.1.1

STAGES OF DEVELOPMENT	MOTIVATION
	Market Principle

- 3.1.2 Explain the stages of team development identified in QUESTION 3.1.1 (4)
- 3.1.3 Discuss any other TWO stages of team development. (6)
- 3.2 Advise the business on the importance of team work. (4)

[20]

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QUESTION 4: MISCELLANEOUS TOPICS BUSINESS VENTURES

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

KHANYA SUPPLIERS (KS)

Khanya suppliers (KS) has been in operation for the past 15 years. KS has managed to secure a good customer base and is thinking of expanding their business The financial manager of KS has consulted ABSA bank concerning taking out a loan for the expansion.

4.1.1 Name the source of funding used by KS from the scenario above.

4.1.2 Explain any other source of funding.

(4)

4.2 Advise businesses on the importance of Gantt charts, WBS and timelines.

(5)

BUSINESS ROLES

- 4.3 Identify the causes of conflict indicated in each statement below:
 - 4.3.1 Employees always fight over the use of one computer to accomplish their task. (2)
 - 4.3.2 Some employees cannot cope with the large number of tasks given to them. (2)
- 4.4 Elaborate on the meaning of conflict management. (6)

TOTAL SECTION B: [40]

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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 5 on a NEW page, QUESTION 6 on a NEW page, etcetera.

QUESTION 5: BUSINESS VENTURES

It is important for a business to present information in an effective manner. A business must take into consideration the factors that are required to compose a flyer. A presenter must be able to handle feedback in a non-aggressive and professional manner. There are many factors that should be considered by a presenter when preparing for a presentation.

Write an essay on presentation of information based on the following aspects:

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- Outline the importance of presenting business information.
- Explain the factors that must be considered when composing a flyer.
- Discuss how a presenter should handle feedback in a non-aggressive and professional manner.
- Recommend factors that a presenter must consider when preparing a presentation.

[40]

QUESTION 6: BUSINESS ROLES

It is important for managers to understand conflict. Teams may consist of people from different backgrounds and beliefs which may sometimes cause conflict. Businesses use workplace forums to resolve their differences before it leads to more serious problems. Employees and businesses should understand the difference between trade unions and workplace forums.

Write an essay on conflict management based on the following aspects:

- · Elaborate on the meaning of conflict.
- · Explain the causes of conflict in the workplace.
- Discuss the functions of workplace forum.
- Advise businesses on the differences between trade unions and workplace forums.

[40]

TOTAL SECTION C:

[40]

TOTAL MARKS:

[100]

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FINAL

NATIONAL SENIOR CERTIFICATE

GRADE 11

BUSINESS STUDIES

2024 SEPTEMBER
COMMON TEST

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MARKING GUIDELINES

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MARKS : 100

TIME : 1½ Hours

These marking guidelines consist of 26 pages.

NOTES TO MARKERS

PREAMBLE

The notes to markers are provided for quality assurance purposes to ensure the following:

- (a) Fairness, consistency and reliability in the standard of marking
- (b) Facilitate the moderation of candidates' scripts at the different levels
- (c) Streamline the marking process considering the broad spectrum of markers across the country
- (d) Implement appropriate measures in the teaching, learning and assessment of the subject at schools/institutions of learning
- 1. For marking and moderation purposes, the following colours are recommended:

Marker: Red
Senior Marker: Deputy Green
Chief Marker: Chief Brown
Marker: Internal Pink
Moderator: DBE Orange
Moderator: Turquoise

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

NOTE: There is only ONE correct answer in SECTION A.

- 4. 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.)
- 5. The word 'Sub-max' is used to facilitate the allocation of marks within a question or sub-question.
- 6. 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 as well as for calculation and moderation purposes.
- 7. 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 the marking guidelines. Only the total for each question should appear in the left-hand margin next to the appropriate question number.
- 8. In an indirect question, the theory as well as the response must be relevant and related to the question.
- Correct numbering of answers to questions or sub questions is recommended in SECTIONS A and B. However, if the numbering is incorrect, follow the sequence of the candidate's responses. Candidates will be penalised if the latter is not clear.
- 10. No additional credit must be given for repetition of facts. Indicate with a 'R'.
- 11. The differentiation between 'evaluate' and 'critically evaluate' can be explained as follows:
 - 11.1 When 'evaluate' is used, candidates are expected to respond in either a positive/negative manner or take a neutral (positive and negative) stance, e.g. **Positive**: 'COIDA eliminates time and costs spent√ on lengthy civil court proceedings.'√



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 $\!\sqrt{}$ on lengthy civil court proceedings $\!\sqrt{}$, 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.' $\!\sqrt{}$

NOTE: 1. The above could apply to 'analyse' as well.

- 2. Note the placing of the tick $(\sqrt{})$ in the allocation of marks.
- 12. The allocation of marks must be informed by the nature of the question, cognitive verb used, mark allocation in the marking guideline and the context of each question.

Cognitive verbs, such as:

- 12.1 Advise, name, state, outline, motivate, 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.
- Define, describe, explain, discuss, elaborate, distinguish, differentiate, compare, tabulate, 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.
- 13. Mark only the FIRST answer where candidates offer more than one answer for SECTION B and C questions that require one answer.

14. SECTION B

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

- 14.2 If two facts are written in one sentence, award the candidate FULL credit. Point 14.1 above still applies.
- 14.3 If candidates are required to provide their own examples/views, brainstorm this at the marking centre to finalise alternative answers.
- 14.4 Use of the cognitive verbs and allocation of marks:
 - 14.4.1 If the number of facts are specified, questions that require candidates to 'describe/discuss/explain' may be marked as follows:
 - Fact 2 marks (or as indicated in the marking guidelines)
 - Explanation 1 mark (two marks will be allocated in Section C)

The 'fact' and 'explanation' are given separately in the marking guideline to facilitate mark allocation.

- 14.4.2 If the number of facts required is not specified, the allocation of marks must be informed by the nature of the question and the maximum mark allocated in the marking guideline.
- 14.5 ONE mark may be awarded for answers that are easy to recall, requires one word answers or is quoted directly from a scenario/case study. This applies to SECTIONS B and C in particular (where applicable).
- 15. SECTION C
- 15.1 The breakdown of the mark allocation for the essays is as follows:

Introduction		
Content	Maximum: 32	
Conclusion		
Insight	8	
TOTAL	40	

15.2 Insight consists of the following components:

Layout/Structure	Is there an introduction, a body, and a conclusion?	2
Analysis and interpretation	Is the candidate able to break down the question into headings/subheadings/interpret it correctly to show understanding of what is being asked?	2
	Marks to be allocated using this guide: All headings addressed: 1 (One 'A') Interpretation (16 to 32 marks): 1 (One 'A')	
Synthesis	Are there relevant decisions/facts/responses made based on the questions?	
	Option 1 :Only relevant facts: 2 marks (No '-S') Where a candidate answers 50% or more (two to four sub-questions) of the question with only relevant facts; no '-S' appears in the left margin. Award the maximum of TWO (2) marks for synthesis	
S	Option 2: Some relevant facts: 1 mark (One '-S') Where a candidate answers less than 50% (only one sub-questions) of the question with only OR some relevant facts; one '-S' appears in the left margin. Award a maximum ONE (1) mark for synthesis.	
	Option 3 : Some relevant facts: 1 mark (One '-S') Where a candidate writes FOUR sub-questions, but one/two/three sub-question with irrelevant facts; one '-S' appears in the left margin. Award a maximum of ONE (1) mark for synthesis.	
	Option 4 :No relevant facts: 0 marks (Two '-S') Where a candidate answers less than 50% (only one sub-question) of the question with no Relevant facts; two '-S' appear in the left margin Award a ZERO mark for synthesis	
Originality	Is there evidence of one or two examples, not older than two (2) years, that are based on recent information, current trends and developments?	2
	TTAL FOR INSIGHT: TOTAL MARKS FOR FACTS: TOTAL MARKS FOR ESSAY (8 + 32):	8 32 40



- 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.
- No marks will be awarded for layout, if the headings INTRODUCTION and CONCLUSION are not supported by an explanation.
- 15.3 Indicate insight in the left-hand margin with a symbol e.g. ('L, A, -S and/or O').
- 15.4 The breakdown of marks is indicated at the end of the suggested answer/marking guideline to each question.
- 15.5 Mark all relevant facts until the SUB MAX/MAX mark in a subsection has been attained. Write SUB MAX/MAX after maximum marks have been obtained, but continue reading for originality "O".
- 15.6 At the end of each essay indicate the allocation of marks for facts and marks for insight as follows:(L Layout, A Analysis, S Synthesis, O Originality)as in the table below.

CONTENT	MARKS
Facts	32 (max.)
L	2
Α	2
S	2
0	2
TOTAL	40

- 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.)
- 15.8 If the candidate identifies/interprets the question INCORRECTLY, then he/she may still obtain marks for layout.
- 15.9 If a different approach is used by candidates, ensure that the answers are assessed according to the mark allocation/subheadings as indicated in the marking guideline.

15.10

15.10.1 Award TWO marks for complete sentences. Award ONE mark for phrases, incomplete sentences and vague answers.



With effect from November 2015, the TWO marks will not necessarily appear at the end of each completed sentence. The ticks ($\sqrt{}$) will be separated and indicated next to each fact, e.g. 'Product development is a growth strategy $\sqrt{}$, where businesses aim to introduce new products into existing markets.' $\sqrt{}$

This will be informed by the nature and context of the question, as well as the cognitive verb used.

15.11 With effect from November 2017, the maximum of TWO (2) marks for facts shown as headings in the marking guidelines, will not necessarily apply to each question. This would also depend on the nature of the question.



SECTION A

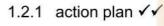
QUESTION 1

1.1



(5 x 2) (10)

1.2





- 1.2.3 research report ✓✓
- 1.2.4 borrowed capital ✓✓
- 1.2.5 consensus ✓✓

(5 x 2) (10)

TOTAL SECTION A: [20]

BREAKDOWN OF MARKS

QUESTION 1	MARKS	
1.1	10	
1.2	10	
TOTAL	20	

SECTION B

Mark ONLY the FIRST TWO questions answered in this Section.

QUESTION 2: BUSINESS VENTURES

Entrepreneurial qualities

- Desire for responsibility√
- Taking calculated risks
- Good management and leadership skills
- High levels of energy
- Dreams with a clear vision√
- Confidence in one's ability to succeed✓
- Flexibility√
- Willpower to overcome obstacles✓
- Recognizing opportunities
- Showing perseverance√
- Organisational skills✓
- Passion√
- A high degree of commitment√
- Product and customer focus
- Being creative
- Any other relevant answer related to entrepreneurial qualities

Max (3)

Note: Mark the first THREE only.

2.2.1 Identification

Good leadership✓✓

Sub max (2)

Motivation

Collin is proving to be an inspirational leader to his staff. ✓

Sub max (1)

Max (3)

- Note: 1. If the identification is wrong, do not award marks for the motivation.
 - 2. Motivations should be quoted from the scenario only.

2.2.2 Other key success factors

Strategic focus√√

○ Strategic focus includes leadership, management, and planning. ✓

Any other relevant answer related to strategic focus.

Heading (2)

Explanation (1)

Sub max (3)

Profitability√√

- Successful businesses effectively manage financial matters to ensure a return on investment. ✓
- A profitable business attracts more investors that can lead to the business expanding. ✓
- Any other relevant answer related to profitability.

Heading (2)

Explanation (1)

Sub max (3)

Sustainability√√

- Successful businesses are sustainable. ✓
- The business must be able to continue without doing damage to the environment and the community in which it works.
 ✓
- Businesses continue to exist despite all the challenges and threats it is confronted with. ✓
- Manages and reports on triple bottom line e.g. profits, people and planet.
- These businesses attract and retain employees more easily as they are well known.
- Analyse the environmental and social impacts of the products and services the business uses and produces.
- These businesses reveal exactly what they do and what they stand for. ✓
- Any other relevant answer related to sustainability.

Heading (2)

Explanation (1)

Sub max (3)

Market knowledge√√

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- Having market knowledge is knowing about the various aspects that could possibly impact on the business. ✓
- o It includes a detailed study of activities that a company can include in its core activities so that value can be delivered to the market. ✓
- Any other relevant answer related to market knowledge.

Heading (2)

Explanation (1)

Sub max (3)

Strong customer base√√

- Successful businesses have a strong customer base and keep looking for ways to expand their customer base. ✓
- This can only happen when they meet the needs of customers consistently and supply excellent service. ✓
- Any other relevant answer related to strong customer base.

Heading (2)

Explanation (1)

Sub max (3)

Ethics, controls, and good governance√√

- Business ethics is the application of moral norms to business. ✓
- o An unethical, corrupt business is not sustainable. ✓
- Staff and customers get to know a business' reputation and will not continue to support a business with poor governance. ✓
- Any other relevant answer related to ethics, controls, and good governance.

Heading (2)

Explanation (1)

Sub max (3)

Stable workforce ✓✓

- A stable workforce that are experts in their fields is productive. ✓
- A motivated, happy, well-trained staff supports a successful business.
- Constantly recruiting and training new staff to replace staff who left is expensive. ✓
- Any other relevant answer related to stable workforce.

Heading (2)

Explanation (1)

Sub max (3)

Unique product or service√√

- A successful business offers unique products. ✓
- o Goods and services must fulfil the needs and desires of the consumers. ✓
- o There must be something special or different about a business to ensure success where others fail. ✓
- The product or service does not have to be unique, but something about what the business offers has to make customers notice it and talk about
- Word-of-mouth marketing is the most effective. ✓
- Any other relevant answer related to unique product or service.

Heading (2)

Explanation (1)

Sub max (3)

Max (6)

Note: Mark the first TWO only.

2.3 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 ✓ down into activities. ✓
- Set time frames and determine how much time

 ✓ you will need to allocate to each
 activity.
- Set milestones/targets

 ✓, for example, determine what the main completion point is.
- Determine accountabilities ✓ and the person responsible for the decision/s made. ✓
- Calculate the financial, human, and technical resources
 ✓ that need to be allocated.
- Plot the activity schedule ✓ into a Gantt chart. ✓
- Execute

 ✓ the project plan. ✓
- Monitor ✓ progress. ✓
- Communicate ✓ and review project progress. ✓
- Keep records

 ✓ of all activities. ✓
- Any other relevant answer related to project planning steps.

Max (4)

2.4 Purpose of a business plan

- Gain insight in the market and competition. ✓✓
- Obtain funding from investors. ✓✓
- Set realistic goals and objectives. ✓✓
- Identify the right talent for moving the business vision forward. ✓✓
- Make correct decisions and manage the business. ✓✓
- Communicate the business plan to various stakeholders. ✓✓
- Any other relevant answer related to purpose of a business plan.

Max (4)

[20]

BREAKDOWN OF MARKS

QUESTION 2	MARKS	
2.1.	3	
2.2.1	3	
2.2.2	6	
2.3	4	
2.4	4	
TOTAL	20	

QUESTION 3: BUSINESS ROLES

3.1

3.1.1

STAGES OF DEVELOPMENT	MOTIVATION
1.Norming / Settling /Reconciliation ✓ ✓	 All members agreed on set roles and responsibilities. ✓
2.Mourning / Adjourning ✓ ✓	 They also know that all tasks must be completed before the team dissolves. ✓
Sub max (4)	Sub max (2)

NOTE: 1. The answer does not have to be in tabular format.

- 2. Awards marks for the stages of development even if there is no motivation.
- 3. Do not award marks for motivations, if stages of development were incorrectly identified.

Max (6)

3.1.2 Stages of development

Norming/ Settling / Reconciliation

- Team members come to an agreement and reach a consensus. ✓✓
- Team members have the ambition to work for the success of the team. ✓✓
- Team members are motivated and take pride in their work. ✓✓
- Team members accept each other and set common goals and values for the team.
- Any other answer relevant to norming/ settling / reconciliation stage.

Sub max (2)

Mourning / Adjourning

- In this stage, team members must leave the team and prepare themselves for the next team. ✓✓
- The focus is on the completion of the task/ending the project. ✓✓
- Breaking up the team may be traumatic as team members may find it difficult to perform as individuals once again. ✓✓
- Any other answer relevant to mourning/ adjourning stage.

Sub max (2) Max (4)

3.1.3 Other stages of team development

Forming√ ✓

- The first stage is when team members get to know each other. ✓
- Team members are aware of themselves. ✓
- Team members show good behaviour as they are new to the group. ✓
- Team members plan their work and new roles. ✓
- Any other answer relevant to forming stage.

Heading (2) Explanation (1) Sub Max (3)

Storming ✓ ✓

- The storming phase is often characterised by conflict. ✓
- Team members actively engage in the tasks at hand. ✓
- Team members open up to each other and confront each other's ideas. ✓
- There may be power struggles for the position of team leader. ✓
- Any other answer relevant to storming stage.

Heading (2) Explanation (1) Sub Max (3)

Performing ✓ ✓

- Team members are aware of strategies and aims of the team. ✓
- They have direction without interference from the leader. ✓
- Leaders delegate and oversee the processes and procedures. ✓
- All members can handle the decision-making process without supervision. ✓
- Any other answer relevant to performing stage.

Heading (2) Explanation (1) Sub Max (3) Max (6)

Note: Mark the first TWO only.

3.2 Importance of team work

- Teams have a common goal/purpose that unites team members. ✓✓
- It reduces stress and enable them to work together towards achieving a common goal. ✓✓
- Teamwork leads to synergy, commitment, high productivity, employee empowerment, job satisfaction and organisational effectiveness. ✓✓
- Effective teamwork can provide a basis for consistency in performing at a high level.✓✓
- Any other answer relevant to importance of team work.

Max (4)

[20]



BREAKDOWN OF MARK ALLOCATION

3.1.1	6	
3.1.2	4	
3.1.3	6	
3.2	4	
TOTAL	20	



QUESTION 4: MISCELLANEOUS

BUSINESS VENTURES

4.1.1

Bank loan/Loan ✓✓

Max (2)

4.1.2 Other sources of funding

Bank overdraft√√

- Businesses with a current check account ✓ organise a bank overdraft with the bank. ✓
- With this type of funding, the bank will allow the business

 ✓ to withdraw more than what is deposited in their bank account.
- The bank will set a limit on the amount that can be withdrawn

 ✓ from the account.

 ✓
- The business pays interest
 ✓ on the amount of money they withdraw and for the
 period they have overdrawn. ✓
- Any other relevant answer related to bank overdraft.

Heading (2)

Explanation (2)

Sub max (4)

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Trade credit ✓ ✓

- Trade credit is an agreement ✓ between a supplier and the business. ✓
- Suppliers normally allow businesses ✓ between one to three months to settle their debts. ✓
- Businesses can sell or develop new products ✓ to be able to pay off their debt during the trade agreement period. ✓
- Any other relevant answer related to trade credit.

Heading (2)

Explanation (2)

Sub max (4)

Equity capital ✓✓

- The capital that is contributed by the owner of a business

 ✓ is known as owner's interest.
- When the owner puts in additional funds ✓ in the business his/her equity increases. ✓
- The higher the owner's interest in the business ✓, the higher the potential of profit and this will encourage greater commitment from the owner. ✓
- Any other relevant answer related to equity capital.

Heading (2)

Explanation (2)

Sub max (4)

Debt capital√√

- If a business needs to borrow funds

 ✓, it is known as debt capital.
- The business must show the ratio ✓ between equity capital and debt capital in its business plan. ✓
- The solvency of the business

 ✓ is determined by the ratio of equity capital and debt capital.
- It is very important that businesses ✓ must be solvent at all times. ✓
 Any other relevant answer related to debt capital.

Heading (2)

Explanation (2)

Sub max (4)

Leasing and hire purchase ✓✓

- Businesses can lease certain assets such as equipment and technology ✓, which
 is owned by the other party. ✓
- Businesses may prefer to lease ✓ certain items instead of buying them. ✓
- o In the contract the fixed amount

 ✓ of monthly premium must be specified. ✓
- Businesses can use leasing because it is easier to find finance ✓ for a lease agreement than for the purchasing of an expensive asset. ✓
- Any other relevant answer related to leasing and hire purchase.

Heading (2)

Explanation (2)

Sub max (4)

Grants ✓✓

- Under some circumstances a business may qualify

 ✓ for government support to get started.
- A grant means that the business ✓ will get funding from the government. ✓
- Grants are normally cheaper funding ✓ than other sources. ✓
- Any other relevant answer related to grants.

Heading (2)

Explanation (2)

Sub max (4)

Venture capital✓✓

- The credit provider of this funding will give money

 ✓ for the start-up of the business in exchange for a share in the business.
- Sometimes the venture capitalist also request ✓ a portion in the management of the company or a position on the board of directors. ✓
- Any other relevant answer related to venture capital.

Heading (2)

Explanation (2)

Sub max (4)

Angel funding√√

- Sometimes a wealthy entrepreneur offers financial help
 ✓ in exchange for a share
 in the business.
- This type of funding ✓ carries a high risk for the investor. ✓
- Any other relevant answer related to angel funding.

Heading (2)

Explanation (2)

Sub max (4)

4.2 Importance of Gantt charts, WBS and timelines

- These tools 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. ✓✓
- Any other relevant answer related to importance of Gantt charts, WBS, and timelines.

Max (4)

BUSINESS ROLES

NOTE TO MARKERS:

- Question 4.3 is REMOVED.
- The total mark for this question is 16 marks (follow breakdown of mark allocation below).
- Only learners who selected Question 4 total mark of the entire paper will be out of 96.
- This mark out of 96 MUST be converted to a mark of 100 and recorded accordingly on marksheets.

4.4 Meaning of conflict management

- Conflict management is the process of planning to prevent conflict
 ✓ where possible and organising to resolve conflict as quickly as possible.
- All members of the organisation need to develop ways

 ✓ of keeping conflict to
 a minimum and solving problems caused by conflict.
- Conflict can be positive if managed correctly ✓ since it means communication is taking place. ✓
- Any other relevant answer related to the meaning of conflict management.

OR

Meaning of Conflict

- Conflict is a struggle/disagreement/argument

 ✓ between two people. ✓
- Disagreement between two parties ✓ in which one or both parties believe that a
 personal interest/need is threatened. ✓
- It can vary from a mild difference in opinion ✓to a full-scale win-or-lose, emotionally-charged confrontational disagreement. ✓
- Conflict can create stress

 ✓ and can lead to gossip, avoidance, and hostility.
- Any other relevant answer related to the meaning of conflict.

NOTE: Accept either the meaning of conflict management or conflict.



BREAKDOWN OF MARK ALLOCATION

4.1.1	2
4.1.2	4
4.2	4
4.4	6
TOTAL	16



SECTION C

QUESTION 5: BUSINESS VENTURES

5.1 Introduction

- It is important to exchange information as it involves speaking and listening for both the presenter and the audience.
- It is essential that certain factors be taken into account when composing a flyer.
- When responding to audience questions, the presenter should not be aggressive/defensive.
- An effective presentation is one in which the desired outcome is achieved. ✓
- Any other relevant introduction related to importance of business information/factors
 that should be considered when composing a flyer/handling feedback in a nonaggressive and professional manner/factors that should be considered when
 preparing for a presentation.

Any (2x1)(2)

5.2 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. ✓✓
- Any other relevant answer related to importance of presenting business information.

Max (10)

5.3 Factors that must be considered when composing a flyer

- Decide on the main theme

 ✓ of the flyer. ✓
- Make the central theme

 ✓ eye-catching/appealing to the reader. ✓
- Limit the number of words

 ✓ on the flyer.
- Use colour and large fonts

 ✓ for the most important information. ✓
- Ensure that the layout of the flyer

 is attractive and appealing. ✓
- Provide information ✓ about products/services. ✓
- Insert contact details

 ✓ of the business. ✓
- Proofread the flyer ✓ before printing it. ✓
- Any other relevant answer related to factors that must be considered when composing a flyer.

Max (12)

5.2.1 Handle feedback in a non-aggressive and professional manner

- Listen to each question carefully ✓ and ensure that you interpret the question correctly. ✓
- Restate the question for your understanding

 ✓ if you are uncertain about the question.
- Respond only to questions when you are certain

 ✓ about the question that was asked.
- When answering a question, it is important to address the question ✓ and not the person asking the question. ✓
- Be prepared to acknowledge good questions

 ✓ by emphasising the value of the question to the presentation.
- Don't attempt to answer questions that you do not know the answer to ✓ and acknowledge this to your audience. ✓
- Remain polite/courteous/professional

 ✓ when responding to questions. ✓
- Refrain from becoming involved in a debate/argument
 ✓ with the person/s posing the questions.
- Any other relevant answer related to professional manner.

Max (14)

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5.5 Factors that a presenter must 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. ✓✓
- Familiarise 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 rough draft of your presentation. ✓✓
- It should include a logical flow of information, starting from the introduction to the body, and finally the conclusion.
- Summarise 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. ✓✓
- Any other relevant answer related to factors that a presenter must consider when preparing a presentation.

Max (10)

5.6 Conclusion

- Businesses must understand the importance of business information, so that correct decisions are made. ✓✓
- Managers should be able to apply certain factors when composing a flyer, to ensure all important information is stipulated.
- A presenter who handles feedback in a non-aggressive and professional manner will be able to attain a successful presentation. ✓✓
- A presenter who considers certain factors when preparing a presentation, will be able to deliver an informative presentation. ✓✓
- Any other relevant conclusion related to importance of business information/factors that should be considered when composing a flyer/handling feedback in a nonaggressive and professional manner/factors that should be considered when preparing for a presentation.

Any (1x2) (2)

QUESTION 5: BREAKDOWN OF MARK ALLOCATION

DETAILS	MAXIMUM	TOTAL
Introduction	2	
Importance of presenting business information	10	
Factors that must be considered when composing a flyer	12	
How a presenter should handle feedback in a non-aggressive and professional manner	physics com	Max 32
Factors that a presenter must consider when preparing a presentation	10	1
Conclusion	2	
INSIGHT		
Layout	2	
Analysis/Interpretation	2	8
Synthesis	2	
Originality/Examples	2	
TOTAL MARKS		40

LASO – For each component:

Allocate 2 marks if all requirements are met.

Allocate 1 mark if some requirements are met.

Allocate 0 marks where requirements are not met at all.

QUESTION 6: BUSINESS ROLES

6.1 Introduction

- Conflict distracts employees from their work and needs to be resolved. ✓
- The causes of conflict should not be ignored by managers, has these may lead to problems in the business. ✓
- Workplace forums must be representative of all the employees in the workplace. ✓
- Trade unions ensure that their members well-being is taken care of in the business. ✓
- Any other introduction related to causes of conflict/functions of workplace forums/ differences between trade unions and workplace forums.

Any 2x1 (2)

6.2 Meaning of conflict

- Conflict is a struggle/disagreement/argument

 ✓ between two people. ✓
- Disagreement between two parties

 in which one or both parties believe that a personal interest/need is threatened. ✓
- It can vary from a mild difference in opinion ✓to a full-scale win-or-lose, emotionally-charged confrontational disagreement. ✓
- Conflict can create stress

 ✓ and can lead to gossip, avoidance, and hostility.
- Any other relevant answer related to the meaning of conflict.

Max (8)

6.3 Causes of conflict in the workplace

- Lack of proper communication ✓ between leaders and members. ✓
- Differences in backgrounds, ✓ cultures, values, beliefs, and language.
- Limited ✓ business resources. ✓
- Different goals, objectives

 ✓ for groups and individuals. ✓
- Unfair workload ✓ among the employees.. ✓
- Personality differences ✓ between groups and individuals. ✓
- Different opinions and priorities

 ✓ between the employees. ✓
- Unmanaged stress ✓ can cause unhappiness and lead to more stress. . ✓
- Poor organisation, leadership, ✓ and administrative procedures and systems. ✓
- Confusion about scheduling

 ✓ and deadlines. ✓
- Ignoring rules ✓ and procedures. . ✓
- Misconduct ✓ and unacceptable behaviour. . ✓
- Competitiveness ✓ and unrealistic expectations. ✓
- Lack of clarity ✓in roles and responsibilities. . ✓
- Constant changes ✓ in the workplace. ✓
- Unfair treatment of workers or favouritism by management ✓ Lack of trust among workers. ✓
- Different attitudes ✓, values, or beliefs. ✓
- Disagreements ✓ about needs, goals, priorities, and interests. ✓
- Inconsistency
 ✓ in leadership decisions.
- Lack of information needed. ✓ to do jobs properly.
- Stereotyping

 ✓ and prejudging. ✓
- Lack of teamwork ✓ between the employees. ✓
- · Any other relevant answer related to the causes of conflict in the workplace.

Max (14)

6.4 Functions of workplace forum

- Prevent unilateral decisions ✓ made by employers on issues affecting the employees. ✓
- Encourages workers' participation
 ✓ in decision-making.
- Promote the interests of all employees

 ✓ in the workplace.
- Enhance efficiency in the workplace ✓ through co-operation. ✓
- Consult with the employer to reach a consensus ✓ about working conditions. ✓
- Consult with the employer

 ✓ on issues that could cause conflict. ✓
- Resolves conflict ✓ between employers and employees. ✓
- · Any other relevant answer related to the functions of workplace forums

Max (12)

6.5 Differences between trade unions and workplace forums

TRADE UNIONS	WORKPLACE FORUMS
Negotiates salaries and wages. ✓	Does not deal with remuneration. ✓ ✓
Can organize a strike under certain circumstances. ✓ ✓	Workplace forums cannot organize strikes under any circumstances. ✓ ✓
Is a legal entity that can sue or be sued in its name. ✓ ✓	 Can only be established if the workplace as more than 100 employees. ✓ ✓
Workers have to be registered members of a trade union . ✓ ✓	 Non-union members can belong to a workplace forum. ✓ ✓
Any other relevant differences between trade unions and workplace forums.	Any other relevant differences between trade unions and workplace forums.
Sub max (6)	Sub max (6)

Max (12)

Note: 1. The answers do not have to be in tabular format.

Award a maximum of SIX (6) marks if the differences are not clear.Mark either trade unions or workplace forums.

6.6 Conclusion

- When conflict is managed properly and resolved constructively, it may lead to a more motivated workforce, improved communications and increased productivity. ✓ ✓
- Conflict can be caused by internal factors or external factors, internal conflict has
 to do with the personalities and emotions of individuals and external issues include poor
 management ,unfair treatment in the workplace etc. ✓ ✓
- Managers must ensure that they consult with workplace forums before changing rules and procedures, this will promote a healthier relationship between the employer and employee. ✓ ✓
- Employers should allow their employees to belong to a trade union of their choice and allow for the establishment of workplace forums so that all employees can participate in decisions made at the workplace. ✓ ✓
- Any other conclusion related to causes of conflict/functions of workplace forums/ differences between trade unions and workplace forums.
 Any (1 x 2) 2

BREAKDOWN OF MARKS

Details	Maximum	Total
Introduction	2	Max 32
Meaning of conflict	8	
Causes of conflict in the workplace	14	
Functions of workplace forum	12	
The differences between trade unions and workplace forums	12	
Conclusion	2	
INSIGHT	1	•
Layout	2	Max 8
Analysis, interpretation	2	
Synthesis	2	
Originality/Examples	2	
TOTAL MARKS		40

LASO – For each component:

Allocate 2 marks if all requirements are met.

Allocate 1 mark if some requirements are met.

Allocate 0 marks where requirements are not met at all.