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GAUTENG PROVINCE
EDUCATION
REPUBLIC OF SOUTH AFRICA

# PREPARATORY EXAM

# 2026

**10722**

**BUSINESS STUDIES**

**(PAPER 2)**

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**TIME: 2 hours**

**POINTS: 150**

10722A

**9 pages**

X05

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**INSTRUCTIONS AND INFORMATION**

Read the following instructions carefully before answering the questions.

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

| | |
|---|---|
| SECTION A: | COMPULSORY |
| SECTION B: | Consists of THREE questions<br>Answer any TWO of the three questions in this section. Consists |
| SECTION C: | of TWO questions<br>Answer any ONE of the two questions in this section. |

2. Read the instructions for each question carefully and take careful note of what is required.

   Please note that ONLY the answers to the first TWO questions selected in SECTION B and the answer to the FIRST question selected in SECTION C will be marked.

3. 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.

4. Except where other instructions are given, answers must be in full sentences.

5. Use the marking and nature of each question to determine the length and depth of an answer.

6. Use the table below as a guideline for marking and time allocation when answering each question.

| SECTION | QUESTION | POINTS | TIME (minutes) |
|---|---|---|---|
| **A:** Objective type questions **COMPULSORY** | 1 | 30 | 20 |
| | | | |
| **B:** THREE direct/indirect type of questions | 2 | 40 | 70 |
| CHOICE: | 3 | 40 | |
| **Answer any TWO.** | 4 | 40 | |
| | | | |
| **C:** TWO essay-type questions | 5 | 40 | 30 |
| CHOICE: | | | |
| **Answer any ONE.** | 6 | 40 | |
| **TOTAL** | | 150 | 120 |

7. Start the answer to EACH question on a NEW page, e.g. QUESTION 1 – new page, QUESTION 2 – new page.

8. You may use a non-programmable calculator.

9. Write neatly and legibly.

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## SECTION A (MANDATORY)

**QUESTION 1**

1.1 Various options are given as possible answers to the following questions. Choose the answer and write only the letter (A – D) next to the question numbers (1.1.1 to 1.1.5) in the ANSWER BOOK, e.g. 1.1.6 D.

1.1.1 Maduna Traders implements the ... leadership theory by assigning tasks and responsibilities to the most suitable employees.

A transformation
B leaders and followers
C situational
D transactional

1.1.2 Employers and employees each contribute 1% of employees' basic wages to the:

A Road Accident Fund
B Unemployment Insurance Fund
C Compensation Fund
D Fidelity Insurance Fund

1.1.3 Phakama Enterprises invested R20 000 at an annual compound interest of 10% over a period of two years. They will receive an amount of ... as interest on their investment.

A R2 000
B R2 200
C R24 200
D R4 200

1.1.4 Jimmy Welding Works appointed both male and female employees in management positions to deal with ... as a diversity issue.

A generation
B age
C language
D culture

1.1.5 Jonny Manufacturers applied the ... as a problem-solving technique to ensure that their employees use every suggestion to inspire new ideas.

A Delphi technique
B force field analysis
C brainstorming technique
D nominal group technique

(5 x 2) (10)

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1.2 Complete the following statements using the word(s) in the list below. Write only the word(s) next to the question numbers (1.2.1 to 1.2.5) in the ANSWER BOOK.

| |
|---|
| information; private company; co-payment; communication; problem solving; collaboration; privacy; decision-making; public company; premium |

1.2.1 Veilig Plus Winkels must pay an amount of R5 000 as a ... for the cost of the claim for damage to their truck.

1.2.2 A form of ownership that raises capital by issuing shares to its shareholders is known as a ...

1.2.3 The CEO of Tshego Traders considered several alternatives before choosing the best one. This is known as ...

1.2.4 Attractive Properties is transparent with its financial statements and allows employees to access these statements upon request. This refers to the right to ...

1.2.5 Team leaders implement ... as a measure of successful team performance by providing quality feedback to their team members. (5 x 2) (10)

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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 numbers (1.3.1 to 1.3.5) in the ANSWER BOOK, e.g. 1.3.6 K.

| COLUMN A | COLUMN B |
|---|---|
| 1.3.1 Transactional leadership style | A funded by donations and foreign funding |
| 1.3.2 Founders' shares | B applied when employees are experienced in their chosen field |
| 1.3.3 Non-profit companies | C know your facts and be assertive |
| 1.3.4 Race | D issued to the founders of the company |
| 1.3.5 Expert | E businesses encourage employees to be sensitive to the different perspectives of various age groups |
| | F applied when businesses want to maximize employee performance |
| | G businesses ensure that there is no discrimination in the workplace based on skin color |
| | H Stay in control and emphasize the importance of making decisions |
| | I funded by the Department of Trade and Industry |
| | J issued to shareholders as compensation for the loss of dividends |

(5 x 2) (10)

**TOTAL SECTION A: 30**

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**SECTION B**

Answer ANY TWO questions in this section.

**NOTE:** Clearly indicate the QUESTION NUMBER of each question 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: BUSINESS OPPORTUNITIES**

2.1 Name any FOUR types of preference shares. (4)

2.2 Briefly describe the functions of the Johannesburg Securities Exchange (the JSE). (6)

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

**THANDI TRADERS (TH)**

Neeresh presented information about a product to the board of directors of Thandi Traders and allowed the audience to ask questions after the presentation. He used simple language to support the examples presented. He also maintained eye contact with his audience. Neeresh ensured that he clearly understood each question before answering.

2.3.1 Cite TWO ways in which the presenter handled feedback in a non-aggressive and professional manner from the above scenario. (2)

2.3.2 Explain other ways in which the presenter could have handled feedback in a non-aggressive and professional manner. (4)

2.4 Discuss the benefits of insurance for businesses. (6)

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

**FRONTLINE MANUFACTURERS (FV)**

Frontline Manufacturers is known for producing quality products for a variety of retailers. Frank, the production manager, uses sy charm and personality to motivate his team to achieve set targets.

2.5.1 Name the leadership style that Frank applied in the scenario above. (2)

2.5.2 Explain the advantages of the leadership style identified in QUESTION 2.5.1. (4)

2.6 Discuss the impact of unit trusts as a form of investment. (6)

2.7 Advise businesses on how legislation as a criterion can contribute to the success and/or failure of a sole proprietorship. (6)

**[40]**

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**QUESTION 3: BUSINESS ROLES**

3.1 Name any TWO focus areas for corporate social investment (CSI). (2)

3.2 Briefly describe the roles of health and safety representatives in protecting the workplace environment. (6)

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

**RETRO ELECTRONICS (RE)**

Retro Electronics derives significant benefits from diversity in the workplace. RE employs individuals from diverse backgrounds who bring different perspectives to the business. Retro Electronics ensures that employees are not forced to do work that goes against their beliefs. Employees show greater loyalty to the business because they feel respected and understood.

3.3.1 Cite TWO benefits of diversity in the workplace from the scenario above. (2)

3.3.2 Explain other benefits of diversity in the workplace. (4)

3.4 Discuss the benefits of corporate social responsibility (CSR) for communities. (4)

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

**HECTARE PRODUCTION (HP)**

Hektar Production specializes in the manufacturing of office furniture. The management of HP ensures that their resources for production purposes are not exhausted.

3.5.1 Identify the triple key aspect element that applies to HP. Motivate your answer by quoting from the scenario above. (3)

3.5.2 Explain ONE other triple key aspect element. (3)

3.6 Describe ways in which businesses can deal with unemployment as a socio-economic issue. (6)

3.7 Discuss the benefits of creative thinking in the workplace. (4)

3.8 Advise businesses on the correct procedures to follow to handle grievances in the workplace. (6)

**[40]**

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## QUESTION 4: VARIOUS TOPICS

### BUSINESS OPPORTUNITIES

4.1 Name any FOUR examples of long-term insurance. (4)

4.2 Briefly describe the advantages of a state-owned company. (4)

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

> Lumina has done research on the factors to consider when making investment decisions. She knows that the current inflation rate is 3.4% and that her investment may be exposed to a certain level of risk. Lumina is also aware that bonds are an investment opportunity that can help her investments grow.

4.3.1 Name TWO factors that should be considered when making investment decisions from the above scenario. (2)

4.3.2 Describe debentures as a type of investment opportunity. (4)

4.4 Advise businesses on the role of personal attitude in successful leadership. (6)

### BUSINESS ROLLS

4.5 Name any FOUR problem-solving steps. (4)

4.6 Briefly describe the economic rights of employees in the workplace. (6)

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

> **SKY CONSTRUCTION LIMITED (SKB)**
>
> Sky Construction Limited appointed a team for the internal design of the business premises. The team members opposed each other's ideas because everyone wanted the position of team leader. Team members eventually reached consensus.

Identify TWO phases of team development that apply to SKB. Motivate your answer by quoting from the scenario above.

Use the table below as a GUIDE to answer QUESTION 4.7.

| PHASES OF TEAM DEVELOPMENT | MOTIVATIONS |
|---|---|
| 1. | |
| 2. | |

(6)

4.8 Suggest ways in which businesses can contribute time and effort to improve the well-being of employees. (4)

**[40]**

**TOTAL SECTION B: 80**

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## SECTION C

Answer ANY ONE question in this section.

**PLEASE NOTE:** Clearly indicate the QUESTION NUMBER of the question you choose. 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: BUSINESS OPPORTUNITIES (PRESENTATION AND DATA RESPONSE)

Effective presenters must understand and apply key factors when preparing for a presentation. A well-designed multimedia presentation plays a crucial role in communicating important information to stakeholders. Some presenters use flipcharts and smartboards to improve the quality of their presentations. It is essential that the presenter identify areas for improvement in subsequent presentations.

Write an essay on presentation and data response in which you include the following aspects:

- Briefly discuss the factors that must be taken into account when preparing for a presentation.
- Explain the aspects that must be taken into account when designing a multimedia presentation.
- Discuss the impact of the following visual aids: oh
  - Flipcharts
  - oh Smartboards/Interactive whiteboards
- Recommend areas of improvement for the next presentations. **[40]**

### QUESTION 6: BUSINESS ROLES (ETHICS AND PROFESSIONALISM)

Many businesses apply ethical and professional conduct to ensure sound corporate governance. They also apply transparency as a King Code principle for good corporate governance. Unethical business practices can negatively impact business operations if not conducted in a professional, responsible, ethical and effective manner.

Write an essay on ethics and professionalism in which you include the following aspects:

- Briefly describe the differences between *ethical behavior* and *professional conduct*.
- Explain how businesses can apply transparency as a King Code principle for good corporate governance to improve ethical business conduct.
- Discuss how the THREE types of unethical business practices pose challenges for businesses.
- Suggest ways in which professional, responsible, ethical and effective business practices should be carried out. **[40]**

**TOTAL SECTION C: 40**

**TOTAL: 150**

**END**

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# PREPARATORY EXAMINATION

# 2026

# MARKING GUIDELINES

## BUSINESS STUDIES (PAPER 2) (10722)

31 pages

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## 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 province
(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 |
| Departmental Head: | Green |
| District Moderator: | Orange |
| Provincial Moderator | Pink |




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 per question in SECTION A.**

4. Take note of other answers, provided by candidates, which relate to a particular question 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.

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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.

9. 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 an '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**: '*The autocratic leadership style provides strong leadership ✓ which makes new employees feel confident and safe* '✓.

    11.2 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., '*The autocratic leadership style provides strong leadership ✓ which makes new employees feel confident and safe ✓, as expectations/roles are clearly explained to avoid confusion'. ✓*

    **NOTE:** 1. The above could apply to 'analyse' as well.
    2. Note the placing of the tick (✓) in the allocation of marks.

12. The allocation of marks must be informed by the nature of the question the cognitive verb used and the mark allocation in the marking guideline and the context of each question.

    Cognitive verbs, such as:

    12.1 Give, name, state, outline, quote, identify, motivate, recommend, suggest, advise *(list not exhaustive)* do not usually require much depth in candidates' responses. Therefore, the mark allocation for each statement/answer appears at the end.

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12.2 Define, describe, explain, discuss, elaborate, distinguish, differentiate, compare, tabulate, 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 assessment 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.

**NOTE:** 1. This applies only to questions where the number of facts are specified.
2. The above also applies to responses in SECTION C (where applicable).

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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 and refer to the DBE internal moderator to finalise the alternative answers in consultation with the UMALUSI external moderators.

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).**

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15. **SECTION C**

15.1 The breakdown of the mark allocation for the essay is as follows:

| | |
|---|---|
| Introduction | **Maximum: 32** |
| Content | |
| Conclusion | |
| Insight | **8** |
| **TOTAL** | **40** |

15.2 Insight consists of the following components:

| | | |
|---|---|---|
| Layout/Structure | Is there an introduction, paragraphs 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?<br><br>Marks to be allocated using this guide:<br><br>All headings addressed: 1 (One 'A')<br>Interpretation (16 to 32 marks): 1 (One 'A') | **2** |
| Synthesis | Are there relevant decisions/facts/responses made based on the questions?<br>Marks to be allocated using this guide:<br>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.<br><br>Option 2: **Some relevant facts: 1 mark (One '-S')** Where a candidate answers less than 50% (only one sub-question) of the question with only OR some relevant facts; one '-S' appears in the left margin. Award a maximum of ONE (1) mark for synthesis.<br>Option 3: **Some relevant facts: 1 mark (One '-S')** Where a candidate writes FOUR subquestions, but one/two/three sub-question(s) with irrelevant facts; one '-S' appears in the left margin. Award a maximum of ONE (1) mark for synthesis.<br>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. | **2** |
| Originality | Is there evidence of one example in any TWO of the four sub-questions, not older than two (2) years, which are based on recent information, current trends and developments? | **2** |
| | **TOTAL FOR INSIGHT:** | **8** |
| | **TOTAL MARKS FOR FACTS:** | **32** |
| | **TOTAL MARKS FOR ESSAY (8 + 32):** | **40** |

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**NOTE:**
1. **The candidate must respond to at least any TWO of the four sub-questions in the INTRODUCTION and at least ONE of the four sub-questions in the CONCLUSION. Verbatim quoting of definitions/facts from credible sources is strongly discouraged.**
2. **The candidate forfeits marks for layout if the words INTRODUCTION and CONCLUSION are not stated.**
3. **No marks will be awarded for layout, if the headings INTRODUCTION and CONCLUSION are not supported by an explanation.**
4. **No marks will be awarded for content repeated from the introduction and conclusion.**

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 SUBMAX/MAX mark in a subsection has been attained. Write SUBMAX/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** |
| A | **2** |
| S | **2** |
| O | **2** |
| **TOTAL** | **40** |

15.7 When awarding marks for facts, take note of the sub-maxima indicated, especially if candidates do not make use of the same subheadings. Remember, headings and subheadings are encouraged and contribute to insight (structuring/logical flow/sequencing) and indicate clarity of thought. (See MARK BREAKDOWN at the end of each question.)

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.

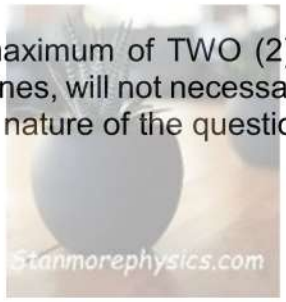
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15.10 15.10.1 Award TWO marks for complete sentences. Award ONE mark for phrases, incomplete sentences and vague answers.

15.10.2 With effect from November 2015, the TWO marks will not necessarily appear at the end of each completed sentence. The ticks (✓) will be separated and indicated next to each fact, e.g. Inflation rate refers to a general increase in the price of goods and services over a period of time, ✓ resulting in a decrease in the value of money. ✓

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.



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## SECTION A (COMPULSORY)

### QUESTION 1

1.1 **MULTIPLE-CHOICE QUESTIONS**

1.1.1 C ✓✓

1.1.2 B ✓✓

1.1.3 D ✓✓

1.1.4 A ✓✓

1.1.5 C ✓✓ (5 x 2) **(10)**

1.2 **COMPLETION OF SENTENCES**

1.2.1 excess ✓✓

1.2.2 private company ✓✓

1.2.3 decision-making ✓✓

1.2.4 information ✓✓

1.2.5 communication ✓✓ (5 x 2) **(10)**

1.3 **MATCHING ITEMS**

1.3.1 F ✓✓

1.3.2 D ✓✓

1.3.3 A ✓✓

1.3.4 G ✓✓

1.3.5 C ✓✓ (5 x 2) **(10)**

**BREAKDOWN OF MARKS**

| QUESTION 1 | MARKS |
|---|---|
| 1.1 | 10 |
| 1.2 | 10 |
| 1.3 | 10 |
| TOTAL | 30 |

**TOTAL SECTION A: 30**

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**SECTION B**

**Mark the answers to the FIRST TWO questions only**

**QUESTION 2: BUSINESS VENTURES**

2.1 **Types of preference shares**

- Non-participating preference shares/Ordinary preference shares ✓
- Participating preference shares ✓
- Cumulative preference shares ✓
- Non-cumulative preference shares ✓
- Redeemable preference shares ✓
- Non-redeemable preference shares ✓
- Convertible preference shares ✓
- Non-convertible preference shares ✓

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

2.2 **Functions of the Johannesburg Security Exchange/JSE**

- Gives opportunities to financial institutions such as insurance companies investing their surplus funds in shares. ✓✓
- Serves as a barometer/indicator of economic conditions in South Africa. ✓✓
- Keeps investors informed by publishing share prices daily. ✓✓
- Acts as a link between investors and public companies. ✓✓
- Shares are valued and assessed by experts. ✓✓
- Small investors are invited to take part in the economy of the country through the buying/selling of shares. ✓✓
- Venture capital market is made possible on the open market. ✓✓
- Strict investment rules ensure a disciplined/orderly market for securities. ✓✓
- Raises primary capital by encouraging new investments in listed companies. ✓✓
- Mobilises the funds of insurance companies and other institutions. ✓✓
- Regulates the market for trading in shares. ✓✓
- Plans, researches and advises on investment possibilities. ✓✓
- Ensures that the market operates in a transparent manner. ✓✓
- Provides protection for investors through strict rules/legislation. ✓✓
- Encourages short-term investment as shares can be sold at any time. ✓✓
- Facilitates electronic trading of shares/STRATE./Channels financial resources into productive economic activities. ✓✓
- Enhances job creation and increases economic growth/development. ✓✓

Any other relevant answer related to the functions of the JSE. **Max. (6)**

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2.3 **Ways to handle feedback in a non-aggressive and professional manner**

2.3.1 **Ways to handle feedback in a non-aggressive and professional manner from the scenario**

- He used simple language to support the examples used in the presentation. ✓
- Neeresh ensured that he understood each question clearly before responding. ✓

**NOTE: 1. Mark the first TWO (2) only.**
**2. Only award marks for responses quoted from the scenario.** (2 x 1) **(2)**

2.3.2 **Other ways in which the presenter can handle feedback in a non-aggressive and professional manner**

- The presenter should stand ✓ throughout the feedback session. ✓
- Be polite/confident/courteous/calm ✓ when responding to questions. ✓
- The presenter should first listen ✓ and then respond. ✓
- Provide feedback as soon as possible ✓ after the question was asked or after the session. ✓
- Be direct/honest/sincere ✓ when responding to questions. ✓
- Keep answers short ✓ and to the point. ✓
- Apologise/acknowledge errors/mistakes ✓ if pointed out by the audience. ✓
- Encourage questions ✓ from the audience. ✓
- Always address the question ✓ and not the person. ✓
- Acknowledge good questions to motivate ✓ the audience to ask more questions. ✓
- The presenter should not be involved in a debate ✓ when responding to questions. ✓
- The presenter should not avoid the questions ✓ if he/she does not know the answer but rather promise feedback on it. ✓
- Address the full audience and not only the person ✓ who posed the question. ✓

Any other relevant answer related to other ways in which the presenter can handle feedback in a non-aggressive and professional manner.

**NOTE: Do not award marks for responses that were quoted in QUESTION 2.3.1.** **Max. (4)**

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2.4 **Advantages of insurance for businesses**

- Transfers the risk from businesses/the insured ✓ to insurance companies/ an insurer. ✓
- Transfer of risk is subject to the terms and conditions ✓ of the insurance contract. ✓
- Protects businesses against theft/loss of stock and/or damages caused by natural disasters ✓ such as floods/storm damage. ✓
- Businesses will be compensated for insurable losses, ✓ such as the destruction of property through fire. ✓
- Business' assets such as vehicles/equipment/buildings need to be insured ✓ against damage and/or theft. ✓
- Businesses are protected against the loss of earnings, ✓ such as strikes by employees which may result in losses worth millions. ✓
- Protects businesses against ✓ dishonest employees. ✓
- Life insurance can be taken on the life of partners ✓ in a partnership to prevent unexpected loss of capital. ✓
- Should the services of key personnel be lost due to accidents/death, ✓ the proceeds of an insurance policy can be paid out to the business/ beneficiaries. ✓
- Replacement costs for damaged machinery/equipment are very high ✓ therefore insurance can reduce/cover such costs. ✓
- Protects businesses from claims made by members of the public ✓ for damages that businesses are responsible for. ✓
- Protects businesses against losses ✓ due to death of a debtor. ✓

Any other relevant answer related to the advantages of insurance for businesses. **Max. (6)**

2.5 **Leadership style applicable to the scenario**

2.5.1 Charismatic leadership style ✓✓ **(2)**

2.5.2 **Advantages of charismatic leadership style**

- A leader communicates the vision/goals of the organisation in a concise/clear manner, ✓ that inspires confidence amongst employees. ✓
- Employees are inspired by the energy/passion ✓ of the charismatic leader. ✓
- Employees are motivated to exceed their expectations ✓ and overcome their fears. ✓
- Employees are made to feel valued/appreciated, ✓ which encourages them to work harder and improve productivity levels. ✓

Any other relevant answer related to the advantages of the charismatic leadership style. **Max. (4)**

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2.6 **Impact of unit trust**

**Positives/Advantages**

- Managed by a fund manager ✓ who buys shares on the stock exchange/ JSE. ✓
- Easy to cash in as there are no penalties for withdrawals ✓ when an investor needs all or part of the money at any time. ✓
- A small amount ✓ can be invested per month. ✓
- Generally, beats inflation ✓ on the medium/long term. ✓
- Safe investment, ✓ as it is managed according to rules and regulations. ✓
- The investor has a variety to choose from/a wider range of shares ✓ from lower to higher degrees of risk. ✓
- Easy to invest in, ✓ as investors simply complete a few relevant forms or invest online. ✓
- Fluctuations in unit trust rates of return are often not so severe ✓ because of the diversity of the investment fund. ✓
- Offer competitive returns ✓ in the form of capital growth and dividend distribution. ✓
- Fund managers are knowledgeable/experts/reliable/trustworthy ✓ as they are required to be accredited to sell unit trusts. ✓
- Lowers the potential risk ✓ allowing more people to invest in the fund. ✓

Any other relevant answer related to the positive impact/advantages of unit trusts as a form of investment.

**AND/OR**

**Negatives/Disadvantages**

- Share prices may fluctuate ✓ due to the volatility of the market. ✓
- Unit trusts are not suitable for people who want to invest ✓ for a short period. ✓
- It is not a good option for people who want to avoid risks ✓ at all costs. ✓
- Unit trusts are not allowed to borrow, ✓ therefore reducing potential returns. ✓
- If blue-chip companies do not continue on their growth path, ✓ the growth of unit trusts will also be affected/it will not render the expected returns. ✓
- Bid prices that are usually higher than the asking price, ✓ making the investment less liquid. ✓

Any other relevant answer related to the negative impact/disadvantages of unit trusts as a form of investment. **Max. (6)**

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2.7 **Contribution of legislation to the success and/or failure of a sole trader**

| | SUCCESS AND/OR | FAILURE |
|---|---|---|
| Legislation | - It is easy/inexpensive to start. ✓✓ | - The owner is personally liable for the loss of the business and must budget carefully. ✓✓ |
| | - There are limited regulatory requirements regarding the name of the business. ✓✓ | - Must comply with relevant municipal regulations or it could close down. ✓✓ |
| | - Unlimited liability of the owner may encourage him/her to work harder to ensure the success of the business. ✓✓ | - The business is not a juristic person, therefore the owner has unlimited liability for the debts of the business. ✓✓ |
| | | - Personal debts and business debts are one. ✓✓ |
| | | - The business has no continuity because it depends on the life of the owner. ✓✓ |
| | | - Businesses may only qualify for more loans if they are licenced. Loans are not easily obtainable. ✓✓ |
| | Any other relevant answer related to the contribution of legislation to the success of a sole trader. | Any other relevant answer related to the contribution of legislation to the failure of a sole trader. |

**NOTE:** 1. **The answer does not have to be in tabular format.**
2. **Mark either success AND/OR failure.**

**Max. (6)**

**[40]**

**BREAKDOWN OF MARKS**

| QUESTION 2 | MARKS |
|---|---|
| 2.1 | 4 |
| 2.2 | 6 |
| 2.3.1 | 2 |
| 2.3.2 | 4 |
| 2.4 | 6 |
| 2.5.1 | 2 |
| 2.5.2 | 4 |
| 2.6 | 6 |
| 2.7 | 6 |
| TOTAL | 40 |

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## QUESTION 3: BUSINESS ROLES

3.1 **Corporate social investment /CSI focus areas**

- Community ✓
- Rural development ✓
- Employees ✓
- Environment ✓

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

3.2 **Roles of the health and safety representatives in protecting the workplace environment**

- Ensure that protective clothing is provided/available to all workers. ✓✓
- Identify potential dangers that could be harmful to their employees. ✓✓
- Initiate/Promote/Maintain/Review measures to ensure the health and safety of workers. ✓✓
- Ensure that employers conduct regular reviews of safety policies/rules/measures to prevent potential future accidents. ✓✓
- Check/Monitor the effectiveness of health and safety measures with management. ✓✓
- Ensure that all equipment that is necessary to perform the work is provided/ maintained regularly. ✓✓
- Promote safety training so that employees may avoid potential dangers/act proactively. ✓✓
- Ensure that dangerous equipment is used under the supervision of trained/qualified workers. ✓✓
- Ensure that workers' health and safety is not endangered by hazards resulting from production/processing/storage/transportation of material/equipment. ✓✓
- Work together with the employer to investigate any accidents/complaints from the workers concerning health and safety in the workplace. ✓✓
- Ensure that employers comply with COIDA/OSHA. ✓✓

Any other relevant answer related to the roles of the health and safety representatives in protecting the workplace environment. **Max. (6)**

3.3 **Benefits of diversity in the workplace**

3.3.1 **Benefits of diversity in the workplace from the scenario**

- RE employs individuals from diverse backgrounds who bring different perspectives. ✓
- Employees demonstrate greater loyalty to the business as they feel respected and understood. ✓

**NOTE: 1. Mark the first TWO (2) only.**
**2. Only award marks for responses that are quoted from the scenario.** **Max. (2)**

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3.3.2 **Other benefits of diversity in the workplace**

- Workforce diversity improves the ability ✓ of businesses to solve problems/ innovate/cultivate diverse markets. ✓
- Employees value each other's diversity ✓ and learn to connect/communicate across lines of difference. ✓
- Diversity in the workforce improves ✓ morale/motivation. ✓
- Diversified workforce can give businesses a competitive advantage, ✓ as they can render better services. ✓
- Being respectful of differences/demonstrating diversity ✓ makes good business sense/improves profitability. ✓
- Diverse businesses ensure that their policies/practices ✓ empower every employee to perform at his/her full potential. ✓
- Stakeholders increasingly evaluate businesses ✓ on how they manage diversity in the workplace. ✓
- A diversified workforce stimulates debate ✓ on new/improved ways of getting things done. ✓
- Employees represent various groups ✓ and are therefore better able to recognise customer needs/satisfy consumers. ✓
- Businesses with a diverse workforce are more likely to have a good public image ✓ and attract more customers. ✓

Any other relevant answer related to other benefits of diversity in the workplace.

**NOTE: Do not award marks for responses that were quoted in QUESTION 3.3.1.**

**Max. (4)**

3.4 **Advantages of corporate social responsibility (CSR) on communities**

- Community skills can be improved ✓ through the provision of bursaries. ✓
- Better educational facilities are established ✓ in poor communities. ✓
- The standard of living of the community ✓ is uplifted. ✓/Quality of life of communities ✓ is improved. ✓
- Investing in the medical infrastructure, ✓ will improve the health of communities. ✓
- Socio-economic issues are addressed ✓ which will improve the welfare of the community. ✓/Assists in solving socio-economic issues ✓ like poverty/ unemployment. ✓
- Training opportunities in the community ✓ increase the possibility of appointments of members of the community. ✓
- Implementing developmental programmes in the community ✓ improves entrepreneurial skills of communities. ✓/Businesses become more community based by working closely with the community ✓ to roll out skills development projects. ✓

Any other relevant answer related to the advantages of CSR on communities.

**Max. (4)**

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3.5 **Triple bottom line**

3.5.1 **Triple bottom line from the scenario**

Planet/Environment ✓✓ **(2)**

**Motivation**
The management of HP ensures that their resources are not exhausted for production purposes. ✓ **(1)**

**NOTE: 1. Do not award marks for the motivation, if the triple bottom line element was incorrectly identified.**
**2. Award marks for the triple bottom line element even if the quotes are incomplete. Max. (3)**

3.5.2 **Other triple bottom line element**
**Profit/Economic** ✓✓
- Triple Bottom line means that businesses should not only focus on profit/charge high prices but should also invest in CSI projects. ✓
- Businesses should not make a profit at the expense of the community. ✓

Any other relevant answer related to profit/economic triple bottom line element.

Element (2)
Explanation (1)
Submax (3)

**People/Social** ✓✓
- Business operations should not exploit people/employees/customers which may have a negative impact/harm on the community. ✓
- Businesses should engage/invest in sustainable community programmes/projects that will benefit/uplift communities. ✓
- Improve the lifestyle/quality of life of their human resources/ employees.✓

Any other relevant answer related to people/social triple bottom line element.

Element (2)
Explanation (1)
Submax (3)

**NOTE: 1. Mark the first ONE (1) only.**
**2. Do not award marks for planet/environment. Max. (3)**

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3.6 **Ways in which businesses can deal with *unemployment* as a socio-economic issue**

- Provide skills development programmes ✓ through learnerships. ✓
- Offer bursaries to the community ✓ to improve the level of education. ✓
- Create jobs ✓ for members of the community. ✓
- Provide entrepreneurial programmes ✓ that can promote self-employment. ✓
- Support existing small businesses ✓ to create more employment opportunities. ✓
- Use members of the community ✓ for implementing CSI projects in the community. ✓

Any other relevant answer related to ways in which businesses can deal with unemployment as a socio-economic issue. **Max. (6)**

3.7 **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. ✓
- Broadens the range of possible solutions ✓ when solving complex business problems. ✓
- Productivity increases ✓ as management/employees may quickly generate multiple ideas which utilises time/money more effectively. ✓
- Managers/Employees have more confidence ✓ as they can live up to their full potential. ✓
- Managers will be better leaders ✓ as they will be able to handle/manage change(s) positively/creatively. ✓
- Managers/Employees can develop a completely new outlook, ✓ which may be applied to any task(s) they may do. ✓
- Leads to a more positive attitude ✓ as managers/employees feel that they have contributed towards problem-solving. ✓
- Improves motivation amongst staff members ✓ which leads to higher job satisfaction. ✓
- Managers/Employees have a feeling of great accomplishment ✓ and they may not resist/obstruct the process once they solved a problem/contributed towards the success of the business. ✓
- Management/Employees may keep up with fast changing technology ✓ which may lead to an increased market share. ✓
- Stimulates initiative from employees/managers, ✓ as they are continuously pushed out of their comfort zone. ✓
- Creativity may lead to new inventions, ✓ which improves the general standard of living/attracts new investors. ✓
- Businesses can continuously improve product development ✓ by exploring new ways to enhance growth. ✓

Any other relevant answer related to the advantages of creative thinking in the workplace. **Max. (4)**

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3.8 **Correct procedures to follow when dealing with grievances in the workplace**

- An aggrieved employee must verbally report the incident/grievance to his/her supervisor/manager. ✓✓
- The supervisor/manager needs to resolve the issue within three to five (3 to 5) working days. ✓✓
- Should the employee and supervisor not be able to resolve the grievance, the employee may take it to the next level of management. ✓✓
- The employee may move to a more formal process by lodging the grievance in writing or completing a grievance form. ✓✓
- The employee must receive a written reply in response to the written grievance. ✓✓
- A grievance hearing/meeting must be held with all relevant parties present. ✓✓
- Minutes of the grievance meeting must be recorded and any resolution passed must be recorded on the formal grievance form. ✓✓
- Should the employee not be satisfied, then he/she could refer the matter to the highest level of management. ✓✓
- Top management should arrange a meeting with all relevant parties. ✓✓
- Minutes of the top management meeting should be filed/recorded and the outcome/decision must be recorded on the formal grievance form. ✓✓
- Should the employee still not be satisfied, he/she may refer the matter to the CCMA who will make a final decision on the matter. ✓✓
- The matter can be referred to the Labour Court on appeal if the employee is not satisfied with the decision taken by the CCMA. ✓✓
- The matter can be referred to the Labour Court/Labour Appeal Court/ Constitutional Court if the employee is not satisfied with the outcome taken by the lower courts. ✓✓

Any other relevant answer related to the correct procedures to deal with grievances in the workplace. **Max. (6)**

**[40]**

**BREAKDOWN OF MARKS**

| QUESTION 3 | MARKS |
|---|---|
| 3.1 | 2 |
| 3.2 | 6 |
| 3.3.1 | 2 |
| 3.3.2 | 4 |
| 3.4 | 4 |
| 3.5.1 | 3 |
| 3.5.2 | 3 |
| 3.6 | 6 |
| 3.7 | 4 |
| 3.8 | 6 |
| TOTAL | 40 |

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**QUESTION 4: MISCELLANEOUS TOPICS**
**BUSINESS VENTURES**

4.1 **Examples of long-term insurance**
- Endowment policy ✓
- Life cover policy/Life insurance ✓
- Retirement annuity/Pension fund/Provident fund ✓
- Disability policy ✓
- Trauma insurance ✓
- Funeral insurance ✓
- Health insurance/Medical aid ✓

Any other relevant answer related to the examples of long-term insurance.
**NOTE: Mark the first FOUR (4) only.** (4 x 1) **(4)**

4.2 **Advantages of a state-owned company**
- Profits may be used to finance other state departments. ✓✓
- Offer essential services which may not be offered by the private sector. ✓✓
- Prices are kept reasonable/Create sound competition to make services affordable to more citizens. ✓✓
- Wasteful duplication of services is eliminated. ✓✓
- Planning can be coordinated through central control. ✓✓
- Generates income/Receive government funds to finance social programmes. ✓✓
- Jobs are created for all skills levels. ✓✓

Any other relevant answer related to the advantages of a state-owned company.
**Max. (4)**

4.3 **Factors to be considered when making investment decisions**

4.3.1 **Factors to be considered when making investment decisions from the scenario**
- Inflation rate ✓
- Risk ✓

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

4.3.2 **Debentures as a type of investment opportunity**
- Debentures are issued to raise borrowed capital ✓ from the public. ✓
- The lender/debenture holder agrees to lend money to the company on certain conditions ✓ for a certain period. ✓
- Debenture holders are creditors, ✓ as the company is liable to repay the amount of the debentures. ✓
- Most types of debentures can be traded ✓ on the JSE. ✓
- Debenture holders receive annual interest payments ✓ based on the terms/amount of debentures held. ✓

Any other relevant answer related to debentures as a type of investment opportunity. **Max. (4)**

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4.4 **Role of personal attitude in successful leadership**

- Positive attitude releases leadership potential for personal growth. ✓✓
- A leader's good attitude can influence the success of the business. ✓✓
- Leaders must know their strengths and weaknesses to apply their leadership styles effectively. ✓✓
- Great leaders understand that the right attitude will create the right atmosphere. ✓✓
- Leaders' attitude may influence employees'/teams' thoughts/behaviour. ✓✓
- Leaders should model the behaviour that they want to see in their team members. ✓✓
- Successful leaders consider the abilities/skills of team members to allocate tasks/roles effectively. ✓✓
- Enthusiasm produces confidence in a leader and inspires team members to work even harder. ✓✓
- A positive attitude is critical for good leadership because good leaders will stay with the task regardless of difficulties/challenges. ✓✓
- Successful leaders have a constant desire to work and achieve personal/ professional success. ✓✓
- Leaders with a positive attitude know that there is always more to learn/space to grow. ✓✓

Any other relevant answer related to the role of personal attitude in successful leadership. **Max. (4)**

**BUSINESS ROLES**

4.5 **Problem-solving steps**

- Identify the problem. ✓
- Define the problem. ✓
- Identify possible solutions to the problem. ✓
- Evaluate alternative solutions. ✓
- Choose/Select the most appropriate alternative/solution. ✓
- Develop an action plan. ✓
- Implement the suggested solution/action plan. ✓
- Monitor the implementation of the solution/action plan. ✓
- Evaluate the implemented solution/action plan. ✓

Any other relevant answer related to the problem-solving steps.

**NOTE: 1. Mark the first FOUR (4) only.**
**2. Accept steps in any order.** (4 x 1) (4)

4.6 **Economic rights of employees in the workplace**

- Freedom from forced labour. ✓✓
- Free to accept/choose work. ✓✓
- Join/Form trade unions. ✓✓
- Right to participate in a legal strike. ✓✓
- Fair labour practice. ✓✓
- Fair wages/equal pay/equal pay for equal work. ✓✓
- Reasonable limitation of working hours. ✓✓
- Safe/healthy working conditions. ✓✓

Any other relevant answer related to the economic rights of employees in the workplace.

**Max. (6)**

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4.7 **Stages of team development**

4.7.1 **Stages of team development from the scenario**

| STAGES OF TEAM DEVELOPMENT | MOTIVATIONS |
|---|---|
| 1. Storming ✓✓ | The team members opposed each other's ideas as they all wanted the position of a team leader. ✓ |
| 2. Norming ✓✓ | Team members eventually came to an agreement and reached consensus. ✓ |
| Submax (4) | Submax (2) |

**NOTE:**
1. **Mark the first TWO (2) only.**
2. **The answer does not have to be in tabular format.**
3. **Award marks for the stages of team development even if the quotes are incomplete.**
4. **Do not award marks for the motivations, if the stages of team development were incorrectly identified.** **Max. (6)**

4.8 **Ways in which businesses can contribute time and effort to improve the well-being of employees**

- Pay fair wages/salaries to the workers based on the nature of their work/the prevailing economic conditions in the market. ✓✓
- Provide transport for employees who work unusually long hours. ✓✓
- Pay fair bonuses based on business earnings, as acknowledgement for hard work and commitment. ✓✓
- Working conditions should include safety/medical/canteen facilities/benefits like housing/leave/retirement. ✓✓
- Provide for employees' participation in decision making that affects them. ✓✓
- Provide employees with recreational facilities to socialise and strengthen work relations. ✓✓
- Offer annual physical/medical assessments to workers to promote health awareness. ✓✓
- Encourage employees to stay fit and healthy by getting them involved in health activities to minimise stress/substance abuse/obesity. ✓✓
- Make trauma debriefing/counselling/therapy available to any employee who requires these services. ✓✓
- Offer financial assistance in the case of any hardship caused by unexpected medical costs. ✓✓

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- Allow flexible working hours to enhance productivity. ✓✓
- Offer support programmes for employees infected and affected by HIV/Aids. ✓✓
- Make childcare facilities available on the premises for working mothers in the business. ✓✓
- Start a nutritional programme so that employees can enjoy one meal per day to keep them in a healthy condition. ✓✓
- Give time to the staff to get involved in the projects they choose./Allow staff to use some of the working hours to participate in the projects of their choice. ✓✓
- Establish coaching and mentoring programmes for junior employees. ✓✓
- Conduct team-building sessions to improve employees' morale. ✓✓
- Encourage employees to attend capacity-building workshops/training programmes/staff-development programmes/team-development programmes. ✓✓

Any other relevant answer related to ways in which businesses can contribute time and effort in improving the well-being of employees. **Max. (4)**

**[40]**

**BREAKDOWN OF MARKS**

| QUESTION 4 | MARKS |
|---|---|
| 4.1 | 4 |
| 4.2 | 4 |
| 4.3.1 | 2 |
| 4.3.2 | 4 |
| 4.4 | 6 |
| 4.5 | 4 |
| 4.6 | 6 |
| 4.7 | 6 |
| 4.8 | 4 |
| TOTAL | 40 |

**TOTAL SECTION B: 80**

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**SECTION C**

**Mark the answers to the FIRST question only**

**QUESTION 5: BUSINESS VENTURES (PRESENTATION AND DATA RESPONSES)**

5.1 **Introduction**

- Presenters must ensure that relevant information regarding the business is clearly captured when preparing for a presentation in order for stakeholders to make sound business decisions. ✓
- Designing a multimedia presentation requires careful planning to ensure that information is shared in an impactful way. ✓
- Flip charts allow presenters to write key points and emphasise important information to be conveyed to the audience. ✓
- The use of smart boards enhances the effectiveness of a presentation and keeps the audience focused throughout the presentation. ✓
- Highlighting areas for improvement allows presenters to reflect on previous presentations and use those insights to enhance future presentations.

Any other relevant introduction related to factors to be considered when preparing for a presentation/aspect that must be considered when designing a multimedia presentation/impact of flip charts/smart boards/areas of improvement in the next presentation. Any (2 x 1) **(2)**

5.2 **Factors to be considered when preparing for a presentation**

- Clear purpose/intentions/objectives and main points of the presentation. ✓✓
- Fully conversant with the content/objectives of the presentation. ✓✓
- Ensure that main aims are captured in the introduction/opening statement of the presentation. ✓✓
- Prepare a rough draft of the presentation with a logical structure/format with an introduction, body and conclusion. ✓✓
- The conclusion must summarise the key facts and how it relates to the objectives/shows that all aspects have been addressed. ✓✓
- Information presented should be relevant and accurate. ✓✓
- Consider the time frame for the presentation such as fifteen minutes per speaker allowed. ✓✓
- Rehearse the presentation to gain confidence and to ensure effective time management. ✓✓
- Find out about the venue for the presentation, such as what equipment is available/appropriate/availability of generators as backup to load shedding. ✓✓
- Create visual aids/graphics that will consolidate the information/facts to be conveyed to the board of directors. ✓✓
- Background/diversity/size/pre-knowledge of the audience to determine the appropriate visual aids. ✓✓
- Prepare for the feedback session, by anticipating possible questions/ comments. ✓✓

Any other relevant answer related to the factors to be considered when preparing for a presentation. **Max. (10)**

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5.3 **Aspects that should be considered when designing a multimedia presentation**

- Start with the text ✓ which forms the basis of the presentation. ✓
- Select the background ✓ to complement/enhance the text. ✓
- Choose images ✓ that may help to communicate the message. ✓
- Include/Create graphics ✓ to enhance the information which is conveyed. ✓
- Add special effects/sound/pictures/animation ✓ to make it interesting for the audience. ✓
- Create hyperlinks ✓ to allow quick access to other files/documents/video clips. ✓
- Use legible font and font sizes ✓ so that it is easy to see/read. ✓
- Keep slides/images/graphs/fonts simple ✓ by not mixing different styles/ colours. ✓
- Make sure there are no language ✓ and spelling errors. ✓
- Use bright colours ✓ to increase visibility. ✓
- Structure information in a logical sequence ✓ so that the audience can easily follow the content of the presentation. ✓
- Limit the information on each slide ✓ by using key words and not full sentences. ✓

Any other relevant answer related to aspects that should be considered when designing a multimedia presentation. **Max. (12)**

5.4 **Impact of flip charts and smartboards as visual aids**

5.4.1 **Impact of flip charts**

**Positives/Advantages**

- Mainly used for a small audience ✓ to note down short notes/emphasise concepts/ideas. ✓
- Presenters can prepare sets of pages in advance ✓ to save time during the presentation. ✓
- Very effective in brainstorming sessions ✓ as suggestions are summarised or listed. ✓
- In a sales pitch it may be useful during the feedback session ✓ to summarise main facts/aspects that the presenter needs to follow up on. ✓
- Presenters can record a summary of responses ✓ received from the stakeholders/audience. ✓

Any other relevant answer related to the positive impact/advantages of flip charts as a visual aid.

**AND/OR**

**Negatives/Disadvantages**

- There may not be enough time during the presentation ✓ to make written notes, so some ideas may not be listed. ✓
- Handwriting may be illegible/untidy ✓ which may not contribute to a professional image/presentation. ✓
- It may not always be possible to prepare flip charts before the presentation, ✓ so it can become cluttered/chaotic. ✓
- A flip chart that is used during a presentation is often not well written ✓ and may confuse the stakeholders/audience. ✓

Any other relevant answer related to the negative impact/disadvantages of flip charts as a visual aid. Submax **(6)**

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5.4.2 **Impact of smart boards**

**Positives/Advantages**

- Reduces the cost to the organisation of purchasing additional equipment ✓ because the information/text/graphics could be projected directly from a computer. ✓
- Effective to record responses and new proposals ✓ from the stakeholders/audience. ✓
- Sound/Visual aids could effortlessly be used ✓ in conjunction with the interactive whiteboard/smartboard. ✓
- Useful to capture feedback ✓ and new ideas. ✓
- Can be controlled by the touch of a finger, ✓ so the presenter can move away from the computer during the presentation. ✓
- Special pens allow the presenter to write on the board ✓ while prepared images are displayed. ✓
- Additional notes that were added during the presentation ✓ can be captured on the computer after the presentation. ✓/Interactive whiteboards/Smartboards have the functionality of saving additional information ✓ that the presenter noted thereon during his presentation. ✓
- Images can be projected directly from a computer, ✓ so no external projectors/devices are necessary. ✓

Any other relevant answer related to the positive impact/advantages of smart boards as a visual aid.

**AND/OR**

**Negatives/Disadvantages**

- The implementation of load shedding could disrupt the presentation, ✓ as this requires a stable supply of electricity. ✓
- Can only be used by a presenter who knows the unique features of the interactive whiteboard/smart boards ✓ and uses it to its full potential. ✓/ A presenter not skilled in the use of the interactive whiteboard/ smartboard ✓ may not be able to access all the functionalities it offers. ✓
- Cannot be connected to any computer as a special software license is needed ✓ to be able to use it. ✓/Copyrights linked to certain software prevent the use of interactive whiteboards/smartboards ✓ in conjunction with other computers. ✓
- Technical challenges may render it ineffective ✓ such as loss of signal while using it. ✓

Any other relevant answer related to the negative impact/disadvantages of smart boards as a visual aid.

Submax **(6)**
**Max. (12)**

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5.5 **Areas of improvement in the next presentations**

- The presenter should revise objectives that were not achieved. ✓✓
- Use humour appropriately. ✓✓
- Always be prepared to update/keep the information relevant. ✓✓
- Reflect on any problem/criticism and avoid this in future presentations. ✓✓
- Reflect on the time/length of the presentation to add/remove content. ✓✓
- Reflect on the logical flow of the format/slides/application of visual aids. ✓✓
- Increase/Decrease the use of visual aids/replace or remove aids that do not work well. ✓✓
- Information that the presenter receives as feedback from a presentation should be analysed and where relevant incorporated/used to update/amend his/her presentation. ✓✓

Any other relevant answer related to the areas of improvement for the next presentation. **Max. (12)**

5.6 **Conclusion**

- Considering the important factors when preparing for a presentation helps deliver the core message effectively, ensuring the presentation achieves its purpose. ✓✓
- Designing a multimedia presentation enables presenters to identify and correct errors during the planning stage, before the presentation is delivered. ✓✓
- Flip charts help present information in a clear, visual format, making complex ideas easier to understand. ✓✓
- Presenters can use smart boards to encourage participation and help the audience remember information better. ✓✓
- Presenters should identify areas for improvement for future presentations to ensure the business vision and projected sales are communicated clearly. ✓✓

Any other relevant conclusion related to factors to be considered when preparing for presentation/aspects that must be considered when designing a multimedia presentation/impact of flip charts and smart boards/areas of improvement in the next presentation. Any (1 x 2) **(2)**

**[40]**

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**QUESTION 5: BREAKDOWN OF MARK ALLOCATION**

| DETAILS | MAXIMUM | TOTAL |
|---|---|---|
| Introduction | **2** | **Max. 32** |
| Factors that must be considered when preparing a presentation. | **10** | |
| Aspects that must be considered when designing a multimedia presentation. | **12** | |
| Impact of the following visual aids:<br>○ Flip charts<br>Smart boards | **12** | |
| Areas of improvement in the next presentation | **12** | |
| Conclusion | **2** | |
| **INSIGHT** | | **8** |
| Layout | **2** | |
| 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 only some of the requirements are met. Allocate 0 marks where requirements are not met at all.

**QUESTION 6: BUSINESS ROLES (ETHICS AND PROFESSIONALISM)**

6.1 **Introduction**

- Ethical behaviour involves making decisions and taking actions that are considered right and in line with ethical principles. ✓
- Professional behaviour forms the foundation of integrity and accountability in any profession. ✓
- Businesses apply the King Code principles of good governance to improve public image and investor trust. ✓
- Unethical business practices can damage the business reputation and hamper business growth. ✓
- Professional, responsible, ethical and effective business practices ensure good corporate governance and attract investors. ✓

Any other relevant introduction related to the differences between ethical and professional behaviour/application of transparency as a King Code principle/types of unethical business practices that pose challenges to businesses/ways in which professional, responsible, ethical and effective business practices should be conducted. Any (2 x 1) **(2)**

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6.2 **Differences between ethical and professional behaviour**

| ETHICAL BEHAVIOUR | PROFESSIONAL BEHAVIOUR |
|---|---|
| - Refers to the principles of right and wrong/acceptable in society. ✓✓ | - Refers to/clarifies what is right/ wrong/acceptable in the business. ✓✓ |
| - Conforms to a set of values that are morally acceptable. ✓✓ | - Set of standards of expected behaviour. ✓✓ |
| - Forms part of a code of conduct to guide employees to act ethically. ✓✓ | - Applying a code of conduct of a profession or business. ✓✓ |
| - Focuses on developing a moral compass for decision making. ✓✓ | - Focuses on upholding the reputation of a business/ profession. ✓✓ |
| - Involve following the principles of right or wrong in business activities/practices/dealings. ✓✓ | - Includes guidelines on employees' appearance/ communication/attitude/ responsibility. ✓✓ |
| Any other relevant answer related to ethical behaviour. | Any other relevant answer related to professional behaviour. |
| Submax (4) | Submax (4) |

**NOTE:**
1. **The answer does not have to be in tabular format.**
2. **The differences do not have to link but must be clear.**
3. **Award a maximum of FOUR (4) marks if the differences are not clear/Mark either ethical behaviour or professional behaviour only.**

**Max. (8)**

6.3 **Application of transparency as a King Code principle for good corporate governance to improve ethical business conduct**

- Decisions/Actions must be clear ✓ to all stakeholders. ✓
- Staffing and other processes ✓ should be open and transparent. ✓
- Employees/Shareholders/Directors should be aware ✓ of the employment policies of the business. ✓
- Auditing and other reports must be accurate/available ✓ to shareholders/ employees. ✓
- Regular audits should be done ✓ to determine the effectiveness of the business. ✓
- Business deals should be conducted openly ✓ so that there is no hint/sign of dishonesty/corruption. ✓
- Businesses should give details of shareholders' voting rights to them ✓ before/at the Annual General Meeting (AGM). ✓
- The board of directors must report on both the negative and positive impact ✓ of the business on the community/environment. ✓

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- The board should ensure that the company's ethics ✓ are effectively implemented. ✓

Any other relevant answer related to how businesses can apply transparency as a King Code principle for good corporate governance to improve ethical business conduct. **Max. (10)**

6.4 **Challenges posed by unethical business practice**

6.4.1 **Unfair advertisement** ✓✓

- Unfair advertisements could be harmful ✓ to consumers. ✓
- Deceptive advertising can violate the trust of consumers ✓ and destroy business relationships. ✓
- The use of false or misleading statements in advertising can lead to the misrepresentation of the concerned product, ✓ which may negatively affect consumers. ✓
- Businesses can make unwise advertising choices ✓ when they are under pressure to increase their profits. ✓
- Some advertisements may be regarded as discriminatory ✓ because they exclude/target some sections of the population. ✓

Any other relevant answer related to how unfair advertising as a type of unethical business practice poses challenges to businesses.

Unethical business practice (2)
Discussion (4)
Submax (6)

6.4.2 **Pricing of goods in rural areas** ✓✓

- Some businesses in the rural areas exploit their customers ✓ by adding much more than necessary to their prices. ✓
- Businesses may form monopolies in rural areas ✓ and increase their prices unilaterally. ✓
- It may be common practice to pay higher prices ✓ for goods of inferior quality in rural areas. ✓
- Businesses may experience a decline in sales ✓ due to the high cost added into the price of the final product. ✓

Any other relevant answer related to how pricing goods in rural areas as a type of unethical business practice poses challenges to businesses.

Unethical business practice (2)
Discussion (4)
Submax (6)

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6.4.3 **Taxation/Tax evasion** ✓✓

- Businesses may pay heavy fines ✓ for evading tax. ✓
- Tax evasion may negatively impact ✓ the business image. ✓
- The accountant may charge high fees ✓ for falsifying financial statements. ✓
- Businesses may lose key stakeholders ✓ if the act of tax evasion is reported. ✓
- Some businesses submit fraudulent/incorrect returns ✓ to SARS resulting in penalties. ✓
- Businesses may not be familiar with the latest changes ✓ in tax legislation. ✓

Any other relevant answer related to how taxation/tax evasion as an unethical business practice poses challenges to businesses.

Unethical business practice (2)
Discussion (4)
Submax (6)
**Max. (18)**

6.5 **Ways in which professional, responsible, ethical and effective business practices should be conducted.**

- The mission statement should include the values of equality/respect. ✓✓
- Businesses should develop equity programmes/promote strategies to ensure that all employees are treated equally regardless of status/rank/ power. ✓✓
- Treat workers with respect/dignity by recognising work well done/the value of human capital. ✓✓
- Plan properly and put preventative measures in place. ✓✓
- Pay fair wages/salaries which are in line with the minimum requirements of the BCEA. ✓✓/Remunerate employees for working overtime/during public holidays. ✓✓
- Engage in environmental awareness programmes. ✓✓/Refrain from polluting the environment such as legally disposing of toxic waste. ✓✓
- Business decisions and actions must be clear/transparent to all stakeholders. ✓✓
- Businesses should be accountable/responsible for their decisions and actions/patent rights. ✓✓
- Hire honest/trustworthy accountants/financial officers with good credentials. ✓✓
- Regular/Timeous payment of taxes. ✓✓
- Refrain from starting a venture using other businesses' ideas that are protected by law. ✓✓
- All workers should have access to equal opportunities/positions/ resources. ✓✓
- Ensure that employees work in an environment that is conducive to safety/fairness/free of embarrassment. ✓✓
- Employers and employees need to comply with legislation with regard to equal opportunities/human rights in the workplace. ✓✓
- Training/Information/Business policies should include issues such as diversity/discrimination/harassment. ✓✓
- Employers should respond swiftly and fairly to reported incidents of discrimination in the workplace. ✓✓

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- Orders/Tasks should be given respectfully and the recipients/employees allowed to have a say in the way that task should be performed. ✓✓
- Draw up a code of ethics/conduct. ✓✓
- Ongoing development and training for all employees. ✓✓
- Performance management systems/Appraisals should be in place. ✓✓
- Adequate internal controls/monitoring/evaluation. ✓✓

Any other relevant answer related to ways in which professional, responsible, ethical and effective business practice should be conducted by businesses. **Max. (10)**

6.6 **Conclusion**

- Businesses must ensure that managers lead by example by demonstrating ethical and professional behaviour. ✓✓
- Businesses that apply the King Code principles strengthen relationships with employees and communities and are better able to attract investors. ✓✓
- Awareness of the challenges that the types of unethical business practices pose to businesses enable them to take precautionary measures and prevent negative publicity. ✓✓
- Businesses must continuously conduct research and develop strategies on how their business practices should be conducted. ✓✓

Any other relevant conclusion related to the differences between ethical and professional behaviour/application of transparency as a King Code principle/types of unethical business practices that pose challenges to businesses/ways in which professional, responsible, ethical and effective business practices should be conducted. Any (1 x 2) **(2)**

**[40]**

**QUESTION 6: BREAKDOWN OF MARK ALLOCATION**

| **DETAILS** | **MAXIMUM** | **TOTAL** |
|---|---|---|
| Introduction | **2** | **Max. 32** |
| Differences between ethical behaviour and professional behaviour | **8** | |
| Application of transparency as a King Code principle for good corporate governance to improve ethical business conduct. | **10** | |
| Types of unethical business practices posing challenges to businesses | **18** | |
| Ways in which professional, responsible, ethical and effective business practices should be conducted | **10** | |
| Conclusion | **2** | |
| **INSIGHT** | | **8** |
| Layout | **2** | |
| Analysis/Interpretation | **2** | |
| Synthesis | **2** | |
| Originality/Examples | **2** | |
| **TOTAL MARKS** | | **40** |

**TOTAL SECTION C: 40**

**TOTAL: 150**