LIMPOPO
PROVINCIAL GOVERNMENT
REPUBLIC OF SOUTH AFRICA

DEPARTMENT OF
EDUCATION

NATIONAL SENIOR CERTIFICATE

GRADE 12

BUSINESS STUDIES P2

SEPTEMBER 2024

MEMO

MARKS: 150

This marking guideline consists of 34 pages.

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NOTES TO MARKERS

1. 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 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.

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 guidelines
   - 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 guideline. 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 responses to questions is recommended in SECTION 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.

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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**: 'COIDA eliminates time and costs spent√ on lengthy civil court proceedings.'√

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

    NOTE: 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, cognitive verb used, mark allocation in the marking guidelines and the context of each question.

    Cognitive verbs, such as:

    12.1 Advise, name, state, mention, 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.

    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 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'.

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

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 to come up with alternative answers.

14.4 **Use of the cognitive verbs and allocation of marks:**

14.4.1 If the number of facts is specified, questions that require candidates to 'describe/discuss/explain' may be marked as follows:

- Fact 2 marks (or as indicated in the marking guideline)
- Explanation 1 mark (two marks will be allocated in Section C)

The 'fact' and 'explanation' are given separately in the marking guidelines 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 guidelines.

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	**Maximum: 32**
Content	
Conclusion	
Insight	**8**
TOTAL	**4**

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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? Marks to be allocated using this guide: All headings addressed: 1 (One 'A') Interpretation (16 to 32 marks): 1 (One 'A')	**2**
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. 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. Option 3: **Some relevant facts: 1 mark (One '-S')** Where a candidate writes FOUR sub-questions, 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. Option 4: **No relevant facts: 0 mark (Two '-S')** Where a candidate answers less than 50% (only one sub-question) of the question with no relevant facts; two '-S' appears in the left margin. Award a ZERO mark for synthesis.	**2**
Originality	Is there evidence of two examples not older than two (2) years that are based on recent information, current trends and developments? **NB. New development regarding Originality**: Candidates should provide TWO examples. These examples should be from two different sub-questions. ONE from one sub-question and ONE from another.	**2**
	TOTAL FOR INSIGHT:	**8**
	TOTAL MARKS FOR FACTS:	**32**
	TOTAL MARKS FOR ESSAY (8 + 32):	**40**

NOTE:
1. **No marks will be awarded for contents repeated from the introduction and conclusion**
2. **The candidate forfeits marks for layout if the words INTRODUCTION and CONCLUSION are not stated.**
3. **No marks will be allocated for layout, if the headings 'INTRODUCTION 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 guidelines 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.

CONTEN	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 sub-headings are encouraged and contribute to insight (structuring/logical flow/sequencing) and indicate clarity of thought. (See MARKS BREAKDOWN at the end of each question.)

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 memorandum.

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. 'Product development is a growth strategy/√where business aim to introduce new products√ into existing markets.'√
This will be informed by the nature and context of the question, as well as the cognitive verb used.

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

SECTION A

QUESTION 1

1.1

1.1.1 B ✓✓
1.1.2 D ✓✓
1.1.3 C
1.1.4 A
1.1.5 B

(5 x 2) (10)

1.2

1.2.1 situational
1.2.2 limited liability
1.2.3 flip charts
1.2.4 decision making
1.2.5 umeployment

(5 x 2) (10)

1.3

1.3.1 C
1.3.2 J ✓✓
1.3.3 G ✓✓
1.3.4 F ✓✓
1.3.5 I ✓✓

(5 x 2) (10)

TOTAL SECTION A: 30

BREAKDOWN OF MARKS

QUESTION 1	MARKS
1.1	10
1.2	10
1.3	10
TOTAL	30

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SECTION B

Mark the answers to the FIRST TWO questions only.

QUESTION 2: BUSINESS VENTURES

2.1 **Forms of investment**

- Government/RSA retail savings bonds √
- Unit trusts √
- Shares √
- Fixed deposit √

NOTE: Mark the first FOUR (4) only.

(4 x 1) (4)

2.2 **Advantages of insurance for the business.**

- Transfers the risk from businesses/insured to an insurance company/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. √√
- Protects businesses against dishonest employees. √√
- Protects businesses from claims made by members of the public for damages that the business is responsible for. √√
- Protects businesses against losses due to death of a debtor. √√
- Businesses are protected against the loss of earnings such as strikes by employees which result in losses worth millions. √√
- Businesses will be compensated for insurable losses such as destruction of property through fire. √√
- Businesses' assets such as vehicles/equipment/buildings need to be insured against damage and/or theft. √√
- 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 businesses/beneficiaries.√√
- Replacement costs for damaged machinery/equipment are very high, therefore insurance can reduce/cover such costs. √√
- Any other relevant answer related to the advantages of insurance for businesses.

Max (6)

2.3 **Visual aids**

2.3.1 **Visual aids from the scenario**

Interactive whiteboard/Smart board √√

Max (2)

2.3.2 **Aspects that must 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 assist 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 size so that it is easy to see/read. √√
- Keep slides/images/graphs/font simple by not mixing different styles/colours. √√
- Make sure there are no language/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 (4)**

2.4 **Advantages of 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 √ 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)

2.5 **Roles of personal attitude in successful leadership**

2.5.1 **Roles of personal attitude in successful leadership from the statements**

- Positive attitude releases leadership potential for personal growth. √
- A leader's good attitude can influence the success of the business. √

NOTE: 1. Mark the first TWO (2) only.
2. Only award marks for the roles of personal attitude in successful leadership in the scenario.

(2 x 1) (2)

2.5.2 **Distinction between leadership and management**

MANAGEMENT	LEADERSHIP
- Guides √ human behaviour. √	- Influences √ human behavior. √
- Communicates through management functions √ such as the line function. √	- Communicates by means of √ interaction/behaviour/vision/values/ charisma. √
- Administers plans/programs/tasks √ to reach targets. √	- Innovates/Encourages new ideas √ to increase productivity. √
- Controls systems and procedures √ to get the job done √	- Inspires staff to trust √ and support each other. √
- Focuses on how √ and when. √	- Focuses on what √ and why. √
- Focuses on the bottom line/short/medium √ term. √	- Focuses on the horizon/long √ term. √
- A person becomes a manager because of the position √ in which he/she is appointed. √	- Leaders are born √ with natural/instinctive leadership skills. √
- Manages the process of getting things done √ by exercising responsibility. √	- Guides/Leads people √ to become active participants. √
- Managers have power because of the position of authority √ into which they are appointed. √	- Leaders have influence √ because of his/her knowledge/skills/ intelligence. √
- Enforce rules √ on subordinates √√/Ensure that tasks √ are completed. √	- Always trying to find more efficient ways √ of completing tasks. √
- Instructional √ in their approach. √	- Motivational/Inspirational √ in their approach √
- Task-√orientated. √	- People-√orientated. √
- Manage by √ planning/organising/leading/ controlling. √	- Lead by √ example/trust/respect. √
- Does things √ right. √	- Does the right √ things. √
- Any other relevant answer related to management.	- Any other relevant answer related to leadership.
Submax (2)	Submax (2)

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 TWO (2) marks if the differences are not clear/Mark either management or leadership only.**

Max (4)

2.6 **Contribution of legislation and management to the success and/or failure of a partnership**

2.6.1	SUCCESS FACTORS AND/OR FAILURE FACTORS	
	SUCCESS FACTORS	**FAILURE FACTORS**
Legislation	- Easy and cheap to establish, √ as partners must draw up partnership agreement.√	- Unlimited √ liability √/partners are jointly and severally liable √ for the debts of the business. √
	- Partners are more motivated to make a business successful √ as their personal possessions are at risk.√	- If one partner dies or retires, √ the remaining partners need to draw up a new agreement.√
	- No regulatory requirements √ regarding the name of the business. √	- Oral agreements between partners can cause conflict √ between partners.√
	- Only subjected to the provisions of the Income Tax Act √ as compared to companies.√	- A partnership is not a legal entity √ and cannot sue or be sued.√
	- Any other relevant answer related to the contribution of legislation to the success of a partnership.	- Any other relevant answer related to the contribution of legislation to the failure of a partnership.

Max (4)

2.6.2	SUCCESS FACTORS AND/OR FAILURE FACTORS	
	SUCCESS FACTORS	**FAILURE FACTORS**
Management	- Partners are actively involved in management √ and may use the ideas of other partners. √	- Decision making can be time consuming √ as all partners have to be in agreement. √
	- Partners have access to expertise of other partners √ when difficult decisions have to be made. √	- Some management tasks may be neglected √, as one partner may leave it to others to complete. √
	- Not all partners need to be actively involved in management √ and would rather appoint competent managers. √	- Partners may disagree on how to run the business √, which may lead to tension between them. √
		- Partners are agents of the partnership √ and bad management decisions may be forced onto other partners. √
		- Different personalities/opinions √ could lead to conflict/disagreements. √

	- Any other relevant answer related to how management as a criterion could contribute to the success of a partnership	- Any other relevant answer related to how management as a criterion could contribute to the failure of a partnership

NOTE: 1. The answer does not have to be in tabular format.
2. Mark either success AND/OR failure. **Max (4)**

2.7 **Situations in which democratic leadership style can be applied in the workplace.**

This leadership style can be used when:

- group members are skilled/experienced/experts and eager to share their ideas. √√
- the leader does not have all the information needed and employees have valuable information to contribute. √√
- the leader knows his/her limitations to make decisions and is open to new ideas/ innovative thinking. √√
- cooperation is needed between the leader and the team. √√
- decisions need to be looked at from several perspectives. √√
- innovative and creative ideas are needed. √√
- inputs of employees are valued/appreciated in promoting teamwork. √√
- Any other relevant answer related to situations in which the democratic leadership style can be applied in the workplace.

Max (6)
[40]

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BREAKDOWN OF MARKS

QUESTION 2	MARKS
2.1	4
2.2	6
2.3.1	2
2.3.2	4
2.4	4
2.5.1	2
2.5.2	4
2.6.1	4
2.6.2	4
2.7	6
TOTAL	40

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QUESTION 3: BUSINESS ROLES

3.1 **King Code principles for good corporate governance to improve ethical business conduct.**

- Transparency √
- Accountability √
- Responsibility √

NOTE: Mark the first TWO (2) only.

(2 x 1) (2)

3.2 **Problem solving steps**

Option 1

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

OR

Option 2

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

NOTE: 1. Use one of these TWO options to mark QUESTION 3.2. Option 2, which according to the DBE notes is meant for answering the TWO questions "Explain/Discuss the problem solving steps" and "Apply the problem-solving steps from given scenarios/case studies", deliberately left out explanations as it considered the context of the question. The question used the verb "outline" which implies that candidates should only give steps and not explain them.

2. Mark the first THREE (3) only from any of the TWO options above.

3. Accept steps in any order.

Max (6)

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3.3 **Dealing with difficult personalities**

DIFFICULT PERSONALITIES	MOTIVATION
1. Expert √√	She makes sure that she does not accuse Nelly of being incorrect. √
2. Aggressive √√	She also ensures that she allows Mohlale time to speak and blow off. √

NOTE:
1. **Mark the first TWO (2) only.**
2. **The answer does not have to be in tabular format.**
3. **Do not award marks for the motivations if the difficult personality were incorrectly identified.**

Max (6)

3.4 **Ways in which businesses can contribute time and effort in improving the well-being of communities.**

- Business should improve the general quality of life of their community, √ e.g., invest in education, etc. √
- Ensure that the product they supply √ do not harm consumers/the environment. √
- Refrain from engaging in illegal/harmful practices √ such as employing children under the legal age/selling illegal substances, etc. √
- Make ethically correct business decisions, √ e.g., not engage in unfair/misleading advertising, etc. √
- Donate money √ to a community project √/run a project √ to uplift the community. √
- Provide recreational/sport facilities √ to promote social cohesion/healthy activities. √
- Any other relevant answer related to ways in which businesses can contribute time and effort in improving the well-being of communities.

Max (6)

3.5 Diversity issues

3.5.1 Diversity issues from the case study

- Gender √
- Ethnic group √
- Age √
- Religion √

NOTE:
1. **Mark the first TWO (2) only.**
2. **Only award marks for the diversity issues in the case study.**

(2 x 1) (2)

3.5.2 **Responsibilities of employees in promoting human health and safety in the workplace.**

- Workers should use prescribed √ safety equipment. √
- Report accidents to the employer √ as soon as possible. √
- Report unsafe/unhealthy working conditions √ to the relevant authorities/ management. √

- Inform the employer of any illness √ that may affect their ability to work. √
- Workers should take care of their own health and safety √ in the workplace. √
- Co-operate and comply with rules and procedures, √ such as wearing prescribed safety clothing. √
- Any other relevant answer related to the responsibilities of workers in promoting
- human health and safety in the workplace.

Max (4)

3.6 **Application of Delphi technique and Force-field problem-solving techniques to solve complex business problems.**

3.6.1 **Delphi technique**

- Businesses must invite a panel of experts √ to research the complaints from customers. √
- Experts do not have to be in one place √ and will be contacted individually. √
- Design a questionnaire consisting of questions on how to improve the quality of their products √ and distribute it to the panel members/experts. √
- Request the panel to individually respond to the questionnaire/suggest improvements √ to the products and return it to the business√
- Summarise the responses from the experts √ in a feedback report. √
- Send the feedback report and a second set of questions/questionnaire based on the feedback report √ to the panel members. √
- Request panel members to provide further input/ideas on how to improve the quality of products √ after they have studied the results/documentation. √
- Distribute a third questionnaire √ based on previous feedback from the second round. √
- Prepare a final summary/feedback report with all the methods √ to improve the quality of the business's products√
- The business should choose the best solution/proposal √ after reaching consensus. √
- Any other relevant answer related to how businesses could apply the Delphi technique to solve complex business problems.

Max (4)

3.6.2 **Force-field analysis**

- Describe the current situation/problem √ and the desired situation. √
- List all driving/pros and restraining/cons forces √ that will support and resist change. √
- Allocate a score to each force using a numerical scale, √ where one (1) is weak and five (5) is strong. √
- Weigh up the positives and negatives √ then decide if the project is viable. √
- Choose the force with the highest score √ as the solution. √
- If the project is viable, √ find ways to increase the forces for change. √
- Identify priorities √ and develop an action plan. √
- Any other relevant answer related to how businesses could apply the force-field analysis to solve complex business problems.

Max (4)

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3.7 **Ways in which the business can deal with difficult employees.**

- Get perspective from others who have experienced the same kind of situation to be able to understand difficult employees. √√
- Act pro-actively if possible, as a staff/personnel problem is part of a manager's responsibilities. √√
- Regular meetings with supervisors/departmental heads should help to identify difficult/problem behaviour. √√
- Ask someone in authority for their input into the situation. √√
- Identify the type of personality which is creating the problem. √√
- Meet privately with difficult employees, so that there are no distractions from other employees/issues. √√
- Make intentions and reasons for action known, so that difficult person/people feel at ease. √√
- Employees should be told what specific behaviours are acceptable by giving details about what is wrong/unacceptable/ an opportunity to explain their behaviour. √√
- A deadline should be set for improving bad/difficult behaviour. √√
- The deadline date should be discussed with the difficult employee and his/her progress should be monitored/assessed prior to the deadline. √√
- Guidelines for improvements should be given. √√
- Do not judge the person but try to understand him/her √√/Understand his/her intentions and why he/she reacts in a certain way. √√
- Keep communication channels open/encourage employees to communicate their grievances to management. √√
- Build rapport/sound relations by re-establishing personal connection with colleagues. √√
- Help difficult employees to be realistic about the task at hand √√/ Be supportive of them√ and their issues. √√
- Remain calm and in control of the situation to get the person(s) to collaborate √√/Don't become difficult yourself. √√
- Treat people with respect, irrespective of whether they are capable/competent or not √√/Don't try to change them, rather see where you can use them effectively. √√
- Sometimes it may be necessary to ignore and only monitor a difficult person √√/Take a step back and analyse the situation before you respond. √√
- Identify and provide an appropriate support programme to address areas of weakness. √√
- Any other relevant answer related to ways in which the business can deal with difficult employees.

Max (6)
[40]

BREAKDOWN OF MARKS

QUESTION 3	MARKS
3.1	2
3.2	6
3.3	6
3.4	6
3.5.1	2
3.5.2	4
3.6.1	4
3.6.2	4
3.7	6
TOTAL	40

QUESTION 4: MISCELLANEOUS TOPICS

BUSINESS VENTURES

4.1 **Examples of non-verbal presentations**

- Tables √
- Graphs/bar graph/line graph/histogram/pie chart/-graph √
- Diagrams v
- Illustrations/Pictures/Photographs/Scenarios/Models √
- Written/Business reports √
- Flip charts √
- Handouts/Print outs √
- Slide shows/PowerPoint √
- Any other relevant examples related to non-verbal presentations.

NOTE: Mark the first TWO (2) only.

(2x1) (2)

4.2 **Factors that should be considered when making investment decisions.**

- Return of investment (ROI) √√
- Risk √√
- Investment term/period √√
- Inflation rate √√
- Taxation √√
- Liquidity √√

NOTE: Mark the first FOUR (4) only.

(4x1) (4)

4.3 **Types of compulsory insurance**

4.3.1 **Types of compulsory insurance from the scenario**

- Compensation for Occupational Injuries and Diseases Act/COIDA √√

Max (2)

4.3.2 **Principles of insurance**

4.3.2.1 **Indemnity/Indemnification** √√

- Usually applies to short-term insurance, as the insured is compensated for specified/proven harm/loss.√
- Insurer agrees to compensate the insured for damages/losses specified in the insurance contract, in return for premiums paid by the insured to the insurer.√
- Protects the insured against a specified event that may occur.√
- Pay-outs from the insurer will only be made, if the insured can prove the amount of the loss/damage/if there is proof that the specified event took place.√
- The amount of compensation is limited to the amount of provable loss/damage, even if the amount in the policy/insurance contract is higher.√
- The insured must be placed in the same position√ as before the occurrence of the loss/damage/The insured may not profit from insurance.√
- Any other relevant answer related to indemnity/indemnification as a principle of insurance.

Principle (2)
Explanation (1)
Submax (3)

4.3.2.2 **Security/Certainty** √√

- Applies to long-term insurance where the insurer undertakes to pay out an agreed upon amount in the event of loss of life.√
- A predetermined amount will be paid out when the insured reaches a pre-determined age/or gets injured due to a predetermined event.√
- Aims to provide financial security to the insured at retirement/dependents of the deceased.√
- Any other relevant answer related to security/certainty as a principle of insurance.

Principle (2)
Explanation (1)
Submax (3)

4.3.2.3 **Utmost good faith** √√

- Insured has to be honest in supplying details when entering into an insurance contract. √
- Both parties/insurer and insured must disclose all relevant facts.√
- Insured must disclose everything that may affect the extent of the risk.√
- Details/Information supplied when claiming should be accurate/true.√
- Any other relevant answer related to utmost good faith as a principle of insurance.

Principle (2)
Explanation (1)
Submax (3)

4.3.2.4 **Insurable interest** √√

- Insured must prove that he/she will suffer a financial loss if the insured object is damaged/lost/ceases to exist.√
- An insurable interest must be expressed in financial terms.√
- Insured must have a legal relationship with the insured object in the contract.√

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- Any other relevant answer related to insurable interest as a principle of insurance.

Principle (2)
Explanation (1)
Submax (3)

NOTE: Mark the first TWO (2) only

Max (6)

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

- The presenter should stand throughout the feedback session. √√
- Be polite/confident/courteous when responding to questions. √√
- Ensure that each question/comment is clearly understood before responding/re-phrase questions if uncertain. √√
- 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. √√
- Use simple language to support the examples used in the presentation. √√
- 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 audience to ask more questions. √√
- The presenter should not involve himself 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 ways in which presenters can handle feedback in a non-aggressive and professional manner.

Max (6)

BUSINESS ROLES

4.5 **Unethical business practices and unprofessional business practices from statements**

4.5.1 Unethical business practice √√ **(2)**

4.5.2 Unprofessional business practice √√ **(2)**

Max (4)

4.6 **CSI focus areas**

4.6.1 **CSI focus areas from the case study**

- Rural development √√

Max (2)

4.6.2 **Impact of Corporate Social Investment/CSI on business Positives/Advantages**

- May attract experienced employees/increase the pool of skilled labour √ which could increase productivity. √

- Positive/Improved image √ as the business looks after employees/conducts itself in a responsible way. √
- Businesses may have a competitive advantage√, resulting in good publicity/an improved reputation. √
- Promotes customer loyalty √ resulting in more sales. √
- CSR projects may be used as a marketing strategy √ to promote their products. √
- Businesses enjoy the goodwill/support√ of communities. √
- CSR projects promote teamwork √ within businesses. √
- CSR helps to attract investors√ because of increased profits/income/growth. √
- Gives businesses tax advantages√ such as tax reduction/-rebates. √
- Assists in solving socio-economic issues√ like poverty/unemployment. √
- The government is less likely to enforce issues through legislation √ to businesses that voluntarily participate in CSR projects√.
- Employees feel as if they are making a difference√ in working for the business. √
- It helps to retain staff/lower staff turnover √ as employees' health and safety are considered. √
- Improves the health of its employees √ through focused CSR projects. √
- Businesses become more community-based by working closely with the community √ to roll out skills development projects. √
- Any other relevant answer related to the positive impact/advantages of CSR on businesses.

AND/OR

Negatives/Disadvantages

- Businesses may not be supported/Customers may not buy their products/services √ resulting in a decrease in sales. √
- Small and medium enterprises find it difficult √ to implement CSR programmes. √
- Detailed reports must be drawn up √, which can be time consuming. √
- Social spending reduces business/economic efficiency √, which makes it less competitive. √
- Social involvement is funded from business profits √ which could have been used to the benefit of customers/reduce prices. √
- CSR activities distract business focus √ from its core business functions. √
- Businesses finds it difficult √ to adhere to legislation governing CSR. √
- It can increase the financial risk √, as programmes cost money and may impact negatively on profits. √
- It is difficult to accurately measure √ the effectiveness of social investment. √
- It is not easy to determine the exact needs of the communities √, which may result in fruitless expenditure on CSR. √
- Most managers are not trained/lack experience √ to handle social programmes. √
- Employees may spend more time working on CSR projects √ instead of focusing on their core duties. √
- Providing goods/services that meet the needs of consumers is √ according to some stakeholders, already socially responsible. √
- Shareholders/Stakeholders may receive less dividends √, as some profits are spent on CSR. √
- Some shareholders/stakeholders might withdraw their support from the business √ as they feel that social issues should be the government's

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responsibility. √
- Any other relevant answer related to the negative impact/disadvantages of CSR on businesses.

Max (4)

4.7 **Implication of equity, respect and dignity on businesses**
- Businesses should treat all their employees equally, √ regardless of their race/colour/age/gender/disability, etc.√
- All workers should have access √ to equal opportunities/positions/ resources. √
- Employers and employees need to comply with legislation √ with regard to equal opportunities/human rights in the workplace. √
- Businesses should develop equity programmes/promote strategies √ to ensure that all employees are treated equally regardless of status/rank/power. √
- Mission statement should include values √ of equality/respect. √
- 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. √
- Ensure that employees work in an environment that is conducive √ to safety/fairness/free from embarrassment. √
- Orders/Tasks should be given respectfully √ and allow the recipient/employee to have a say in the manner in which the task should be performed. √
- Treat workers with respect/dignity √ by recognising work well done/the value of human capital. √
- Any other relevant answer related to the implication of equity, respect and dignity on businesses

Max (6)

4.8 **Importance of team dynamic theories in improving team performance**
- Team dynamic theories explain how effective teams work/operate. √√
- Businesses are able to allocate tasks according to the roles of team members. √√
- Team members can maximise performance as tasks are allocated according to their abilities/skills/attributes/personalities. √√
- Team members with similar strengths may compete for team tasks/ responsibilities that best suit their abilities/competencies. √√
- Theories assist team leaders to understand the personality types of team members so that tasks are assigned more effectively. √√
- Conflict may be minimised when team members perform different roles. √√
- Any other relevant answer related to the importance of team dynamic theories in improving team performance.

Max (4)
[40]

BREAKDOWN OF MARKS

QUESTION 4	MARKS
4.1	2
4.2	4
4.3.1	2
4.3.2	6
4.4	6
4.5	4
4.6.1	2
4.6.2	4
4.7	6
4.8	4
TOTAL	40

SECTION C

Mark the answers to the FIRST question only.

QUESTION 5: BUSINESS VENTURES (INVESTMENT: SECURITIES/ OPPORTUNITIES)

5.1 **Introduction**

- Preference shares, also known as preferred shares. √
- Preference shares have a preferential right or claim over the company's assets or capital. √
- Both simple and compound interest are calculated on the investment on taken. √
- Compounding refers to a scenario where interest earns interest. √
- Investors can choose any form of security depending on their risk factor. √
- A risk factor is an underlying characteristic or exposure that can be used to explain the return profile of an investment opportunity. √
- Johannesburg Securities Exchange (JSE) is South Africa's only full-service securities exchange. √
- It connects buyers and sellers in five different financial markets: equities, equity derivatives, commodity derivatives, currency derivatives and interest rate instruments. √
- Any other relevant introduction related types of preference shares/distinction between simple interest and compound interest/types of investment opportunities and their risk factors/functions of the Johannesburg Securities Exchange/JSE.

Any (2 x 1) (2)

5.2 **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 √√

Max(10)

5.3 **Distinction between simple interest and compound interest**

SIMPLE INTEREST	COMPOUND INTEREST
- Interest earned on the original amount √ and not on the interest accrued. √	- Interest earned on original amount invested, √ as well as interest earned in previous period(s). √
- The principal amount remains the same √ over the entire period of investment. √	- The principal amount grows √ with the addition of interest to it. √
- The interest is kept separate √ unless it is reinvested. √	- Interest is calculated on the higher principal amount √ and again added to it. √
- Yields less return √ on investment. √	- Yields high return √ on investment. √
- Total amount of interest earned on investment √ is less. √	- Total amount of interest earned on investment √ is high. √
- Any other relevant answer related to simple interest.	- Any other relevant answer related to compound interest.
Submax (6)	Submax (6)

NOTE: 1. The answer does not have to be in tabular format.
2. The distinction does not have to link but must be clear.
3. Award a maximum of SIX (6) marks if the distinction is not clear/Mark either simple interest or compound interest.

Max (12)

5.4 Types of investment opportunities and their risk factors

Factors	Discussion	Risk factor
5.4.1 Stokvels/ Mutual funds √√	- It is an informal savings scheme √ to which a relatively small group of people contribute. √ - Each member takes a turn to draw from the scheme/fund/stokvels √ for their own personal gain. √ - No/Small return on investment, √ as contributions is distributed monthly to one of the members. √ - It encourages people to save each month √ for a specific reason. √ - Banking fees are shared by the members, √ resulting in low cost of investment per member. √	- Schemers who claim to be running stokvels may actually be running illegal pyramid schemes √ and pay-outs may not be possible as cash has run out/members may lose their savings. √ - Money in a savings account is a safe investment, √ but with low interest rates/the returns are low. √

	- In times when it is hard to get bank loans, √ stokvel pay-outs may come in handy. √ - A stokvel is usually managed by a trustworthy chairman/treasurer, √ who will be responsible for keeping records and managing the bank account. √ - Members usually discuss how the money will be invested √ and agree on the risks they are willing to take. √ - Any other relevant answer related to the explanation of Stockvels/Mutual funds as a type of investment opportunity.	- Any other relevant answer related to the risk factors of Stockvels/Mutual funds as a type of investment opportunity.
		Heading = 2 Explanation = 2 Risk factors = 2 Submax (6)

Factors	Discussion	Risk factor
5.4.2 Managed Portfolio	- An investor instructs a financial institution/bank/financial advisor √ to manage his/her various investments/assets in one portfolio. √ - If the portfolio does not perform well/as expected, √ the portfolio/parts thereof may be changed with/without informing the investor. √ - Any other relevant answer related to the explanation of Managed Portfolio as a type of investment opportunity.	- Risk is lower √ over a longer term/period. √ - Investments are made in various sectors/companies, √ therefore the risk is spread and better managed by the portfolio manager. √ - Money is usually invested in the capital market √ and unforeseen circumstances may impact negatively on the value of the portfolio on the short term/High risk over the short term. √ - Any other relevant answer related to the risk factors of Managed Portfolio as a type of investment opportunity.
		Heading = 2 Explanation = 2 Risk factors = 2 Submax (6)

5.4.3 Venture Capital	- Venture capital is given by an investor/business to start up / expand a business √ in return to have a share in the new/expanded business. √ - Investor(s) should know the type of business/market/economic conditions √ before a business is bought/started. √ - Buying a franchise/existing business will be successful, √ if the investors has done proper research/understand exactly what he/she is investing in. √ - Any other relevant answer related to the explanation of Venture Capital as a type of investment opportunity.	- High risk for the investor(s) √ if research is not properly done. √ - Inexperienced business owners that make wrong business decisions √ may experience big losses/closing down of an existing business. √ - Any other relevant answer related to the risk factors of Venture Capital as a type of investment opportunity.
		Heading = 2 Explanation = 2 Risk factors = 2 Submax (6)
5.4.4 Debentures	- It is 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 the explanation of debentures as a type of investment opportunity.	- Debentures have a low risk as they need to be paid pack. - Companies are liable to repay the amount of the debenture plus interest, √ which decrease the risk for the investor. √ - Investors may earn a steady income in the form of interest √ while preserving their principal amount. √ - Any other relevant answer related to the risk factors of Debentures as a type of investment opportunity.
		Heading = 2 Explanation = 2 Risk factors = 2 Submax (6)
5.4.5	- A monthly payment is paid to an insurance company √ with the	- Low risk, √ as the insured amount will

Endowment/ Life insurance policies/ Retirement Annuities	expectancy of receiving a pre-determined amount on a date in the future. √ - To provide for a future expenses/give peace of mind √ to the dependents of the insured. √ - Any other relevant answer related to the explanation of Endowment/Life Insurance policies/ Retirement Annuities as a type of investment opportunity.	be paid out regardless of circumstances. √ - Only the closing down/bankruptcy of the insurance company may result in losing the monthly contributions made √ up to the close down date. √ - Any other relevant answer related to the risk factors of Endowment/Life insurance policies/ Retirement Annuities as a type of investment opportunity.
		Heading = 2 Explanation = 2 Risk factors = 2 Submax (6)
5.4.6 32-day notice accounts/ Call Deposits	- Money is invested at a fixed rate, √ although withdrawals may be made provided the bank is given 32 days' notice of the withdrawal. √ - It earns more interest than a current/cheque/savings account, √ but less interest than a fixed deposit. √ Any other relevant answer related to the explanation of 32-day notice accounts/ Call Deposits as a type of investment opportunity.	- Low risk, √ as investment plus interest will be paid out on the maturity date of investment. √ - Interest is calculated on the daily balance, √ accelerating the value/return on the investment/lowering the risk. √ - Interest rate may fluctuate with market conditions, increasing the risk. √ - Any other relevant answer related to the risk factors of 32-days notice accounts/Call Deposits as a type of investment opportunity.

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Heading = 2 Explanation = 2 Risk factors = 2 Submax (6)

NOTE: **1. Mark the first THREE (3) only.**
2. The answer does not have to be in tabular format.

Max (12)

5.5 Functions of the Johannesburg Securities 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 and facilitates trading. √√
- Enhance job creation and increases economic growth/development. √√
- Any other relevant answer related to the functions of the Johannesburg Securities Exchange/JSE.

Max (12)

5.6 **Conclusion**

- Preference shares can be invested for medium to long-term periods as the risk associated with them is low compared to equity shares. √√
- It is advisable to start investing at early ages to benefit from the power of compounding. √√
- Risk factors are the building blocks of investing that help explain the possibility of losing money in investments or business adventures. √√
- JSE has evolved from a traditional floor-based outcry market to a modern securities exchange and has currently listed 277 companies. √√
- Any other relevant conclusion related types of preference shares/distinction between simple interest and compound interest/types of investment opportunities and their risk factors/functions of the Johannesburg Securities Exchange/JSE.

Any (1 x 2) (2)
[40]

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QUESTION 5: BREAKDOWN OF MARK ALLOCATION		
DETAILS:	**MAXIMUM**	**TOTAL**
Introduction	**2**	**32**
Types of preference shares	**10**	
Distinction between simple interest and compound interest	**12**	
Types of investment opportunities and their risk factors	**12**	
Functions of the Johannesburg Securities Exchanges	**12**	
Conclusion	**2**	
INSIGT : (LASO)		
Layout		**2**
Analysis		**2**
Synthesis		**2**
Originality		**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.

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QUESTION 6: BUSINESS ROLES (ETHICS AND PROFESSIONALISM)

6.1 **Introduction**

- Maintaining good ethics and professionalism does not only lead to business success, but leaves a good impression about an organisation in the market and also provides many ways for growth. √
- Employees are more likely to apply ethical reasoning when their company clearly demonstrates why business ethics is important. √
- Many businesses establish unique ethical guidelines that govern their activities. √
- These ethics may assist employees and companies in adhering to defined standards of responsibility, accountability, and competence as they deal with various challenges and day-to-day events. √
- Unethical business practices can have wide-ranging consequences, including damage to reputation, legal repercussions, loss of employee morale, decreased customer loyalty, financial losses, negative societal impact, and damage to relationships with customers. √
- Unprofessional business practice is immoral and dishonest conduct that violates a profession's code of ethics. √
- Unprofessional behavior in client interactions can lead to loss of trust, dissatisfaction, and potential termination of contracts. √
- It damages the company's reputation and prevent future business opportunities. √
- Any other relevant introduction related to the meaning of ethical behavior/challenges posed by unprofessional business practices/dealing with unprofessional business practices/ways in which professional, responsible, ethical and effective business practice should be conducted.

(2x1) (2)

6.2 **The meaning of professional behaviour**

- Professional behaviour is a certain standard of behaviour/specific level of Competence √ that adheres to an ethical code of conduct.√
  Includes guidelines on employee's √ appearance/communication/responsibility.√
- Ability/Skills expected of a person √ who is employed to the job√/Suitable for a job/profession√ done for payment. √
- Focuses on upholding the reputation √ of a business/profession. √
- Refer to what is right/wrong √ and acceptable behaviour in the business. √
- Applying the code of conduct √ of that profession/business. √
- Any other relevant answer related to the meaning of professional behavior.

Max (8)

6.3 **How the three types of unprofessional business practices pose challenges to businesses**

6.3.1 **Sexual harassment** √√

- The affected party may stay away √ regularly from work. √
- Businesses could lose female employees √ and attract/retain less female applicants. √
- Sexual harassment causes discomfort/humiliation √ and negatively affects work relations in the workplace. √

- A victim may be severely traumatised, √ and this may affect other employees' emotionally. √
- The affected party is normally reluctant to report the incident √ due to fear of victimisation which can reduce productivity. √
- Any other relevant answer related to how sexual harassment poses challenges to businesses.

Type (2)
Explanation (2)
Submax (6)

6.3.2 **Unauthorised use of workplace funds and resources** √√

- Fraud increases the cost of doing business √ and undermine the competitiveness of a business. √
- Discourages investors √ as fraud and corruption increases the risk of investment. √
- The business can experience substantial loss √ if it goes unchecked.
- Any other relevant answer related to how unauthorised use of workplace funds and resources poses challenges to businesses.

Type (2)
Explanation (2)
Submax (6)

6.3.3 **Abuse of work time** √√

- It may result in employees' often abusing √ work time. √
- Abuse of work time could result in losing customers √ or not meeting deadlines. √
- Wasting time costs the business money √ and affects productivity. √
- Abuse of work time results in a decline in profits √ which could damage the financial wealth of the business. √
- Effective customer services may not be rendered √ resulting in the negative image of the business. √
- Any other relevant answer related to how abuse of work time poses challenges to businesses.

Type (2)
Explanation (2)
Submax (6)
Max (12)

6.4 **Ways in which businesses could deal with unprofessional business practices explained in QUESTION 6.3 in the workplace**

6.4.1 **Sexual harassment**

- Provide a framework √ for corrective action. √
- Educate employers √ on sexual harassment matters. √
- Formulate a policy √ regarding sexual harassment. √
- Implement internal complaints √ and disciplinary procedures. √
- Ensure compliance √ with the law/business code of conduct. √
- Ensure that all employees are familiar √ with the code of ethics of sexual abuse. √

- Create a good working environment √ where all employees' rights and dignity are

respected. √
- Internal investigation should be made √ in order to determine the seriousness of the harassment. √
- Serious cases/matters on sexual harassment should be reported to the appropriate institutions/authorities √ such as the South African Police Services (SAPS). √
- Any other relevant answer related to ways in which businesses could deal with sexual harassment as an unprofessional business practice.

Submax (4)

6.4.2 **Unauthorised use of workplace funds and resources**
- Conduct regular audits √ to prevent unauthorised use of funds at an early stage. √
- Identify √ risk areas/vulnerable areas. √
- Limit the number of employees having access √ to business funds/assets. √
- Implement/Introduce fraud prevention √ strategies. √
- Educate employees about the impact √ of fraud. √
- Fraud prevention should be a collective responsibility of business √ and workers. √
- Clear policies should be in place √ so that employees are aware of what is considered to be fraud. √
- Set up systems in the organisation √ for the reporting of fraud and corruption. √
- Any other relevant answer related to ways in which businesses could deal with unauthorised use of workplace funds and resources as an unprofessional business practice.

Submax (4)

6.4.3 **Abuse of work time**
- Speak directly to those employees √ who abuse work time.√
- Code of conduct/ethics should contain clear rules √ about abuse of work time.√
- Conduct training √ on the contents of the code of conduct/ethics.√
- Code of conduct/ethics should be signed by all employees √ so that they are aware of its contents.√
- Monitor employees √ to ensure that tasks are completed on time.√
- Structure working hours √ in such a way that employees have free/flexible time for personal matters.√
- Create a culture of responsibility/strengthen team spirit √ in order for all employees to feel responsible for what has to be achieved. √
- Remind employees that profit will decrease √ resulting in less incentives/ bonus pay-outs.√
- Any other relevant answer related to ways in which businesses can deal with abuse of work time as an unethical/unprofessional business practice.

Submax (4)
Max (12)

6.5 **Ways in which professional, responsible, ethical and effective**

business practice should be conducted

- 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. √√
- Refrain from starting a venture using other businesses' ideas that are protected by law. √√
- 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. √√
- All workers should have access to equal opportunities/ positions/ resources. √√
- Ensure that employees work in a work 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. √√
- Orders/Tasks should be given respectfully and allow the recipient/employee to have a say in the way that task should be performed. √√
- Draw up a code of ethics/conduct. √√
- On-going 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.

Max (14)

6.6 **Conclusion**

- Unprofessional business practices demoralise the employees and create a negative working environment. √√
- Establishing an ethical culture starts with company leadership and involves ongoing emphasis that ethical standards are respected.
- Although this can be a lot of work, establishing an ethical culture can also positively impact the bottom line, protect a company's brand and result in higher customer satisfaction. √√
- By upholding ethical standards, companies create an environment that attracts and retains top talent, drives customer loyalty, and mitigates legal and reputational risks. √√

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- A code of ethics sets out an organisation's ethical guidelines and best practices to follow for honesty, integrity, and professionalism. √√
- Any other relevant conclusion related to the meaning of ethical behavior/challenges posed by unprofessional business practices/dealing with unprofessional business practices/ways in which professional, responsible, ethical and effective business practice should be conducted.

(1x2) (2)

QUESTION 6: BREAKDOWN OF MARK ALLOCATION		
DETAILS:	**MAXIMUM**	**TOTAL**
Introduction	**2**	**32**
Meaning of professional behaviour	**8**	
How the three types of unprofessional business practices pose challenges businesses	**12**	
Ways in which businesses could deal with these types of unprofessional business practices in the workplace	**12**	
Ways in which professional, responsible, ethical and effective business practice should be conducted	**14**	
Conclusion	**2**	
INSIGT : (LASO)		
Layout		**2**
Analysis		**2**
Synthesis		**2**
Originality		**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.

TOTAL SECTION C: 40
GRANDTOTAL: 150

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