education

MPUMALANGA PROVINCE

REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

BUSINESS STUDIES P2

SEPTEMBER 2024

MEMO

MARKS: 150

This marking guideline consist of 28 pages.

Copyright reserved

NOTES TO MARKERS

PREAMBLE

The notes to markers are provided for quality assurance purpose 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 the markers across the country
(d) Implementing appropriate measures in the teaching, learning and assessment of the subject at school/institution of learning.

1 For the marking and moderation purpose, the following colours are recommended:

Marker:	Red
Senior Marker	Green
Deputy Chief Marker	Orange
Chief Marker	Pink
Internal Moderator	Black/Blue
DBE Moderator	Turquoise

2 Candidates' responses must be in full sentences for SECTIONS B and C. However, this would depend on the nature of the question.

3. Comprehensive marking guidelines 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 source
- Is 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.

Copyright reserved

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 response. 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, 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 Describe, explain, discuss, elaborate, compare, distinguish, differentiate, justify, devise, 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.

Copyright reserved

14. SECTION B

14.1 If for example, FIVE facts are required, mark the candidate's FIRST FIVE responses and ignore the rest of the responses. Indicate by drawing a line across the unmarked portion or use the word 'Cancel'.

NOTE: 1. This only applies 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 at the marking centre to finalise alternative answers and consult with and consult with the Internal Moderator at the DBE for approval.

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

14.4.1 Facts 2 marks (or as indicated in the marking guidelines)

Explanation 1 mark (two mark 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	**40**

Copyright reserved

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? Marks to be allocated using this guide: All headings addressed: 1 (One 'A') Interpretation (16 to 32 marks): 1 (One 'A')		**2**
Synthesis	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	**2**
	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 answers FOUR questions, but one sub-question of the questions with no relevant 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 questions with no relevant facts; two '-S' appears in the left margin. Award a ZERO mark synthesis.	
Originality	Is there evidence of one example in any TWO of the four sub-questions, not older than two (2) years, that is based on recent information, current trends and development?		**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')

Copyright reserved

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.

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 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 marking guideline.

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 businesses 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 (COMPULSORY)

QUESTION 1

1.1

1.1.1 B
1.1.2 C
1.1.3 D
1.1.4 A
1.1.5 A

1.2

1.2.1 liquidity
1.2.2 unlimited
1.2.3 language
1.2.4 unfair
1.2.5 inclusivity

(5 x 2) **(10)**

(5 x 2) **(10)**

1.3

1.3.1 E √√
1.3.2 F √√
1.3.3 A √√
1.3.4 H √√
1.3.5 D √√

(5 x 2) **(10)**

TOTAL SECTION A: 30

BREAKDOWN MARK ALLOCATION

QUESTION 1	MARKS
1.1	10
1.2	10
1.3	10
TOTAL	30

Copyright reserved

SECTION B

Mark the first TWO questions in this section.

QUESTION 2: BUSINESS VENTURES

2.1 **Types of benefits paid out by the Unemployment Insurance Fund/UIF**

- Unemployment benefits √
- Illnesses/Sickness/Disability benefits √
- Maternity benefits √
- Paternity benefits√
- Adoption benefits √
- Dependants' benefits √
- Parental benefits√
- Covid-19 temporary employer-employee-relief-scheme/TERS√
- Any other relevant answer related to types of benefits paid out by the UIF.

NOTE: Mark the first THREE (3) only.

(3x1) (3)

2.2 **Factors that must be considered when preparing for a presentation.**

- Clear purpose/intentions/objectives and main points of the presentation.√√
- Main aims captured in the introduction/opening statement of the presentation. √√
- Information presented should be relevant and accurate. √√
- Fully conversant with the content/objectives of the presentation. √√
- Background/diversity/size/pre-knowledge of the audience to determine the appropriate visual aids. √√
- 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. √√
- Create visual aids/graphics that will consolidate the information/facts to be conveyed to the board of directors. √√
- Find out about the venue for the presentation, e.g. what equipment is available/appropriate/availability of generators as backup to load shedding. √√
- Consider the time frame for presentation, e.g. fifteen minutes allowed. √√
- Rehearse to ensure a confident presentation/effective use of time management. √√
- Prepare for the feedback session, by anticipating possible questions/ comments. √√
- Any other relevant answer related to factors that must be considered when preparing for the presentation. √√

Max (6)

2.3

2.3.1 Average clause √√ (2)

2.3.2 **Calculation of average clause**

Insured amount X Loss/Damage √
Market value
400 000 X 40 000
500 000
= R 32 000√√√√

NOTE:
1. **Award full marks (4) if the answer is correct and no workings are shown**
2. **If the formula and workings were shown correctly but the final answer is wrong, award a maximum of THREE (3) marks.**
3. **If the workings and the answer are incorrect, award a maximum of ONE mark for the formula.**

Max (4)

2.4 **Difference between the democratic and autocratic leadership styles**

DEMOCRATIC LEADERSHIP STYLE	AUTOCRATIC LEADERSHIP STYLE
- The leader involves employees √ in the decision making process. √	- A leader takes all decisions alone √ without involving employees. √
- Clear/Two way communication √ ensures group commitment to final decision(s). √	- Line of command/ Communication is clear √ as it is top-down/followers know exactly what to do. √
- People-oriented √, as employee's feelings and opinions are considered. √	- Task-orientated √, as the opinions of employees are not considered. √
- Workers feel empowered √ as they are involved in the decision making process. √	- New employees feel confident/safe √ as strong leadership is provided.√
- Useful when the leader depends on the inputs √ of experienced followers. √	- Useful in a crisis/urgent situation √, e.g. after an accident/meeting tight deadlines. √
- Handles conflict situations by involving followers √ in finding the best solution. √	- Handles conflict situations by telling followers √ what they should do. √
- Any other relevant answer related to the democratic leadership style.	- Any other relevant answer related to the autocratic leadership style.
Sub max (2)	**Sub max (2)**

NOTE:
1. **The answer does not have to be in a tabular format**
2. **The difference does not have to link, but must be clear.**
3. **Award a maximum of TWO (2) marks if the difference is not clear/Mark either the democratic or autocratic leadership style only.**

Max (4)

Copyright reserved

2.5 Presentation

2.5.1 **Visual aid from the scenario**

PowerPoint/Data projector√√ (2)

Motivation

She decided to use slides that were projected on a screen during her presentation. √ (1)

NOTE: Do not award marks for the motivation if the visual aid was incorrectly identified.

Max (3)

2.5.2 **Advantages of a PowerPoint/Data projector**

- Graphic programmes have the capacity to convey ideas √ and support what the presenter says. √
- Easy to combine √ with sound/video clips. √
- Simple/Less cluttered slides √ may capture the interest of the audience. √
- Video clips can provide variety √ and capture the attention of the audience. √
- Variation of colour/background/sound immediately captures the attention of the audience √ and retains their interest throughout the presentation. √
- Slides should only be used √ where they can enhance the facts/ summarise information. √
- Any other relevant answer related to the advantages of a PowerPoint/ data projector as a visual aid.

NOTE: Accept relevant facts if the visual aid was incorrectly identified as an answer in QUESTION 2.5.1.

Max (4)

2.6 **The impact of fixed deposit as a form of investment.**

Positives/ Advantages

- Interest is earned at a fixed rate regardless√ of changes in the economic climate.√
- The period of investment √ can be over a short/medium/long term.√
- Ensures financial discipline as investors cannot withdraw their funds √ before the maturity date.√
- Investors can choose the investment period√ that suits them.√
- Investors earn a better return on investment√ than on an ordinary savings account.√
- Principal amount plus interest earned is paid out on√ the maturity date.√
- The higher the principal amount/the longer the investment period, √ the higher the interest rate offered by a financial institution.√

AND/OR

Negatives/ Disadvantages

- The investor cannot withdraw their funds√ before the maturity date.√
- May not outperform the effect of inflation√ over long term.√
- Low returns √ compared to other investments.√

Max (6)

2.7 **Forms of ownership**

Criteria contributing to the success and/or failure of a Partnership

2.7.1	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.√√
	- Not all partners need to be actively involved in management and would rather appoint competent managers.√√	- Some management tasks may be neglected, as one partner may leave it to others to complete.√√
	- Partners have access to expertise of other partners when difficult decisions have to be made.√√	- 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.√√

Max (4)

2.7.2	SUCCESS FACTORS AND/OR FAILURE FACTORS	
	SUCCESS FACTORS	**FAILURE FACTORS**
TAXATION	- Partnerships pay VAT only on relevant products sold/services rendered which reduces tax administration.√√	- High-earning partners pay more tax, which may discourage other partners from joining the partnership.√√
	- The partnership does not pay income tax, only the partners in their personal capacities.√√	- Partners may withdraw more cash to reduce their tax burden which may cause cash flow problems for the partnership.√√

Max (4)

Question 2 Breakdown

Question	Marks
2.1	3
2.2	6
2.3.1	2
2.3.2	4
2.4	4
2.5.1	3
2.5.2	4
2.6	6
2.7.1	4
2.7.2	4
TOTAL	**40**

QUESTION 3

3.1 **Components of CSR.**

- Environment.√
- Ethical corporate social investment. √
- Health and safety. √
- Corporate governance. √
- Business ethics. √
- Employment equity
- Supply chain/Distribution channel. √
- Customers.√
- Community.√
- Any other relevant answer related to component of CSR.

NOTE: Mark the first THREE (3) only.

(3x1) (3)

3.2 **Problem solving techniques**

3.2.1 expert √√ (2)

3.2.2 indecisive √√ (2)

Max (4)

3.3 **Unprofessional business practices**

3.3.1

UNPROFESSIONAL BUSINESS PRACTICES	MOTIVATION
(a) Sexual harassment.√√	One of the managers at PC promised an employee a promotion if she agrees to have a relationship with him. √
(b) Unauthorised use of workplace funds and resources.√√	Some of the employees download music and movies using the business's resources. √

NOTES:
1. **Mark the first TWO (2) only.**
2. **Award marks for unprofessional business practices even if the motivation is incomplete.**
3. **Do not award marks for motivation if the unprofessional business practices were incorrectly identified.**
4. **Accept responses in any order.**

Max (6)

3.3.2 **Ways in which PC could deal with types of unprofessional business practices.**

Sexual harassment

- Provide a framework for corrective action. √√
- Educate employees on sexual harassment matters. √√
- Implement internal complaints and disciplinary procedures. √√
- Educate employers on sexual harassment matters. √√
- Formulate a policy regarding sexual harassment. √√
- Create a good working environment where all employees' rights and dignity are respected. √√
- Ensure compliance with the law and business code of conduct. √√
- Internal investigation should be done in order to determine the seriousness of the harassment. √√
- Serious cases/matters on sexual harassment should be reported to the appropriate institutions such as the South African Police Services (SAPS). √√
- Any other relevant answer related to strategies to deal with sexual harassment in the workplace.

Sub max 2

Use of workplace funds and resources.

- Conduct regular audits. √√
- Identify risk areas and vulnerable areas. √√
- Limit the number of employees having access to business funds. √√
- Introduce fraud prevention strategies. √√
- Educate employees about the impact of fraud. √√
- Fraud prevention should be a collective responsibility of business and

workers.√√

- Set up systems in the organisation for the reporting of fraud and corruption. √√
- Clear policies should be in place so that employees are aware of what is considered to be fraud. √√
- Any other relevant answer related to strategies to deal 14rganization use of workplace funds and resources in the workplace.

Sub max 2
Max (4)

3.4 **Benefits of diversity in the workplace**

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

Max (6)

3.5 **Problem solving technique**

3.5.1 **Brainstorming** √√ (2)

Motivation: "give ideas that are written down, without criticizing" √ (1)

NOTE: Do not award marks for motivation if the problem solving technique was incorrectly identified.

Max **(3)**

3.5.2 **Positives/Advantages of brainstorming**

- People get ideas from others √ and build on them. √
- Stimulates creative thinking√ in the workplace. √
- Better solutions are developed √ through collective contributions. √
- Combinations of ideas/improvements √ can be chosen after all the ideas have been written down. √

Copyright reserved

- Employees are motivated √ as they are allowed to contribute to problem solving. √
- Any other relevant answer related to Positives/Advantages of brainstorming.

Max (4)

3.6 **Positive aspects of CSI on businesses**

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

Max (6)

3.7 **Strategies businesses can use to protect the environment and human health.**

- Machines must be serviced/maintained regularly. √√
- Educate people about hygiene issues. √√
- Encourage employees to do regular health checks√√
- Minimise pollution, by re-using, reducing and recycling. √√
- Become involved in environmental awareness programmes. √√
- Water for human consumption should be tested before it is used. √√
- Promote nature conservation by looking after natural resources. √√
- Physical working conditions should always be worker friendly safe and promote occupational health. √√
- Physical working conditions, e.g. adequate lighting/ventilation should be available and functional. √√
- Reduce consumption of goods/services which are environmentally unfriendly. √√
- Laws and regulations should be adhered to so that profits are not generated at the expense of the environment. √√

- Pollution and other environmental issues should always be considered in all business activities, e.g. safe disposal of waste/dumping of toxic waste. √√
- The environment can be protected by altering production techniques in favour of cleaner and greener technologies. √√
- Register/Engage with recognised institutions/bodies that promote green peace. √√
- Any other relevant answer related to strategies businesses can use to protect the environment and human health.

Max (4)
[40]

BREAKDOWNS OF MARKS

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

QUESTION 4

BUSINESS VENTURES

4.1 **Examples of non-verbal presentations,**

- Tables. √
- Graphs/bar graph/line graph/histogram/pie graph. √
- Diagrams. √
- Illustrations/Pictures/Photographs/Scenarios. √
- Written/Business reports. √
- Flip charts. √
- Handouts. √
- Slide shows. √

NOTE: Mark the first FOUR (4) only.

(4x1) (4)

4.2 Leadership theory applied by Cedrick

4.2.1 Situational Leadership Theory. √√ **(2)**

4.2.2 Transformational/Transitional leadership theory √√ **(2)**

4.3 **Impact of non-profit company as a form of ownership.**
Positives/Advantages

- Profits are used solely for the primary objective √ of the organisation. √
- They provide social services √ to various communities.√
- Donors receive√ tax deductions. √
- The liability of the members√ is limited.√

- Has continuity √ of existence.√
- Most of the income of a non-profit company is free√ from income taxes.√
- Can receive grants√ / aid.√
- Surplus of income is retained to further the goals√ of the business.√
- Any other relevant answer related to the positive impact of non-profit company as a forms of ownership.

AND/OR

Negatives/Disadvantages

- Need professional assistance√ to set up this organization.√
- Does not generate enough capital√ to cover their expenses.√
- Donations√ may not always be enough. √

- Assets are not distributed to the members√ upon closing down. √
- Creating a non-profit company takes time√/effort/money.√
- Obtaining grants can be a slow√ and tiring process.√
- Incorporators cannot take along the assets accumulated by the NPC√ if they decide to leave.√
- They are not allowed to pay bonuses√ to members.√
- Any other relevant answer related to the negative impact of non-profit company as a forms of ownership.

Max (6)

4.4 The importance of insurance for the business.

- Transfers the risk from the business/insured√ to an insurance company/insurer.√
- Transfer of risk is subject to the terms and conditions√ of the insurance contract.√
- Protects the business against theft/loss of stock√ and/or damages caused by natural disasters such as floods, storm damage, etc.√
- Businesses will be compensated for insurable losses, √ e.g. destruction of property through fire.√
- Businesses assets, e.g. vehicles/equipment/buildings need to be insured√ against damage and/or theft.√
- Businesses are protected against the loss of earnings, √ e.g. strikes by employees which 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 the business is responsible for.√
- Protects businesses against losses√ due to death of a debtor.√
- Any other relevant answer related to the importance of insurance for the business. .

Max (6)

BUSINESS ROLES

4.5 **Human rights**

- Privacy √
- Dignity √
- Equity√
- Freedom of speech and expression √
- Information √
- Safety, security and protection of life √
- Any other relevant answer related to human rights of employees.

NOTE: Mark the first THREE (3) only. (3x1) **(3)**

4.6 4.6.1 **Criteria for successful team performance**

Co-operation/ Collaboration.√√

Motivation

"Employers and employees at RR agree on methods/ways to get the job done effectively without wasting time on conflict resolution".√

Max (3)

4.6.2 **Other criteria for successful team performance**

Interpersonal attitudes and behaviour.√√

- Members have a positive attitude of support and motivation towards each other. √
- Good/Sound interpersonal relationships will ensure job satisfaction/ increase productivity of the team. √
- Members are committed/passionate towards achieving a common goal/ objectives. √
- Team leader acknowledges/gives credit to members for positive contributions. √

Heading: 2 marks
Description: 1 mark
Sub max 3

Shared values/ Mutual trust and support.√√

- Shows loyalty/respect/trust towards team members despite differences.√
- Shows respect for the knowledge/skills of other members. √
- Perform team tasks with integrity/pursuing responsibility/meeting team deadlines with necessary commitment to team goals. √

Heading: 2 marks
Description: 1 mark
Sub max 3

Communication√√

- A clear set of processes/procedures for team work ensures that every team member understands his/her role.√
- Efficient/Good communication between team members may result in quick decisions.√
- Quality feedback improves the morale of the team.√
- Open/Honest discussions lead to effective solutions of problems.√

Copyright reserved

- Continuous review of team progress ensures that team members can rectify mistakes/act pro-actively to ensure that goals/targets are reached.√

Heading: 2 marks
Description: 1 mark
Sub max 3
Max (6)

NOTE: Mark first TWO(2) criteria only

4.7 **Diversity issues**

4.7.1 Poverty

- Businesses should employ people from different socio-economic backgrounds/ status. √√
- Reward employees for services well-rendered. √√
- Offer subsidised meals/canteen facilities on the premises. √√
- Supply free uniforms to employees for safety purposes. √√
- Train all employees so that they can be able to deal with retrenchment. √√
- Train some unemployed people from local communities as part of a business's CSI projects. √√
- Give previously disadvantaged individuals a chance to be educated by incorporating Adult Basic Education and Training (ABET) into training programmes of the business. √√
- Ensure that the prices of products are affordable for the identified consumer market. √√
- Sponsor learnerships for unemployed people/use grants received from SETAs to train more unemployed people from local communities. √√
- Any other relevant answer related to poverty as diversity issue.

Max (4)

4.7.2 Disability

- Business should provide employment opportunities for people who are physically challenged. √√
- Employees should be trained on how to deal with colleagues with disabilities. √√
- Business should be well informed on how to deal with disabled employees. √√
- Accommodate people who are physically challenged by providing facilities/ramps for wheel-chairs, etc. √√
- Ensure that workers with special needs are not marginalised/feel excluded from workplace activities. √√
- Policies and programs should accommodate the needs of people with disabilities. √√
- Create an organisational culture/climate that is conducive for people with disabilities. √√
- Business should bring in external experts to help with disability and accommodation issues. √√
- Focus on skills/work performance of the disabled worker, rather than his/her disability/possible problems he/she may pose in future. √√
- Any other relevant answer related to disability as diversity issue.

[40]

TOTAL SECTION B: 80

BREAKDOWN OF MARKS

QUESTION 4	MARKS
4.1	4
4.2.1	2
4.2.2	2
4.3	6
4.4	6
4.5	3
4.6.1	3
4.6.2	6
4.7.1	4
4.7.2	4
TOTAL	40

Copyright reserved

SECTION C

QUESTION 5: BUSINESS VENTURES (PRESENTATION AND DATA RESPONSE)

5.1 Introduction

- A multimedia presentation is a type of presentation that uses several different forms of digital communication, such as video, interactive slides, audio clips, music and more, to get the message across.√
- It is essential that every person understands and knows the best way to communicate effectively with an audience to which they need to give information during the presentation.√
- Visual aid can be used to summarise information in a visual way to make it memorable and meaningful.√
- The current presentation must assist in strengthening the next presentation as the business would know what to improve.√
- Any other relevant introduction related to aspects to be considered when designing a multimedia presentation, factors that must be considered by the presenter while presenting, the impact of the following visual aids and areas of improvement in the next presentation

Any (2 x 1) **(2)**

5.2 The aspects to be considered when designing a multimedia presentation.

- Start with the text/headings.√√
- Use legible font and font size. √√
- Select the background. √√
- Choose images that may help to communicate the message. √√
- Include/Create graphics. √√
- Add special effects/sound/animation.
- Create hyperlinks to allow quick access to other files/documents/video clips. √√
- Keep slides/images/graphs simple. √√
- Make sure there are no grammatical/spelling errors. √√
- Use bright colours to increase visibility. √√
- Structure information in a logical sequence. √√
- Limit the information on each slide. √√
- Use pictures to make it interesting for the audience. √√
- Any other relevant answer related to aspects to be considered when designing a multimedia presentation.√√

Max (10)

5.3 Factors that must be considered by the presenter while presenting.

- Establish credibility by introducing yourself as the presenter√ at the start.√
- Mention/Show most important √ information first.√
- Make the purpose/main points of the presentation clear√ at the start of the presentation.√
- Use suitable section√ titles/headings/sub-headings/bullets.√
- Summarise the main points of the presentation√ to conclude the presentation.√
- Stand in a good position/upright√, where the audience can clearly see the presenter/presentation.√
- Avoid hiding√ behind equipment.√
- Do not ramble on at the start, √ to avoid losing the audience/their interest.√

Copyright reserved

- Capture listeners' attention/Involve the audience√ with a variety of methods, e.g. short video clips/sound effects/humour, etc.√
- Maintain eye contact√ with the audience.√
- Be audible√ to all listeners/audience.√
- Vary the tone of voice/tempo within certain sections√ to prevent monotony.√
- Make the presentation interesting with visual aids√/anecdotes/examples/Use visual aids effectively.√
- Use appropriate gestures,√ e.g. use hands to emphasize points.√
- Speak with energy√ and enthusiasm.√
- Pace yourself/Do not rush√ or talk too slowly. √
- Keep the presentation short√ and simple.√
- Conclude/End with a strong/striking ending√ that will be remembered.√
- Ensure that the audience will leave with/take away√ specific information /benefits.√
- Include a statement/quote that will allow a professional√/striking ending.√
- Manage time effectively√ to allow time for questions.√
- Any other relevant answer related to factors to be considered by the presenter while presenting.

Max (12)

5.4 The impact of the visual aids:
Hand-outs/flyers/brochures.
Positives/Advantages

- Meaningful hand-outs may be handed out at the start of the presentation √ to attract attention/encourage participation.√
- Notes/Hard copies of the slide presentation can be distributed at the end of the presentation √ as a reminder of the key facts of the presentation.√
- Extra information, e.g. contact details/price lists may be handed out √ to promote the services of the business.√
- Useful information for improving the next presentation may be obtained, √ when the audience completes feedback questionnaires after the presentation.√
- It is easy to update hand-outs with recent information √ or developments.√
- Notes may be compared with electronic slides√ to validate the accuracy.√
- Any other relevant answer related to positive impact of hand-outs/flyers/brochures.

AND/OR

Negatives/Disadvantages

- Hand-outs cannot be combined with audio material, √ so it only focuses on the visual aspects of support material.√
- Handing out material at the start of the presentation may distract/ √ lose audience attention.√
- As it only summarises key information, √ some details might be lost/omitted.√
- Printed material is expensive√ and it is easy to lose hard copies.√
- Increases the risk of unauthorised duplication/use√ of confidential information.√
- Any other relevant answer related to negative impact of hand-outs/ flyers/ brochures.

Sub max (6)

Copyright reserved

Interactive whiteboard/Smart boards.
Positives/Advantages

- Images can be projected directly from a computer, √ so no external projector/devices necessary.√
- Special pens allow the presenter to write on the board √ while prepared images are displayed.√
- Additional notes that was added during the presentation can be captured on computer √ after the presentation.√
- It can be controlled by the touch of a finger, so the presenter can move away from the computer √ during the presentation.√
- Easy to combine with sound/√ other visual aids.√
- Useful to capture feedback√ and new ideas.√
- Any other relevant answer related to aspects to positive impact of interactive whiteboard/Smart boards.

AND/OR

Negatives/Disadvantages

- Should only be used by a presenter who knows the unique features of the interactive whiteboard√ /who can use it to its full potential.√
- Cannot be connected to any computer as special, licensed software√ is needed to be able to use it.√
- Technical challenges may render it ineffective, √ e.g. loss of signal while using it.√
- Any other relevant answer related to negative impact of interactive whiteboard/Smart boards.

Sub max (6)
Max (12)

5.5 Areas of improvement in the next presentation.

- 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 it in future presentations. √√
- Any information that the presenter receives as feedback from a presentation should be analysed and where relevant, incorporated/used to update/amend his presentation. √√
- Reflect on the time/length of the presentation to add/remove content. √√
- Increase/Decrease the use of visual aids or replace/remove aids that do not work well. √√
- Reflect on the logical flow of the format/slides/application of visual aids. √√
- Any other relevant answer related to the recommendation for areas of improvement in the next presentation.

Max (12)

5.6 Conclusion

- The success of the business depends on the way information is communicated to different stakeholders so they can perform their duties effectively.√√
- The presenter should consider all the do's and don'ts during the presentation. √√

- The use of proper visual aid is necessary in a verbal presentation. √√
- Businesses should introspect their presentations to check the areas which needs to be improved as part of the preparation for the next presentation.√√
- Any other relevant conclusion related to aspects to be considered when designing a multimedia presentation, factors that must be considered by the presenter while presenting, the impact of the following visual aids and areas of improvement in the next presentation.

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

BREAKDOWN OF MARK ALLOCATION

DETAILS	MAXIMUM	TOTAL
Introduction	**2**	**Max 32**
Outline the aspects to be considered when designing a multimedia presentation.	**10**	
Explain factors that must be considered by the presenter while presenting.	**12**	
Evaluate the impact of the following visual aids: • Hand-outs/flyers/brochures • Interactive whiteboard/Smart boards	**12**	
Recommend areas of improvement in the next presentation.	**12**	
Conclusion	**2**	
INSIGHT		
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.

Copyright reserved

QUESTION 6

6.1 **Introduction**

- Team managers has a responsibility to allocate duties to team members according to their abilities, skills and knowledge. √
- Business environment naturally require critical thinking, debate, innovation and competition and this in itself causes conflicting ideas and thoughts.√
- Teams go through different stages in their formation in order to complete the assigned duty.√
- Difficult employees may influence their colleagues and should be handled in a correct way. √
- Any other relevant introduction related to importance of team dynamic theories in improving team performance, causes of conflict in the workplace, stages in team performance and ways in which businesses could deal with difficult people in the workplace.

Any (2x1) **(2)**

6.2 **Causes of conflict in the workplace**

- Differences in backgrounds /cultures/values/beliefs/language. √√
- Limited business resources. √√
- Different goals /objectives for group/individuals.√√
- Personality differences between group/individuals. √√
- Different opinions. √√
- Unfair workload. √√
- Ill-managed stress. √√
- Unrealistic expectations √√
- Poor organisation/leadership/administrative procedures and systems. √√
- Confusion about scheduling/deadlines. √√
- Ignoring rules/procedures. √√
- Misconduct /Unacceptable behavior. √√
- High/Intense competition √ /Competitiveness. √√
- Poor communication. √√
- Unclear responsibilities. √√
- Distracted by personal objectives. √√
- Constant changes in the workplace. √√
- Unfair treatment of workers / Favoritism by management/Discrimination.√√
- Lack of trust amongst workers.√√
- Any other relevant answer related to causes of conflict in the workplace.

Max (12)

6.3 **The 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 (10)

6.4 **Stages of team development.**

Storming

- Teams go through a period of unease/conflict√ after formation.√
- Different ideas from team members will compete√ for consideration.√
- Team members open up to each other√ and confront each other's ideas/ perspectives.√
- Tension/struggle/arguments occur and upset the team members√/there may be power struggles for the position of team leader.√
- In some instances storming can be resolved quickly√; in others, the team never leaves this stage.√
- Many teams fail during this stage√ as they are not focused on their task.√
- This phase can become destructive for the team/will negatively impact on team performance√, if allowed to get out of control.√
- This stage is necessary/ important√ for the growth of the team.√
- Some team members tolerate each other√ to survive this stage.√

Sub max 6

Norming/Settling/reconciliation

- Team members come to an agreement√ and reach consensus. √
- Roles and responsibilities are clear√ and accepted. √
- Processes/working style and respect develop√ amongst members. √
- Team members have the ambition to work √ for the success of the team.
- Conflict may occur√, but commitment and unity are strong. √

Sub max 6

Max (12)

6.5 **Ways in which businesses can deal with difficult employees in the workplace**.

- 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. √√

Copyright reserved

- Employees should be told what specific behaviours are acceptable by giving details about what is wrong/ unacceptable and also an opportunity to explain their behaviour. √√
- A deadline should be set for improving bad/difficult behaviour. √√
- Any other relevant answer related to ways in which businesses can deal with difficult employees in the workplace.

Max (12)

6.6 Conclusion

- Team dynamic theories are normally based on the different roles the team members play in the team and how effectively they fulfill those roles.
- Conflict between two or more people working together is inevitable and management should be aware of causes of conflict and be able to handle it effectively in the workplace. √√
- The success of the business depends on the effectiveness of the team in every stage of development.√√
- Supervisors need to develop strategies to work with all personality type so that the various personalities do not hinder productivity or cause low morale.√√
- Any other relevant conclusion related to importance of team dynamic theories in improving team performance, causes of conflict in the workplace, stages of team development and ways in which businesses could deal with difficult people in the workplace.

(Any 1 x 2) (2)

[40]

Copyright reserved

BREAKDOWN OF MARKS

DETAILS	MAXIMUM	TOTAL
Introduction	2	Max 32
Causes of conflict in the workplace	12	
Importance of team dynamic theories in improving team performance.	10	
Stages of team development	12	
Ways in which businesses could deal with difficult people in the workplace	12	
Conclusion	2	
INSIGHT		
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
GRAND TOTAL: 150

Copyright reserved