education

Department:
Education
North West Provincial Government
REPUBLIC OF SOUTH AFRICA

# NATIONAL SENIOR CERTIFICATE

## GRADE 12

## BUSINESS STUDIES P2

## SEPTEMBER 2025

## MARKING GUIDELINE

**MARKS: 150**

**This marking guideline consists of 30 pages.**

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## NOTES TO MARKERS

**PREAMBLE**

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

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

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

   Marker: Red
   Moderator: Green

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

3. A comprehensive marking guideline has been provided but this is by no means exhaustive. Due consideration should be given to an answer that is correct but:

   - Uses a different expression from that which appears in the marking guideline
   - Comes from another credible source
   - Original
   - A different approach is used

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

4. Take note of other responses provided by candidates, which relate to a particular question and allocate marks accordingly. (In cases where the answer is unclear or indicates some understanding, part-marks should be awarded, for example, one mark instead of the maximum of two marks.)

5. The word 'Sub max' is used to facilitate the allocation of marks within a question or sub-question.

6. The purpose of circling marks (guided by 'max' in the breakdown of marks) on the right-hand side is to ensure consistency and accuracy in the marking of scripts as well as for calculation and moderation purposes.

7. Subtotals to questions must be written in the right-hand margin. Circle the subtotals as indicated by the allocation of marks. This must be guided by 'max' in the marking guidelines. Only the total for each question should appear in the left-hand margin next to the appropriate question number.

8. In an indirect question, the theory as well as the response must be relevant and related to the question.

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9. Correct numbering of answers to questions or sub questions is recommended in SECTIONS A and B. However, if the numbering is incorrect, follow the sequence of the candidate's responses. Candidates will be penalised if the latter is not clear.

10. No additional credit must be given for repetition of facts. Indicate with an 'R'.

11. The differentiation between 'evaluate' and 'critically evaluate' can be explained as follows:

    11.1 When 'evaluate' is used, candidates are expected to respond in either a positive/negative manner or take a neutral (positive and negative) stance, e.g. **Positive**: *'The outocratic 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 cleary 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 guideline and the context of each question.

    Cognitive verbs, such as:

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

    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.

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14. **SECTION B**

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

**NOTE:**
1. This applies only to questions where the number of facts 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 and refer to the DBE internal moderator to finalise alternative answers in consultation with the UMALUSI external moderators.

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

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

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

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

14.4.2 If the number of facts required is not specified, the allocation of marks must be informed by the nature of the question and the maximum mark allocated in the marking guideline.

14.5 **ONE mark may be awarded for answers that are easy to recall, requires one word answers or is quoted directly from a scenario/case study. This applies to SECTIONS B and C in particular (where applicable).**

15 **SECTION C**

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

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

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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?<br>Marks to be allocated using this guide:<br>All headings addressed: 1 (One 'A')<br>Interpretation (16 to 32 marks): 1 (One 'A') | **2** |
| Synthesis | Are there relevant decisions/facts/responses made based on the questions?<br>Option 1: **Only relevant facts: 2 marks (No '-S')** Where a candidate answers 50% or more (two to four sub-questions) of the question with only relevant facts; no '-S' appears in the left margin. Award the maximum of TWO (2) marks for synthesis.<br>Option 2: **Some relevant facts: 1 mark (One'-S')** Where a candidate answers less than 50% (only one sub-question) of the question with only OR some relevant facts; one '-S' appears in the left margin. Award a maximum of ONE (1) mark for synthesis.<br>Option 3: **Some relevant facts: 1 mark (One'-S')** Where a candidate writes FOUR sub-questions, but one/two/three sub-questions with irrelevant facts; one '-S' appears in the left margin. Award a maximum of ONE (1) mark for synthesis.<br>Option 4: **No relevant facts: 0 mark (Two '-S')** Where a candidate answers less than 50% (only one sub-question) of the question with no relevant facts; two '-S' appear in the left margin. Award a ZERO mark for synthesis. | **2** |
| Originality | Is there evidence of examples one example in any TWO of the four sub-questions, not older than two (2) years, based on recent information, current trends and developments? | **2** |
| | **TOTAL FOR INSIGHT:**<br>**TOTAL MARKS FOR FACTS:**<br>**TOTAL MARKS FOR ESSAY (8 + 32):** | **8**<br>**32**<br>**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 word INTRODUCTION and CONCLUSION are not stated.**

**3. No marks will be awarded for layout, if the headings INTRODUCTION and CONCLUSION are not supported by an explanation.**

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15.3 Indicate insight in the left-hand margin with a symbol e.g. ('L, A, -S and/or O').

15.4 The breakdown of marks is indicated at the end of the suggested answer/marking guideline to each question.

15.5 Mark ALL relevant facts until the SUB MAX/MAX mark in EACH of the four subsection has been attained. Write SUB MAX/MAX after maximum marks have been obtained, but continue reading for originality 'O'.

15.6 At the end of each essay indicate the allocation of marks for facts and marks for insight as follows: (L – Layout, A – Analysis, S – Synthesis, O – Originality) as in the table below.

| CONTENT | MARKS |
|---|---|
| Facts | **32 (Max)** |
| L | **2** |
| A | **2** |
| S | **2** |
| O | **2** |
| **TOTAL** | **40** |

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

15.8 If the candidate identifies/interprets the question INCORRECTLY, then he/she may still obtain marks for layout.

15.9 If a different approach is used by candidates, ensure that the answers are assessed according to the mark allocation/subheadings as indicated in the marking guideline.

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

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

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

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

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## SECTION A

## QUESTION 1

1.1
1.1.1 C√√
1.1.2 B√√
1.1.3 D√√
1.1.4 A√√
1.1.5 B√√ (5 x 2) **(10)**

1.2
1.2.1 Accountability√√
1.2.2 Delphi√√
1.2.3 Corporate social responsibility√√
1.2.4 Gender√√
1.2.5 Quiet√√ (5 x 2) **(10)**

1.3
1.3.1 J√√
1.3.2 H√√
1.3.3 F√√
1.3.4 I√√
1.3.5 D√√ (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 **Examples of long term insurance**

- Endowment policy√
- Life cover policy/Life insurance√
- Retirement annuity/Pension fund/Provident fund√
- Disability policy√
- Trauma insurance√
- Funeral insurance√
- Health insurance/Medical aid√
- Any other relevant answer related to examples of long term insurance.

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

**(4 x1) (4)**

2.2 **Positive impact of the Government/RSA Retail Savings Bond**

- Guaranteed returns, as interest rate is fixed for the whole investment period.√√
- Interest rates are market related and attract more investors.√√
- Interest can be received twice a year making it a viable investment option.√√
- Investment may be easily accessible, as cash may be withdrawn after the first twelve months.√√
- Low risk/Safe investment, as it is invested with the South African Government which cannot be liquidated.√√
- It is an affordable type of investment for all levels of income earners including pensioners.√√
- Retail bonds are easily/conveniently obtained electronically/from any Post Office/directly from the National Treasury.√√
- No charges/costs/commissions payable on this type of investment.√√
- Interest is usually higher than on fixed deposits.√√
- Retail bonds are listed on the capital bond markets/on the JSE.√√
- Investors younger than 18 years/Minors may invest with the help of a legal guardian, which encourages saving from a young age.√√
- Any other relevant answer related to the positive impact/advantages of Government/RSA Retail Savings Bonds as a form of investment.

**Max (4)**

2.3 **Types of investments**

2.3.1 **Type of investment from the scenario**

Managed portfolio√√ **(2)**

Kele instructed a financial advisor from SS to manage her various investments in one portfolio.√ **(1)**

**NOTE: 1. Do not award marks for the motivation if the type of investment was incorrectly identified.**

**Max (3)**

2.3.2 **Risk of a managed portfolio**

- 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 risks of a managed portfolio.

**Max (4)**

2.4 **Impact of the democratic leadership style**

**Positives/Advantages**

- Employees participate in the decision-making process√, so they feel empowered/positive.√
- Staff gives a variety of ideas/inputs/feedback/viewpoints√ that can lead to innovation/improved production methods/increased sales.√
- Clear/Two-way communication√ ensures group commitment to final decision(s).√
- Authority is delegated which can motivate/inspire workers√ to be more productive.√
- Complex decisions can be made with inputs√ from specialists/skilled workers.√
- Any other relevant answer related to the positive impact/advantages of the democratic leadership style on businesses.

**AND/OR**

**Negatives/Disadvantages**

- Incorrect decisions may be made√ if staff is inexperienced/not fully informed.√
- Decision making may be time consuming√ because stakeholders have to be consulted.√
- Employees may feel discouraged√ if their opinions/inputs are not considered.√
- The leader can rely too much on the input of the followers√ and fail to make a final decision.√
- Not effective in times of crisis√ when quick decisions need to be made.√
- Some employees only pretend to participate in decision making√ and their feedback may not always be accurate.√
- Any other relevant answer related to the negative impact/disadvantages of the democratic leadership style on businesses.

**Max (6)**

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2.5.1 **Form of ownership from the scenario**

| FORM OF OWNERSHIP | MOTIVATION |
|---|---|
| 1. Public company√√ | They make their stock available through the Johannesburg Securities Exchange.√ |
| Submax (2) | Submax (1) |

**NOTE:**
1. **Award marks for the form of ownership even if the motivation is incomplete.**
2. **Do not award marks for the motivation if the form of ownership was incorrectly identified.**

**Max (3)**

2.5.2 **Characteristics of a sole proprietor**

- Owner can sell the business√ to anyone at any time. √
- There are no legal requirements√ regarding the name of the business.√
- It is easy to establish√ as there are no legal formalities in forming the business.√
- Sole traders are not compelled by law√ to audit financial statements.√
- The owner has a personal interest√ in the management and the services that is rendered.√
- The owner has unlimited liabiliy/The owner is personally liable√ for the debt of the business.√
- A sole trader has limited company for expansion√ and lacks continuity of existence.√
- The business has no legal personality√ and therefore has no continuity√/Continuity depends√ on the life and health of the owner.√
- The owner provides capital√ from his/her saving/borrow money from the bank.√
- Profit is added√ to the rest of the owner's taxable income.√
- There are no special requirements√ when the owners want to close the business.√
- Any other relevant answer related to the characteristics of a sole proprietorship.

**Max (4)**

2.6 **Factors to consider when preparing a presentation**

- Clear purpose/intentions/objectives√ and main points of the presentation.√
- Fully conversant with the content/objectives√ of the presentation.√
- Main aims captured in the introduction/opening statement√ of the presentation.√
- Prepare a rough draft of the presentation√ with a logical structure/format with an introduction, body and conclusion.√
- The conclusion must summarise the key facts√ and how it relates to the objectives/shows that all aspects have been addressed.√
- Information presented√ should be relevant and accurate.√
- Consider the time frame for presentation,√ such as fifteen minutes allowed.√

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- Rehearse the presentation√ to gain confidence and to ensure effective time management.√
- Find out about the venue for the presentation,√ such as what equipment is available/appropriate/availability of generators as backup to load shedding.√
- Create visual aids/graphics that will consolidate the information/facts√ to be conveyed to the board of directors.√
- Background/diversity/size/pre-knowledge of the audience√ to determine the appropriate visual aids.√
- Prepare for the feedback session,√ by anticipating possible questions/comments.√
- Any other relevant answer related to factors that must be considered when preparing for a presentation.

**Max (6)**

2.7 **Handling 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/rephrase 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)**

**[40]**

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**BREAKDOWN OF MARKS**

| QUESTION 2 | MARKS |
|---|---|
| 2.1 | 4 |
| 2.2 | 4 |
| 2.3.1 | 3 |
| 2.3.2 | 4 |
| 2.4 | 6 |
| 2.5.1 | 3 |
| 2.5.2 | 4 |
| 2.6 | 6 |
| 2.7 | 6 |
| TOTAL | 40 |

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## QUESTION 3: BUSINESS ROLES

3.1 **Stages of team development**

- Forming√
- Storming√
- Norming√
- Performing√
- Adjourning/Mourning√

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

**(4 x 1) (4)**

**Causes of conflict in the workplace**

3.2
- Lack of proper communication/misunderstanding between management and workers.√√
- Ignoring rules/procedures may result in disagreements/difference in opinions and conflict.√√
- Management and/or workers may have different personalities/backgrounds.√√
- Different values/levels of knowledge/skills/experience of managers/workers.√√
- Little/no co-operation between internal and/or external parties/stakeholders.√√
- Lack of recognition for good work such as a manager not showing appreciation for extra hours worked to meet deadlines.√√
- Lack of employee development may increase frustration levels as workers may repeat errors due to a lack of knowledge/skills.√√
- Unfair disciplinary procedures such as favouritism/nepotism.√√
- Little/no support from management with regard to supplying the necessary resources.√√
- Leadership styles used such as autocratic managers may not consider worker inputs.√√
- Unrealistic deadlines/Heavy/Unfair workloads lead to stress resulting in conflict.√√
- Lack of agreement on mutual matters such as remuneration/working hours.√√
- Unhealthy competition/Inter-team rivalry may cause workers to lose focus on team targets.√√
- Constant changes can cause instability.√√
- Lack of clarity regarding employee's roles/responsibilities.√√
- Lack of commitment/distracted by personal objectives which may lead to an inability to meet pre-set targets.√√
- Complaints/Criticism of performance/behaviour/attitudes may result in resentment between the employer and employee.√√
- Poor organisation/leadership/procedures resulting to confusion regarding set targets.√√
- Any other relevant answer related to the causes of conflict in the workplace.

**Max (6)**

3.3 **Corporate social responsibility**

3.3.1 **Impact of CSR from the scenario**

- Socio-economic issues are attended to which will improve the welfare of the community.√
- The community is dependent on the business for employment opportunities and the provision of basic services.√

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

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

3.3.2 **Other impacts of CSR on the community**

**Positives /Advantages**

- Community skills can be improved√ through the provision of bursaries.√
- Better educational facilities are established√ in poor communities.√
- The standard of living of the community√ is uplifted.√/Quality of life of communities√ is improved.√
- Investing in the medical infrastructure,√ will improve the health of communities.√
- Training opportunities in the community √ increase the possibility of appointments of members of the community.√
- Implementing developmental programmes in the community√ improves entrepreneurial skills of communities.√
- Any other relevant answer related to the positive impact/advantages of CSR on communities.

**AND/OR**

**Negatives/Disadvantages**

- Businesses are not always equipped√ to address social problems.√
- Communities may not sustain infrastructure provided through CSR projects√ due to a lack of financial resources.√
- Distribution of scarce resources to selected beneficiaries in the community√ may cause problems such as discrimination.√
- Businesses cannot meet√ the longer-term needs of the society.√/Businesses cannot deliver√ sustainable CSR programmes.√
- The benefits of the programmes may not filter√ to the intended persons within the community.√
- Spending money on CSR programmes means the business has to recover expenses through higher prices√ which have a negative impact on the economy.√
- Businesses tend to focus on CSR projects√ that do not directly benefit the community.√
- Consumers are not easily convinced√ that the business is acting in the best interest of the community/environment.√
- Less money is available for community projects√ during unfavourable economic conditions.√
- Some businesses only participate in CSR initiatives to increase profits√ and don't care about the community in which they operate.√
- Any other relevant answer related to the negative impact/disadvantages of CSR on communities.

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

**Max (6)**

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3.4 **Benefits of diversity in the workplace**
**The advantages of creative thinking in the workplace**

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

**Max (6)**

3.5 **Problem solving technique**

3.5.1 **Problem solving technique from the scenario**

- Nominal group technique√√ **(1 x 2) (2)**

3.5.2 **Application of the nominal group technique**

- Encourage group to clearly define the problem/to improve the quality of their products√ due to various complaints so that all the small groups can work on the same problem.√
- The business must divide the employees√ into smaller groups.√
- Each employee in the small group has the opportunity to give one of his/her idea/solution√ with a short explanation.√
- Appoint one employee to write the ideas/solutions√ on a large sheet of paper/ capture solutions electronically on computer for all to see.√
- Allow each employee to give a second solution√ until all possible solutions have been recorded.√
- Encourage employees√ to ask clarity seeking questions.√
- Discourage criticism of ideas/solutions√ as this may prevent others from giving their solutions.√
- The business must eliminate ideas√ that are duplicated/ similar.√
- Each employee must read through all the suggestions√ and anonymously rate them giving the highest points for the best solution.√
- Collect the ratings√ and calculate total points.√

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- Small groups must present one solution√ to the large group that was deemed best according to the scores/votes in their small groups.√
- Any other relevant answer related to the application of nominal group technique.

**Max (4)**

3.6 **How unfair advertising pose a challenge to businesses**

- Unfair advertisements could be harmful√ to consumers.√
- The use of false or misleading statements in advertising leading to misrepresentation of the concerned product,√ which may negatively affect consumers.√
- Businesses can make unwise advertising choices√ when they are under pressure to increase their profits.√
- Some advertisements may be regarded as discriminatory√ because they exclude/target some sections of the population.√
- Any other relevant answer related to how unfair advertisement pose a challenge to businesses.

**Max (4)**

3.7 **Strategies to deal with poverty as a socio-economic issue**

- Invest in a young starting SME that can be a business competitor, buyer or supplier.√√
- Attract the best employees by being socially responsible and offering the best volunteering programs.√√
- Support poverty alleviation programmes that are offered by the government.√√
- Donate money/food parcels to local NGO's.√√
- Any other relevant answer related to ways in which businesses can deal with poverty as a socio-economic issue.

**Max (6)**
**[40]**

**BREAKDOWN OF MARKS**

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

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## QUESTION 4: MISCELLANEOUS TOPICS

## BUSINESS VENTURES

4.1 **Examples of non-verbal presentations**

- Tables√
- Graphs/bar graph/line graph/histogram/pie graph√
- Diagrams√
- 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 FOUR (4) only.**

**(4 x 1) (4)**

4.2 **Functions of the 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√√/ Channels financial resources√ into productive economic activities.√√
- Enhance job creation and increases economic growth/development.√√
- Any other relevant answer related to the functions of the Johannesburg Securities Exchange/JSE.

**Max (6)**

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4.3 **Difference between compulsory insurance and non-compulsory insurance**

| COMPULSORY INSURANCE | NON COMPULSORY INSURANCE |
|---|---|
| - Required by law/there are legal obligations for it to be taken out√ and paid for.√ | - Is voluntary/the insured has a choice√ whether to enter into an insurance contract. √ |
| - It is regulated by Government√ and does not require insurance contracts/brokers√ | - Insured will enter into a legal insurance contract with the insurer,√ who may be represented by an insurance broker.√ |
| - Payment is in the form of a levy/contribution paid into a common fund√ from which benefits may be claimed under certain conditions. √ | - Monthly/Annual payments/Premiums that must be paid√ in order to enjoy cover for a nominated risk.√ |
| - **Examples**<br>UIF/RAF/Compensation Fund/COIDA√ | - **Examples**<br>Short term insurance/Multi-peril insurance (theft, fire, etc.)/Long term insurance/Life insurance√ |
| 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 compulsory or non-compulsory insurance.**
4. **Award ONE (1) mark for each example of compulsory and non-compulsory insurance.**

**Max (4)**

4.4 **The role of personal attitude in successful leadership**

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

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- Leaders with a positive attitude know that there is always more to learn/space to grow.√√
- Any other relevant answer related to the role of personal attitude in successful leadership.

**Maks (6)**

## BUSINESS ROLES

4.5 **CSI focus areas**

- Community√
- Rural development√
- Employees√
- Environment√

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

**(4 x 1) (4)**

4.6 **Benefits of creative thinking in the workplace**

- Better/Unique/Unconventional ideas/solutions are generated.√√
- Complex business problems may be solved.√√
- Improves motivation amongst staff members.√√
- Management/employees may keep up with fast changing technology which may lead to an increased market share.√√
- Creativity may lead to new inventions which improves the general standard of living/attract new investors.√√
- May give the business a competitive advantage if unusual/unique solutions/ ideas/strategies are implemented.√√
- Productivity increases as management/employees may quickly generate multiple ideas which utilises time and money more effectively.√√
- Managers/Employees have more confidence as they can live up to their full potential.√√
- Managers will be better leaders as they will be able to handle/manage change(s) positively and creatively.√√
- Managers/Employees can develop a completely new outlook, which may be applied to any task(s) they may do.√√
- Leads to more positive attitudes as managers/employees feel that they have contributed towards problem solving.√√
- Managers/Employees have a feeling of great accomplishment and they will not resist/obstruct the process once they solved a problem/contributed towards the success of the business.√√
- Stimulates initiative from employees/managers, as they are continuously pushed out of their comfort zone.√√
- Businesses can continuously improve on product development by exploring new ways to enhance growth.√√
- Any other relevant answer relating to the benefits of creative thinking in the workplace.

**Max (6)**

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4.7.1 **Unprofessional business practice**

Sexual harassment√√

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

4.7.2 **The challenges of sexual harassment**

- The affected party is usually reluctant to report the incident√ due to the fear of victimization.√
- Sexual harassment causes discomfort/humiliation√ and influences the victim's ability to successfully complete assigned work tasks.√
- The business can lose workers√ because they don't feel safe in the business. √
- Sometimes, the victim prefers to stay away from work√ and the business loses productivity.√
- Sexual harassment causes emotional trauma√ and the victim's attitude will become negative in the workplace.√
- Any other relevant answer related to the challenges of sexual harassment.

**Max (4)**

4.8 **Handling conflict in the workplace**

- Acknowledge that there is conflict in the workplace.√√
- Identify the cause of the conflict.√√
- Arrange pre-negotiations where workers/complainants will be allowed to state their case/views separately.√√
- Arrange a time and place for negotiations where all employees involved are present.√√
- Arrange a meeting between conflicting employers/employees.√√
- Make intentions for intervention clear so that parties involved may feel at ease.√√
- Each party has the opportunity to express his/her own opinions/feelings.√√
- Conflicting parties may recognise that their views are different during the meeting.√√
- Analyse/Evaluate the cause(s) of conflict by breaking it down into different parts.√√
- Blame shifting should be avoided and a joint effort should be made.√√
- Direct conflicting parties towards finding/focusing on solutions.√√
- Devise/Brainstorm possible ways of resolving the conflict.√√
- Conflicting parties agree on criteria to evaluate the alternatives.√√
- Select and implement the best solution.√√
- Provide opportunities for parties to agree on the best solution.√√
- Evaluate/Follow up on the implementation of the solution(s).√√
- Monitor progress to ensure that the conflict has been resolved.√√
- Source experts on handling conflict from outside the business.√√
- Any other relevant answer related to how businesses could handle conflict in the workplace.

**Max (4)**

**[40]**

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**BREAKDOWN OF MARKS**

| QUESTION 4 | MARKS |
|---|---|
| 4.1 | 4 |
| 4.2 | 6 |
| 4.3 | 4 |
| 4.4 | 6 |
| 4.5 | 4 |
| 4.6 | 6 |
| 4.7.1 | 2 |
| 4.7.2 | 4 |
| 4.8 | 4 |
| TOTAL | 40 |

**TOTAL SECTION B: 80**

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**SECTION C:**

**Mark the answer to the FIRST question only.**

**QUESTION 5 BUSINESS VENTURES (INSURANCE)**

5.1 **Introduction**

- Underinsurance and overinsurance are concepts that arise when the value of insured items does not match the actual value.√
- The Road Accident Benefits Scheme is a compulsory insurance that protects road users against the consequences of injury or death as a result of a road accidents.√
- Insurance principles ensure that the insurance transaction is fair and effective.√
- COIDA eases the financial burden on companies by providing compensation to employees for occupational injuries and illnesses.√
- Any other relevant introduction related to overinsurance/underinsurance/Road Accident Benefit Scheme (RABS)/principles of insurance/Compensation Fund/COIDA.

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

5.2 **Difference between over and under insurance**

| OVER INSURANCE | UNDER INSURANCE |
|---|---|
| - Property/Assets that are insured for more than their value.√√ | - Property/Assets that are not insured for their full market value.√√ |
| - The insurer can choose to reinstate the insured.√√ | - The insurer will implement the average clause to determine the amount that will be paid.√√ |
| - Businesses will not receive a pay-out larger than the value of the loss at market value.√√ | - Businesses will only be paid out for the amount that the goods/assets are insured for.√√ |
| - Any other relevant answer related to over insurance | - Any other relevant answer related to over insurance |
| Submax (4) | Submax (4) |

**NOTE: 1. The answer does not have to be in tabular format.**
**2. The differences do not have to link, but must be clear.**
**3. Award a maximum of FOUR (4) marks if the differences are not clear/Mark either over or under insurance.**
**4. Award ONE (1) mark for each example of over and under insurance.**

**Max (8)**

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5.3 **Road Accident Beneficiary Scheme (RABS) as a type of compulsory insurance**

- RAF/RABS insures road users√ against the negligence of other road users.√
- The RAF/RABS provides compulsory cover for all road users in South Africa,√ which include South African businesses.√
- Drivers of business vehicles are indemnified√ against claims by persons injured in vehicle accidents.√
- RAF/RABS is funded by a levy√ on the sale of fuel/diesel/petrol.√
- The amount that can be claimed for loss of income√ is limited by legislation.√
- The next of kin of workers/breadwinners who are injured/killed in road accidents,√ may claim directly from the RAF/RABS.√
- Injured parties and negligent drivers√ are both covered by RAF/RABS.√
- The injured party will be compensated,√ irrespective of whether the negligent driver is rich/poor/insured/uninsured.√
- RAF/RABS aims to provide a benefit scheme√ that is reasonable/equitable/ affordable/sustainable.√
- RAF/RABS aims to simplify/speed up the claims process√ as victims of road accidents no longer have to prove who caused the accident.√
- RAF/RABS enables road accident victims' speedy access to medical care√ as delays due to the investigation into accidents has been minimised.√
- Any other relevant answer related to RAF/RABS as a type of compulsory insurance.

**Max (14)**

5.4 **Principles of insurance**

5.4.1 **Utmost good faith**√√

- Insured has to be honest in supplying details√ when entering in 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)
Discussion (4)
Submax (6)

5.4.2 **Indemnification/Indemnity**√√

- 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 the specified event that may occur.√
- Pay-outs from insurance companies/insurer will only be made;√ if there is proof that the specified event took place/if the insured can prove the amount of the loss/damage.√

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- The amount of indemnification/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 indemnification/Indemnity as a principle of insurance.

Principle (2)
Discussion (4)
Submax (6)

5.4.3 **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/the dependents of the deceased.√
- Any other relevant answer related to security/certainty as a principle of insurance

Principle (2)
Discussion (4)
Submax (6)

5.4.4 **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.√
- Any other relevant answer related to insurable interest as a principle of insurance.

Principle (2)
Discussion (4)
Submax (6)

**NOTE: Mark the first TWO (2) only.** **Max (12)**

5.5 **Compensation of Occupational Injuries and Diseases/COIDA/Compensation fund**

- The fund covers occupational diseases and workplace injuries.√√
- Compensates employees for injuries and diseases incurred at work.√√
- Compensation paid is determined by the degree of disablement.√√
- The contribution payable is reviewed every few years according to the risk associated with that type of work.√√
- All employers are obliged to register with the Compensation Fund so that employees may be compensated for accidents and diseases sustained in the workplace.√√

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- The fund covers employers for any legal claim that workers may bring against them.√√
- Employers are required to report all accidents within 7 days and occupational diseases within 14 days to the Compensation Commissioner.√√
- Employers are responsible for contributing towards the fund and may not claim money back from employees/deduct contributions from wages.√√
- In the event of the death of an employee as a result of a work-related accident/ disease, his/her dependant(s) will receive financial support.√√
- Employees do not have to contribute towards this fund.√√
- Employees receive medical assistance provided there is no other party/medical fund involved.√√
- Any other relevant answer related to COIDA/Compensation Fund as a type of compulsory insurance.

**Max (12)**

5.6 **Conclusion**

- Under- and overinsurance can have negative consequences for the insured, leading to inadequate coverage or unnecessary costs.√√
- Employers and employees must ensure that they follow precautions to avoid workplace injuries.√√
- Businesses should review their insurance contract on a regular basis to be aware of the principles of insurance.√√
- The Road Accident Benefits Scheme (RABS) is an important compulsory insurance that protects road users from the consequences of road accidents.√√
- Any other relevant conclusion related to over insurance/under-insurance/ principles of insurance/Road accident beneficiary scheme/ RABS/Compensation Fund/COIDA.

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

**[40]**

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## QUESTION 5: BREAKDOWN OF MARK ALLOCATION

| DETAILS | MAXIMUM | TOTAL |
|---|---|---|
| Introduction | 2 | Max 32 |
| Difference between under and over insurance | 8 | |
| Road Accident Benificiary Scheme (RABS) as a type of compulsory insurance | 14 | |
| Principles of insurance | 12 | |
| COIDA as a type of compulsory insurance | 12 | |
| Conclusion | 2 | |
| **INSIGHT** | | 8 |
| Layout | 2 | |
| Analysis/Interpretation | 2 | |
| Synthesis | 2 | |
| Originality/Examples | 2 | |
| **TOTAL MARKS** | | 40 |

LASO – For each component:
Allocate 2 marks if all requirements are met.
Allocate 1 mark if only some of the requirements are met.
Allocate 0 marks where requirements are not met at all.

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## QUESTION 6: BUSINESS ROLES (HUMAN RIGHTS AND ENVIRONMENTAL ISSUES)

6.1 **Introduction**

- Promoting employees' social rights in the workplace is crucial to guarantee equality and inclusivity.√
- Businesses can apply various methods, such as implementing inclusive policies, to address diversity issues such as disability and race.√
- Employers have a responsibility to create a healthy and safe workplace and promote workers' human health and safety.√
- Furthermore, businesses can promote cultural rights by creating an environment that respects diversity and values different cultures.√
- Any other relevant answer related to the economic rights of employees in the workplace/ways in which businesses could deal with disability and race as diversity issues in the workplace/the responsibilities of employers in promoting human health and safety in the workplace/ways in which business could promote cultural rights in the workplace.

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

6.2 **Ways a business can promote social rigts of employees in the workplace**

- Businesses must ensure that employees have access to clean water/social security.√√
- Encourage employees/offer opportunities for skills training/basic education.√√
- Register workers with UIF to provide adequate protection in the event of unemployment or illness.√√
- Encourage employees to participate in special events, for example, World AIDS Day.√√
- P0rovide healthcare services by establishing on-site clinics to give employees access to basic medical examinations.√√
- Any other relevant answer related to economic rights of employees in the workplace.

**Max (8)**

6.3 **Dealing with diversity issues**

6.3.1 **Disability**

- Businesses should provide employment opportunities√ for people who are physically challenged.√
- Employees should be trained on how to deal√ with colleagues with disabilities.√
- Businesses should be well informed on how to deal√ with physically challenged employees.√
- Accommodate people who are physically challenged√ by providing facilities/ramps for wheel-chairs.√
- Ensure that workers with special needs are not marginalised/feel excluded√ from workplace activities.√
- Policies and programmes should accommodate the needs√ of people with disabilities.√
- Create an organisational culture/climate that is conducive√ for people with disabilities.√
- Businesses should bring in external experts√ to help with disability and accommodation issues.√

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- Focus on skills/work performance of an employee with disabilities√, rather than his/her disability/possible problems he/she may pose in future.√
- Any other relevant answer related to ways in which businesses could deal with disability as a diversity issue in the workplace.

Submax (8)

6.3.2 **Race**

- Implement affirmative action policies√ as required by law.√
- No discrimination should be made√ based on skin colour.√
- Comply with the Employment Equity Act and BBBEE√ when appointing people.√
- Ensure that the workplace is diverse√ by employing people from different race groups.√
- When appointments are made,√ previously disadvantaged people should get preferential treatment.√
- Any other relevant answer related to race as a diversity issue.

Submax (8)

**Max (16)**

6.4 **The responsibility of employees in promoting health and safety in the workplace**

- Provide and maintain all the equipment√ that is necessary to perform the work.√
- Employer should have systems in place to ensure that there will be no harmful impact√ on the health and safety of workers.√
- Reduce/Remove dangers to workers√ and provide personal protective clothing.√
- Ensure that the workers' health is not damaged by hazards√ resulting from production /processing/storage/transportation of materials or equipment.√
- Employers must know where potential dangers might be√ and take measures to eliminate or limit the harm.√
- Workers must be informed /instructed/and supervised√ to limit potential dangers to them/Emergency exit door signs should be visible to all employees.√
- Equipment must be used under the supervision√ of a designated trained worker√.
- Comply with safety laws√ which seek to promote a healthy working environment.√
- Any other relevant answer related to the responsibilities of employers in promoting human health and safety in the workplace.

**Max (12)**

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6.5 **Ways in which a business could promote cultural rights in the workplace**

- Provide an environment in which employees are free to use their own language when interacting with others during their free time.√√
- Encourage employees to participate in cultural activities.√√
- Allow employees to provide solutions to challenges from their own cultural perspectives.√√
- Regular cultural information sessions will help employees to respect each other's culture in the workplace.√√
- Make provision for different cultures, such as food served in the canteen/entertainment at staff functions.√√
- Employ people from various cultural backgrounds.√√
- Employees should be trained on cultural tolerance.√√
- Any other relevant answer related to ways in which business could promote cultural rights in the workplace.

**Max (10)**

6.6 **Conclusion**

- Promoting social rights in the workplace is crucial in order to create an environment of equality, respect, and inclusivity.√√
- Addressing disability and race as diversity issues requires inclusive policies, accommodations, and training to foster equality.√√
- Employees have a responsibility to actively participate in promoting workplace safety by adhering to protocols and reporting hazards.√√
- Businesses can promote cultural rights in the workplace by fostering an environment of respect, offering diversity training, and supporting policies that celebrate cultural differences.√√
- Any other relevant answer relanting to the social rights of workers, how to deal with race and disabilty as diversity issues, responsibility of employees in promoting safety in the workplace or ways in wich a business can promote cultural rights in the workplace.

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

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## QUESTION 6: BREAKDOWN OF MARK ALLOCATION

| DETAILS | MAXIMUM | TOTAL |
|---|---|---|
| Introduction | **2** | **Max 32** |
| Ways to improve social rights of workers | **8** | |
| Ways in which business could deal with the following diversity | **16** | |
| The responsibilities of employers in promoting human health and safety in the workplace | **12** | |
| Ways in which business could promote cultural rights in the workplace | **10** | |
| Conclusion | **2** | |
| **INSIGHT** | | **8** |
| Layout | **2** | |
| Analysis/Interpretation | **2** | |
| Synthesis | **2** | |
| Originality/Examples | **2** | |
| **TOTAL MARKS** | | **40** |

LASO – For each component:
Allocate 2 marks if all requirements are met.
Allocate 1 mark if only some of the requirements are met.
Allocate 0 marks where requirements are not met at all.

**TOTAL SECTION C: 40**
**GRAND TOTAL: 150**

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