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KWAZULU-NATAL PROVINCE
EDUCATION
REPUBLIC OF SOUTH AFRICA



NATIONAL SENIOR CERTIFICATE

GRADE 11

BUSINESS STUDIES

COMMON TEST

SEPTEMBER 2022

MARKS : **100**

TIME : **$1^{1}/_{2}$ Hours**

This question paper consists of 8 pages.

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please turn the page'

INSTRUCTION AND IFORMATION

Read the following instructions carefully before answering the questions

1. This question paper consists of THRE sections.

   SECTION A: COMPULSORY
   SECTION B: consists of THREE questions
   Answer any TWO of the THREE questions in this section.
   SECTION C: Consists of TWO questions
   Answer ONE of the TWO questions in this section.

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

3. Number the answers correctly according to the numbering system used in this question paper. No marks will be awarded for answers that are numbered incorrectly.

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

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

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

SECTION	QUESTION	MARKS	TIME
A: Objective-type questions COMPULSORY	**1**	**20**	**20 minutes**
B: THREE direct/indirect- type questions CHOICE (Answer any TWO)	**2**	**20**	**20 minutes**
	3	**20**	**20 minutes**
	4	**20**	**20 minutes**
C: TWO essay-type questions CHOICE (Answer any ONE essay)	**5**	**40**	**30 minutes**
	6	**40**	**30 minutes**
TOTAL		**100**	**90 minutes**

7. Begin the answer to EACH question on a NEW page, for example QUESTION 1 – new page, QUESTION 2 – new page, et cetera.

8. You may use a non-programmable calculator.

9. Write neatly and legibly.

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SECTION A (COMPULSORY

QUESTION 1

1.1 Various options are provided as possible answers to the following questions. Write down the question number (1.1.1–1.1.5) and the correct letter next to it ONLY. e.g.: 1.1.6 A

1.1.1 The ability of the business to continue without damaging the environment and the community in which it operates is …

A Profitability
B Responsibility
C Sustainability
D Productivity

1.1.2 Reports that provide data and conclusions, and are analytical because the presenter also supplies recommendations after findings are known as …

A business reports
B business plans
C information
D analyses

1.1.3 The … should be colourful, eye-catching and creative to support the core message of the presentation.

A handouts
B posters
C slides
D flip charts

1.1.4 Capital that is contributed by the owner is referred to as …

A debt capital
B equity capital
C trade credit
D bank loan

1.1.5 The … shows the start and finish dates of the terminal elements and a summary element of a project.

A gantt charts
B timelines
C work breakdown structure
D project planning

(5x2) [10]

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

business plan; flyer; management; action plan; diagrams; tax considerations; flip chart; graph; organisational; risk

1.2.1 The information in the … requires interpretation and comparisons to see the relationship between different sets of data.

1.2.2 Entrepreneurs need to possess … skills to manage their business on a day to day basis.

1.2.3 A large pad of paper, bound so that each page can be turned over at the top to reveal the next page, used on a stand is known as …

1.2.4 An … is a record of activities showing how those activities will be organised to achieve the goals set out in the business plan.

1.2.5 Providers of own capital are usually willing to accept greater … than providers of borrowed capital.

(5x2) (10)

TOTAL SECTION A: [20]

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SECTION B

Answer ANY TWO questions in this section.

NOTE: Clearly indicate the QUESTION NUMBER of each question that you choose. The answer to EACH question must start on a NEW page, for example QUESTION 2 on a NEW page, QUESTION 3 on a NEW page, et cetera.

QUESTION 2: BUSINESS VENTURES (ENTREPRENEURIAL QUALITIES)

2.1 Elaborate on the meaning of an entrepreneur. (2)

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

GINA SHOE STORE (GSS)

Gina White from Bloemfontein is the proud owner of Gina Shoe Store (GSS). She started on her own with one small store three years ago and today runs a chain of ten stores. Gina always come up with new ways of doing differently in her business. She is focused and determined to achieve her goals. Today she is a successful businesswoman.

2.2.1 Identify TWO qualities of an entrepreneur represented by GINA. Motivate your answer by quoting from the scenario above. (6)

Use the table below as a GUIDE to answer QUESTION 2.2.1

ENTREPRENEUR QUALITIES	MOTIIVATIONS

2.3 Discuss any TWO key success factors of a business. (6)

2.4 Suggest strategies that businesses can use to ensure that they remain profitable and sustainable. (6)

[20]



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QUESTION 3: BUSINESS VENTURES (SETTING UP/STARTING A BUSINESS VENTURE)

3.1 State the aspects that must be considered when initiating a business. (3)

3.2 Read the scenario below and answer the questions that follow:

CLASSIC MANUFACTURERS LTD(CM)

Classic Manufacturers Ltd is a successful furniture company and have been in existence for 20 years. In order to obtain capital Classic Manufacturers Ltd issues shares that can be bought by the public.

3.2.1 Identify the source of funding used by Classic Manufacturers Ltd from the scenario above. Motivate your answer by quoting from the scenario. (3)

3.2.2 Explain any TWO other sources of funding. (6)

3.3 Discuss reasons why businesses need funding. (4)

3.4 Suggest an improvement to customer service that must be considered when starting a business. (4)
[20]



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QUESTION 4: MISCELLANEOUS TOPICS

BUSINESS VENTURES (PRESENTATION OF BUSINESS INFORMATION)

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

PREMIER STORES (PS)

Nadley is a jewellery designer and wants to sell her new range of costume jewellery to teenagers and students. Premier Stores targets the teenage clothing market. Nadley has to make a sales presentation to the directors of PS. They agreed to give her the opportunity to present her plan at their next board meeting. She decided that a verbal presentation supported by transparencies and handouts would be most suitable.

4.1.1 Elaborate on the meaning of verbal presentation. (2)

4.1.2 Suggest guidelines on how to prepare ONE of the visual aids Mentioned in the scenario. (4)

4.2. Explain the factors that Nadley should consider when preparing for the presentation. (4)

BUSINESS VENTURES (TRANSFORMATION OF A BUSINESS PLAN INTO AN ACTION PLAN)

4.3 Define a timeline. (6)

4.4 Advise businesses on the importance of a timeline. (4)
[20]

TOTAL SECTION B: [40]

SECTION C

Answer ONE question in this section.

NOTE: Clearly indicate the QUESTION NUMBER of the chosen question. The answer to EACH question must start on a NEW page, for example QUESTION 5 on a NEW page, QUESTION 6 on a NEW page, etcetera.

QUESTION 5: BUSINESS VENTURES (PRESENTATION OF BUSINESS INFORMATION)

Businesses are required to write reports on their performance. Some businesses follow the correct steps of report writing to ensure that accurate information is presented to stakeholders. Many businesses make use of a flyer to advertise their products and services. They advise their presenter to handle feedback from the audience in a non-aggressive and professional manner

Write an essay on presentation of business information in which you include the following aspects:

- Elaborate on the meaning of business reports.
- Explain the steps in report writing.
- Discuss factors that must be considered when composing a flyer.
- Advise presenters on how they should handle feedback in a non-aggressive and professional manner after a presentation.

QUESTION 6: BUSINESS VENTURES (TRANSFORMATION OF A BUSINESS PLAN INTO AN ACTION PLAN)

A business plan explains the objectives of a business. An action plan is a record of activities showing how those activities will be organised to achieve the goals set out in the business plan. Project planning is a tool that can be used to turn an idea into an action plan

With reference to the above, write an essay on the following aspects:

- Outline the steps to follow when drawing up an action plan.
- Explain the purpose of a business plan.
- Discuss the importance of an action plan.
- Advise businesses on the project planning steps.

[40]

TOTAL SECTION C: [40]

TOTAL MARKS: [100]

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KWAZULU-NATAL PROVINCE
EDUCATION
REPUBLIC OF SOUTH AFRICA



NATIONAL SENIOR CERTIFICATE

GRADE 11

BUSINESS STUDIES

COMMON TEST

MARKING GUIDELINE

SEPTEMBER 2022

MARKS : **100**

TIME : **$1^{1}/_{2}$ Hours**

These marking guidelines consist of 19 pages.

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NOTES TO MARKERS

1. A comprehensive marking guideline has been provided but this is by no means exhaustive. Due considerations 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 source
- Original
- A different approach is used

NOTE: SECTION A

- **There are no alternative answers.**
- **Each question has only one correct answer.**

2. 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.)

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

4. 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 .

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

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

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.

SECTION B

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

NOTE: This applies only to questions where the number of facts is specified.

8.2 If two facts are written in one sentence, award the candidate FULL credit. Point 8.1 above still applies.

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9.

- Where the number of facts are specified questions that require candidates to explain/ discuss/ describe' will be marked as follows:
- Heading: 2 marks
- Explanation: 1mark (or as indicated in the marking guideline.)
- The 'heading' and 'explanation' are given separately to facilitate mark allocation.

10.1 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.

10.2 If candidates are required to provide their own examples / views, brainstorm this to come up with alternative answers.

10.3 **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.**

SECTION C

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

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

11.2 Insight consists of the following components:

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

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

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

11.5 Mark all relevant facts until the SUB MAX/MAX mark in a subsection has been attained. Write SUB MAX/MAX after maximum marks have been obtained, but continue reading for originality “O”.

11.6 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**

11.7 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.)

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

11.9 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.

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

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SECTION A

QUESTION 1

1.1

1.1.1 C √√

1.1.2 D √√

1.1.3 B √√

1.1.4 B √√

1.1.5 A √√

(5 x 2) (10)

1.2

1.2.1 graphs √√

1.2.2 organisational √√

1.2.3 flip chart √√

1.2.4 action plan√√

1.2.5 risk√√

(5 x 2) (10)

TOTAL SECTION A: [20]

BREAKDOWN OF MARKS

QUESTION 1	MARKS
1.1	10
1.2	10
TOTAL	20

SECTION B

Mark ONLY the FIRST TWO questions answered in this Section.

QUESTION 2: BUSINESS VENTURE

2.1 Meaning of an entrepreneur

- The word "entrepreneur" refers to a person who demonstrate the attitudes/ behaviors, knowledge √ and skills needed to start and make a success of a business venture. √
- An entrepreneur is an individual who creates a new business√, bearing most of the risks/enjoying most of the rewards. √
- Any other relevant answer related to the meaning of an entrepreneur.

Max (2) 2.2

2.2.1



ENTREPRENEUR QUALITIES	MOTIVATION
Creativity and innovation√√	• Gina always come with new ways of doing differently in her business.
Confidence and adaptability√√	• She is focused and determined to achieve her goals.
Sub max (4)	**Sub max (2)**

Max (6)

2.3 Key success factors that makes the business successful

Sustainability √√
Successful businesses are sustainable.√
This means that the business can continue to exist despite all the challenges and threats it is confronted with. √

Heading (2)
Explanation (1)

Profitability √√
Money is managed in such a way that a good return on investment can be guaranteed to investors.√
This attracts even more investors, which enables the business to expand its activities and to become even more profitable. √

Heading (2)
Explanation (1)

Customer base √√
Successful businesses have a continuous customer base to sell their goods and services to. √
Successful businesses are always on the lookout for ways to expand their customer base. √

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

2.4 Strategies businesses can use to remain profitable and sustainable

- Proper succession planning so that it can continue to exist despite all the challenges and threats it is confronted with. √√
- Sound managing finances.√√
- Effective management of scarce resources and employees.√√
- Maintaining a solid customer base.√√
- Monitoring the internal and external environment.√√
- Behaving ethically and being socially responsible.√√
- Increasing your own education so that you keep up with changing technologies in your industry.√√
- Building on business success and learning from mistakes.√√
- The business should be transparent, which means being willing to reveal exactly what the business does and what it stands for. √√
- Being environmentally aware and friendly, and consider the triple bottom line and managing the 3Ps , profit, planet and people.√√

Max (6)

TOTAL: [20]

BREAKDOWN OF MARKS

QUESTION 2	MARKS
2.1	2
2.2.1	6
2.3	6
2.4	6

QUESTION 3: BUSINESS VENTURES (SETTING UP/STARTING A BUSINESS VENTURE)

3.1.1 Aspects that must be considered when initiating a business

- Strategy√
- Operations √
- Productivity√
- Size of the business√
- Culture, training and quality of staff√
- Risk and change√
- Customer service√
- Market research√
- Business cycles √
- Any other relevant answer related to aspects that must be considered when Initiating a business **(3 x 1) (3)**

3.2.1 Identification of pricing technique

Issuing of shares√√ **Sub Max (2)**

Motivation

- In order to obtain capital Classic Manufacturers Ltd issues shares that can be bought by the public.√

Sub Max (1)
Max (3)

NOTE: Do not award marks for motivation if identification is incorrect.

3.2.2 Any TWO other sources of funding

Equity Capital√√

- Equity capital is the total amount of money and assets invested in a business by the owner that comes from own sources√
- Capital that is contributed by the owner is referred to as the owner's interest. √
- Owner's equity increases when the owner puts in additional funds to expand the business. √
- The benefits of putting own capital into the business is that it encourages a commitment from the owner. √
- Any other relevant answer related to equity capital

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

Debt Capital√√

- Many businesses need to borrow funds. √
- The business plan will indicate how much a debt capital is crucial for business funding. √
- The following sources of finance are available to the entrepreneur:

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

Bank loan√√
- The business can borrow money from the bank. √
- The amount will be specified for a set period. √
- Interest is payable on the loan. √
- The period can be fixed for the time of the loan or variable in line with the current interest rate. √
- Any other relevant answer related to bank loan



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

Trade Credit√√
- This is the time which a business has before it has to settle a debt. √
- Suppliers usually allow a small business a period between buying materials and paying for them. √
- Any other relevant answer related to trade credit

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

Bank overdraft√√
- This is when a bank allows a business to draw more than what is deposited in the bank account. √
- The bank decides on the maximum amount to be drawn known as the overdraft limit√
- The business pays interest on the amount of money they withdraw and for the period they have overdrawn. √
- Any other relevant answer related to bank overdraft

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

Leasing and hire purchase√√
- Businesses can lease certain assets from suppliers. √
- Assets such as machinery/vehicles/computer systems can be leased. √
- A fixed amount of money is paid monthly for the use of the asset√
- The lease agreement can be renewed when the asset is returned/replaces.√
- Any other relevant answer related to leasing and hire purchase.

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

Grants√√
- Grants are funds that are received from government departments/local development agencies and other organisations that support small business developments. √
- The business can qualify for government support to help get started. √
- The main advantage of grants is that it is cheap financing. √
- Any other relevant answer related to grants

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

Venture capital√√
- Financing is given in exchange for a share in the business at its start up. √
- Some venture capitalists also request a position in management or on the board.√
- Any other relevant answer related to venture capital

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

Angel funding√√
- These are often wealthy entrepreneurs who offer financing in exchange for a share in the business. √
- This carries a high risk for the investor. √
- Any other relevant answer related to angel funding

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

3.3 Reasons why businesses need funding
- Cover the start-up costs√ including premises/machinery/raw materials etc.√
- Run the business and have enough money√ to pay employees/suppliers of raw material etc. √
- Pay for cost of input√such as wages, telephone other expenses√
- Expand the business as the orders/sales increase√ and bigger premises need to be established. √
- Any other relevant answer related to reasons why businesses need funding.

Max (4)

3.4 Improvement to customer service, that must be considered when starting a business
- Make an effort to satisfy the needs of customers. √√
- Change the action plan accordingly to accommodate the needs of customers√√
- Establish a good relationship with customers. √√
- Any other relevant answer related to improvement to customer service that must be considered when starting a business. **Max (4)**

BREAKDOWN OF MARK ALLOCATION

3.1	**3**
3.2.1	**3**
3.2.2	**6**
3.3	**4**
3.4	**4**
TOTAL	**20**

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QUESTION 4: MISCELLANEOUS

BUSINESS VENTURES

4.1

4.1.1 Meaning of verbal presentation

- Exchange information√ using oral presentation/spoken√
- Information√ can be heard.√
- Information √cannot be stored.√
- Examples: videoconferencing, workshops, seminars, conferences, public speaking etc.√ **Max (2)**

4.1.2 Guidelines on how to prepare transparencies/slides

- Start with the text/headings.√√
- Use keywords instead of full sentences.√√
- Use legible font and font size.√√
- Limit the amount of information on each slide. √√
- Avoid too much writing and complicated graphs. √√
- Choose images that may help to communicate the message. √√
- Include graphics. √√
- 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. √√

OR

Guidelines on how to prepare handouts

- Structure information in a logical sequence. √√
- Use a legible font size and font size. √√
- Choose images that may help to communicate the message. √√
- Make sure there are no grammatical/spelling errors. √√
- Use bright colours to increase visibility. √√
- Refrain from using busy borders, different fonts and too many different colours. √√
- Allow an empty page at the end of the handout to allow for the audience to make additional notes during the presentation. √√

Max (4)

Note : Award 4 marks for EITHER guidelines on how to prepare transparencies OR guidelines on how to prepare handouts.

4.2 Factors that the presenter must consider when preparing a presentation

- Know√ your audience.√
- Select a suitable√ background√
- Use a legible font√ and font size.√
- Use simple√ language.√
- Clear purpose / objectives√ of presentation.√
- Include visual aids√
- Any other factor that the presenter must consider when preparing a presentation. **Max (4)**

BUSINESS VENTURES (TRANSFORMATION OF A BUSINESS PLAN INTO AN ACTION PLAN)

4.3 Define a timeline

- A timeline is a representation of all the tasks√ that must be completed and when these tasks can be completed. √
- Timelines help team members √to know what milestones need to be achieved and by when. √
- The entries on the timeline need to be accurate√ and the information needs to be well organised. √
- Timelines often involve√ making projections. √
- Any other relevant answer related to define a timeline **Max (6)**



4.4 Importance of a timeline

- They help the planners to project dates in advance. √√
- Assists in determining the sequence/order in which activities tasks must be completed. √√
- Keeps information in the order that it has to be in. √√
- Assists project management in meeting their targets and exceeding client expectations√√
- Project managers' tools to get their jobs done, many of which are specific to a single company or product. √√
- Any other relevant answer related to importance of a timeline. **Max (4)**

TOTAL: [20]

BREAKDOWN OF MARK ALLOCATION

4.1.1	**2**
4.1.2	**4**
4.2	**4**
4.3	**6**
4.4	**4**
TOTAL	**20**

SECTION C

Mark only the First question answered in this Section.

QUESTION 5: BUSINESS VENTURES (PRESENTATION OF BUSINESS INFORMATION)

5.1 Introduction

- It is important for business-related information to be presented and validated. √
- The information can be validated through proper use of tables, graphs, diagrams, illustrations, etc. √
- The information can be presented verbally or none verbally. √
- Feedback gives invaluable information about what an audience has understood and what they have not. √
- Any other relevant introduction related to business reports/visual aids/ handling feedback. **Any (2x1) (2)**

5.2 The meaning of business reports

- A business report is done for businesses that have been in operation√ and key information must be shared with stakeholders. √
- Businesses use written reports to provide information√ on financial statements /investigations/disputes/disciplinary actions etc. √
- These may be presented orally to an individual√ or to a group or electronically on a computer screen. √
- Any other relevant answer related to the meaning of business reports. **Max (6)**

5.3 Steps in report writing

- Define the purpose of a report√ and who will be reading it. √
- Be aware of who the reader√ of the report will be. √
- Do research√ in order to gather data√
- Plan the report structure√ e.g. title, contents page, introduction, body and conclusion √
- Prepare a work plan, √ start early and allow time for brainstorming and preliminary research. √
- Clearly display the topic of the report√ at the top of the page√.
- Put together the first draft of the report, √ print the first draft and read sometime later. √
- Ensure the information presented is useful√ to the decision-making process
- Organise√ and rewrite your material√
- Prepare visual aids√ to help convey the information√
- Ensure the report is accurate√ and to the point. √
- Balance the quality of information√ by being specific and straight to the point. √
- Anticipate the audience and issues, √ it could be distributed to people whom it was not intended. √
- Write √ the executive summary. √ □
- Any other relevant answer related to steps in report writing. **Max (14)**

5.4 Factors that must be considered when composing a flyer

- Define the purpose√ of the flyer√/Central message√ of the flyer√
- Write a title√ that will attract the reader's attention√
- Use graphics√ to attract attention√/ Be creative √and use interesting images √
- Focus on the benefits √of the products/services√
- Identify points√ clearly√/Do not use√ many words√
- Main details √ much in large print√
- Keep it simple√ with white space√
- Use text boxes√ if space allows√
- Check √your spelling√
- Let someone proofread the contents√ before it goes to print √
- Use bright paper and black text√ if budget does not allow for colour printing. √
- Offer a discount√ on the product or service. √
- Any other relevant answer related to factors that must be considered when composing a flyer. **Max (14)**

5.5 Handling feedback in a non-aggressive and professional manner after a presentation

- Note/write down the questions asked to be able to respond correctly. √√
- Be polite, confident and courteous/humorous. √√
- Address questions in an orderly manner. √√
- Listen to the whole question and then respond. √√
- Respond honestly and as best as you can√√
- Encourage questions from the audience.
- Repeat the question so that so that everyone can understand the basis of your response √√
- Acknowledge good questions to motivate audience to ask more questions. √√
- Rephrase questions if uncertain and if you do not know the answer then admit√√
- Limit question time so that it does not make you go over your time limit. √√
- Remain professional, polite and calm √√
- Pause and consider your answer before responding√√
- Apologise for the error that you have made √√
- Always address the questions and not the person/Address questions in an orderly manner √√
- Be assertive when answering questions and avoid being aggressive √√
- Do not make a second presentation when answering a question √√
- Any other relevant answer related to how presenters should handle feedback in a non-aggressive and professional manner after a presentation. **Max (12)**

5.6 Conclusion

- It is not a good idea to conduct the entire presentation verbally since it is likely to become boring and will lack variety, the audience might lose interest. √√
- A presenter must use feedback to improve their skill of presenting. √√
- Any other relevant conclusion related to business reports, visual aids and handling feedback. **Any (1x2) (2)**

[40]

QUESTION 5: BREAKDOWN OF MARK ALLOCATION

DETAILS	MAXIMUM	TOTAL
Introduction	2	Max 32
The meaning of business reports	6	
Steps in report writing	14	
Factors that must be considered when composing a flyer	14	
Handling feedback in a non-aggressive and professional manner after a presentation	12	
Conclusion	2	
INSIGHT		8
Layout	2	
Analysis/Interpretation	2	
Synthesis	2	
Originality/Examples	2	
TOTAL MARKS		**40**

LASO – For each component:

Allocate 2 marks if all requirements are met.

Allocate 1 mark if some requirements are met.

Allocate 0 marks where requirements are not met at all.

QUESTION 6: BUSINESS VENTURES (TRANSFORMATION OF A BUSINESS PLAN INTO AN ACTION PLAN)

6.1 Introduction

- Identify indicators to confirm progress, is one of the steps that must be followed when drawing up an action plan.
- A business plan can be used to secure potential investors.
- An action plan identifies measures of success√ by providing a way of measuring progress towards that goal. √
- Project planning keeps records of all activities. √
- Any other relevant introduction related to steps to follow when drawing up an action plan/ purpose of a business plan/ importance of an action plan/ project planning steps.

Any (2x1) (2)

6.2 Steps to follow when drawing up an action plan

- The summary of the vision, mission, long term and short-term goals must be defined√√
- Define the steps you would take to get there√√
- Start with what must be done first/prioritise√√
- Identify the end point for each step√√
- Arrange the steps in logical order√√
- Think about any problems that may happen √√
- Review progress regular√√
- Any other relevant answer related to steps to follow when drawing up an action plan.

Max (10)

6.3 Purpose of a business plan

- Offers direction√ of a proposed business. √
- A written document√which gives a comprehensive overview of a proposed business√
- Explain the business objectives√, how it will operate, how the finances, resources will be handled√and what the business aims to achieve. √
- Used to check√ the performance. √
- A tool used to sell or market√ the business. √
- To identify√ possible strengths, weaknesses, opportunities and threats. √
- Used to convince other people√ of the profitability of the business, such as applying for finance for a bank. √
- Any other relevant answer related to purpose of a business plan

Max (12)

6.4 Importance of an action plan

- It enables projects to be achieved√ within the specified time.√
- It helps the person responsible√ for achieving certain goals to be organised. √
- It is a control measure√ against which standards and performance can be measured√
- It priorities activities√ according to importance. √
- It turns plans√ into actions. √
- Identify problems√ that could occur. √
- Acts as a monitoring tool√ that makes it possible to check the progress.√
- Enables businesses to transfer√ their plans into actions. √
- Enables businesses to think logically√ and identify gaps in the plan. √
- It provides an opportunity for reflection√ of what has happened before and what actions have not helped. √
- Can bring together individuals/experts√ that are knowledgeable in the area of work. √
- Clarifies the objective and provides the opportunity√ to identify areas that need change. √
- Builds consensus√ as everyone involved can contribute their ideas. √
- Creates ownership/accountability√ by creating a sense of individual and collective ownership for the action plan. √
- Clarifies timescales that need to be done in order√ to achieve a particular objective. √
- Any other relevant answer related to importance of an action plan.

Max (12)

6.5 Project planning steps

- Define the scope of the plan to be done e.g. what is the purpose, first and last activities? √√
- Identify project supporters. √√
- Break the project down into activities. √√
- Set time frames and determine how long each activity takes. √√
- Set milestones targets e.g. what are main completion point? √√
- Determine accountabilities/person responsible for the decision made. √√
- Calculate the financial, human/technical resources that will be needed√√
- Plot the activity schedule into a Gantt chart√√
- Execute the project plan. √√
- Monitor progress√√
- Communicate and review project progress. √√
- Any other relevant answer related to project planning steps.

Max (12)

6.6 Conclusion

- A business should use project management skills and tools to plan and implement activities to meet the goals for every project.
- Businesses should use action plans, as it helps to focus ideas and to decide on the steps to achieve a particular goal.
- Entrepreneurs must ensure that they draw up their business plans properly, has it will determine the successfulness of their proposed business.
- Any other relevant conclusion related to steps to follow when drawing up an action plan/ purpose of a business plan/ importance of an action plan/ project planning steps.

Any (1x2) (2)

QUESTION 6: BREAKDOWN OF MARKS

Details	Maximum	Total
Introduction	2	**Max 32**
Steps to follow when drawing up an action plan	10	
Purpose of a business plan	12	
Importance of an action plan	12	
Project planning steps	12	
Conclusion	2	
INSIGHT		
Layout	2	**Max 8**
Analysis, interpretation	2	
Synthesis	2	
Originality/Examples	2	
TOTAL MARKS		**40**

LASO – For each component:

Allocate 2 marks if all requirements are met.

Allocate 1 mark if some requirements are met.

Allocate 0 marks where requirements are not met at all.

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