



LIMPOPO
PROVINCIAL GOVERNMENT
REPUBLIC OF SOUTH AFRICA

DEPARTMENT OF
EDUCATION

VHEMBE EAST DISTRICT

NATIONAL
SENIOR CERTIFICATE

GRADE 11

BUSINESS STUDIES

TERM 3

QUESTION PAPER

14 SEPTEMBER 2023

MARKS : 100

TIME : 1h30 Minutes

This question paper consists of 7 pages including cover page.

INSTRUCTIONS AND INFORMATION

Read the following instructions carefully before answering the questions.

1. This question paper consists of THREE 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 any 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 (minutes)
A: Objective-type questions COMPULSORY	1	20	20
B: THREE direct/indirect-type questions CHOICE (Answer any TWO)	2	20	20
	3	20	20
	4	20	20
C: TWO essay-type questions CHOICE (Answer any ONE.)	5	40	30
	6	40	30
TOTAL		100	90

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.

SECTION A: COMPULSORY

QUESTION 1 Multiple Choice

1.1 Various options are provided as possible answers to the following questions.

Choose the answer and write only the letter (A–D) next to the question numbers (1.1.1 to 1.1.5) in the ANSWER BOOK, e.g. 1.1.6 D.

- 1.1.1 The planning process which put the plan into action is called a(n).....
A action plan
B grant
C business plan
D loan
- 1.1.2 Capital that is contributed by the owner is referred to as
A trade credit
B equity capital
C bank loan
D debt capital
- 1.1.3 The shows the start and finish date of the terminal elements and a summary element of a project.
A gantt chart
B project planning
C work Breakdown Structure
D timeline
- 1.1.4 The should be colourful, eye-catching and creative to support the core message of the presentation.
A poster
B slides
C flip chart
D handouts
- 1.1.5 is the ability to see a gap in the market and tap it profitably
A Innovation
B Creativity
C Entrepreneurship
D Sustainability

(5X2) = [10]



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

Infrastructure, norming, top level, debt, storming, strategy,
loan, middle level, business, management,

- 1.2.1. A stage of a team development characterized by conflict/tension
- 1.2.2. Entrepreneurs need to possess..... skills to manage their businesses on a day to day basis
- 1.2.3. Money borrowed from a lender that must be repaid with interest at a particular time.
- 1.2.4. Level of management that is responsible for strategic decisions
- 1.2.5. The basic facilities that a business needs in order to operate.

(5X2) = (10)

TOTAL SECTION A: [20]

SECTION B

Answer **ANY TWO** questions in this section

Start the answer to each question 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 Define the meaning of an entrepreneur (2)
- 2.2 Read the scenario below and answer the questions that follow.

ROBBY COAT AND JACKET STORE (RCJS)

Robert is the owner of Robby Coat and Jacket Store (RCJS). He started his business with one small store two years ago and today runs a chain of 6 stores. Robby always comes up with new ways of doing things differently in his business. He is focused and determined to achieve his goals. Today he is a successful business man.

- 2.2.1 Identify **TWO** qualities of an entrepreneur presented by Robby. Motivate your answer by quoting from the scenario above. (6)

Use the table as a GUIDE to answer QUESTION 2.2.1

ENTREPRENEURIAL QUALITIES	MOTIVATIONS

2.3 Discuss any THREE success factors of a business. (8)

2.4 Suggest strategies that businesses can use to ensure that they remain profitable and sustainable (4)

[20]

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

3.1 State any THREE aspects that must be considered when initiating a business.

(3)

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

COMFORTABLE BED MANUFACTURERS Pty Ltd. (CBM)

Comfortable Bed Manufacturers Pty Ltd is a successful bed shop and was founded by Manu 17 years ago. Manu used his own savings to establish CBM.

3.2.1 Identify the source of funding used by Manu from the scenario.

Motivate your answer by quoting from the scenario. (3)

3.2.2 Explain any other TWO 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]



QUESTION 4 MISCELLANEOUS TOPIC

PRESENTATION OF BUSINESS INFORMATION AND RELATED FACTORS

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



LIMPOPO FASHIONS (LF)

Nancy is a traditional clothing designer and she wants to partner with Limpopo Fashions (LF). The directors of LF have agreed to give her an opportunity to present her plan. She decided that a verbal presentation supported by transparencies and handouts would be most suitable.

4.1.1 State TWO visual aids from the scenario (2)

4.1.2 Explain the importance of presenting business information for LF (4)

4.2 Suggest guidelines on how LF can prepare ONE of the visual aids mentioned in QUESTION 4.1.1 (4)

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

4.3 Elaborate on the meaning of timeline (4)

4.4 Advise businesses on the importance of a timeline. (6)

[20]

TOTAL SECTION B: [40]

SECTION C (ESSAY QUESTIONS)

Answer ONE question in this section

START EACH QUESTION ON A NEW PAGE

QUESTION 5 BUSINESS VENTURES (Transformation of a business plan into an action plan)

A business needs a thoroughly compiled business plan in order to have a business that will be successful. Thereafter, an action plan will be needed to show how activities will be organized to achieve the goals set in the business plan. Project planning must be used to turn ideas into action.

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

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

QUESTION 6 BUSINESS VENTURES (Presentation of business information)

Businesses are sometimes required to present information to various stakeholders. They follow the steps of report writing to ensure that accurate information is presented to stakeholders. Some presenters make use of power point and hand-outs to share information.

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

- Elaborate on the meaning of presentation.
- Differentiate between verbal and Non-verbal presentation.
- Explain the steps in report writing and factors that must be considered when designing a presentation.
- Advise presenters on how to handle feedback in a professional and non-aggressive manner after presentation.

[40]

TOTAL SECTION C: [40]

TOTAL MARKS: [100]





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GRADE 11

BUSINESS STUDIES

TERM 3 TEST

MARKING GUIDELINES

14 SEPTEMBER 2023



This marking guidelines consists of 20 pages including cover page.



NOTES TO MARKERS

PREAMBLE

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

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

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

2. Comprehensive marking guidelines have 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
- Uses a different approach

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

3. 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.)

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

5. 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 / moderation purposes.

6. Sub-totals to questions must be written in the right-hand margin. Circle the sub-totals 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
INSIDE the left-hand margin next to the appropriate question number.

7. In an indirect question, the theory as well as the response must be relevant and related to the question.
8. Incorrect numbering of answers to questions or sub-questions in Sections A and B will be severely penalised. Therefore, correct numbering is strongly recommended in all sections.
9. No additional credit must be given for the repetition of facts. Indicate with an 'R'.
10. Note that no marks will be awarded for indicating Yes / No in evaluation type questions requiring substantiation or motivation. (Applicable to Sections B and C.)
11. The differentiation between 'evaluate' and 'critically evaluate' can be explained as follows:
 - 11.1 When 'evaluate' is used, candidates are expected to respond in either a positive / negative manner or take a neutral (positive and negative) stance, e.g. **Positive:** *'COIDA eliminates time and costs spent√ on lengthy civil court proceedings.'*√
 - 11.2 When 'critically evaluate' is used, candidates are expected to respond in either a positive / negative manner or take a neutral (positive and negative) stance. In this instance candidates are also expected to support their responses with more depth, e.g. *'COIDA eliminates time and costs spent√ on lengthy civil court proceedings√, because the employer will not be liable for compensation to the employee for injuries sustained during working hours as long as it can be proved that the business was not negligent.'*√
- NOTE:**
 - 1 The above could apply to 'analyse' as well.
 - 2 Note the placing of the tick (√) in the allocation of marks.
12. The allocation of marks must be led 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 assessment is conducted according to established norms so that uniformity, consistency and fairness are achieved.

13. Only mark the FIRST answer where candidates offer more than one answer for SECTIONS B and C questions that require one answer.

14. **SECTION B**

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



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

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.

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

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

- Fact 2 marks (or as indicated in the marking guidelines)
- Explanation 1 mark

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 marks 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 essay type questions is as follows:

Introduction	Maximum: 32
Content	
Conclusion	
Insight	8
TOTAL	40



15.2 Insight consists of the following components:

Layout / Structure	Is there an introduction, a body and a conclusion?	2
Analysis and interpretation	Is the candidate able to break down the question into headings / sub-headings / interpret it correctly to show understanding of what is being asked?	2
Synthesis	<p>Are there relevant decisions / facts / responses made based on the questions?</p> <p>Marks to be allocated using this guide:</p> <p>No relevant facts: 0 (Two '-S')</p> <p>Some relevant facts: 1 (One '-S')</p> <p>Only relevant facts: 2 (No '-S')</p> <p>Option 1: Where a candidate answers 50% or more of the question with only relevant facts; no '-S' appears in the left margin. Award the maximum of TWO (2) marks for synthesis.</p> <p>Option 2: Where a candidate answers less than 50% 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.</p> <p>Option 3: Where a candidate answers less than 50% of the question with no relevant facts; two '-S' appear in the left margin. Award a ZERO mark for synthesis.</p>	2
Originality	Is there evidence of examples, recent information, current trends and developments?	2
<p>TOTAL FOR INSIGHT: 8</p> <p>TOTAL MARKS FOR FACTS: 32</p> <p>TOTAL MARKS FOR ESSAY (8 + 32): 40</p>		

- NOTE:
- No marks will be awarded for content repeated from the introduction and conclusion.
 - The candidate forfeits marks for layout if the words INTRODUCTION and CONCLUSION are not stated.
 - No marks will be allocated for layout, if the headings INTRODUCTION and CONCLUSION are not supported by an explanation.
 - With effect from November 2017, a candidate is now awarded a maximum of ONE (1) mark for headings / sub-headings and ONE (1) mark for interpretation (16 or more out of 32 marks). This applies specifically to the analysis and interpretation part of insight.

- 15.3 Indicate insight in the left-hand margin with a symbol e.g. ('L, A, -S and / or O').
- 15.4 The breakdown of marks is indicated at the end of the suggested answer / marking guidelines to each question.
- 15.5 Mark all relevant facts until the SUB MAX / MAX mark in a subsection has been attained. Write SUB MAX / MAX after maximum marks have been obtained.
- 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 guidelines.
- 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 no longer 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 marking guidelines, no longer necessarily applies to each question. This would depend on the nature of the question.

SECTION A

QUESTION 1

1.1 MULTIPLE CHOICE

1.1.1 A ✓✓

1.1.2 B ✓✓

1.1.3 A ✓✓

1.1.4 B ✓✓

1.1.5 C ✓✓



1.2 FILL IN

1.2.1 storming ✓✓

1.2.2 management ✓✓

1.2.3 loan ✓✓

1.2.4 top level ✓✓

1.2.5 infrastructure ✓✓

BREAKDOWN OF MARKS

QUESTION 1	MARKS
1.1	10
1.2	10
TOTAL	20

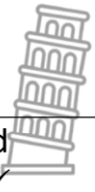
QUESTION 2

2.1 The meaning of entrepreneur

- Refers to a person who demonstrate the attitudes, behaviours, knowledge and skills ✓ needed to start and make a success of a business venture. ✓
- Refers to a person who combines the other three factors of production ✓ and start a business. ✓
- Refers to a person who sees a gap in the market ✓ and satisfy it profitably. ✓

(2)

2.2

ENTREPRENEURIAL QUALITIES	MOTIVATIONS
Creativity and innovation ✓✓ 	<ul style="list-style-type: none"> • Robby always come with new ways of doing differently in his business. ✓
Confidence and adaptability ✓✓	<ul style="list-style-type: none"> • He is focused and determined to achieve his goals. ✓
Sub max (4)	Sub max (2)

(6)

2.3 TWO success factors of a business

• **Sustainability** ✓✓

Sustainability means that a business:

- Continues to exist despite all the challenges and threats it is confronted with. ✓
- Does not damage the environment and the community in which it operates. ✓
- Manages and reports on triple bottom line e.g. profits, people and planet. ✓
- Attracts and retains employees more easily. ✓
- Experiences less financial and reputation risk. ✓

Heading (2)

Explanation (1)

• **Profitability** ✓✓

Profitability means that a business:

- Makes money and management is passionate about their business operations. ✓
- Manages money in such a way that sound return on investment can be guaranteed to investors. ✓
- Attracts even more investors which enables the business to expand its activities and to become even more profitable. ✓

Heading (2)

Explanation (1)

• **Customer base** ✓✓

Customer base means that a business:

- Meets the needs of the customer consistently and provides excellent service. ✓
- Keeps on looking for ways to expand their consumer base. ✓
- Keeps a record of the people buying their products. ✓
- Collects the customers' contact details. ✓



Heading (2)

Explanation (1)

- **Knowing the market** ✓✓

Knowing the market means that a business:

- Conducts a thorough research to find out about the needs of the customers and the type of the customers that buy the product or service. ✓
- Identifies the needs and taste of consumers that help ensure continuous product and service development. ✓
- **Mark any relevant answer to the success factors**



Heading (2)
Explanation (1)

NOTE: Mark the first THREE only

Max (8)
M

2.4 Strategies that businesses can use to ensure that they 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. ✓✓

(2X2) =4

[20]

QUESTION 3

3.1 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)

3.2.1 Source of funding used by Manu from the scenario.

- Equity capital ✓✓
- Motivation:** Manu used his own savings to establish CBM ✓ (3)

3.2.2 Explain any other TWO sources of funding.

- **Debt Capital** ✓✓
 - Many businesses need to borrow funds. ✓
 - The business plan will indicate how much a debt capital is crucial for business funding. ✓
- **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 ✓
- **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
- **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 ✓
- **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.
- **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
- **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
- **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)

Max(6)

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. ✓



(4)

3.4 An improvement to customer service that must be considered when starting a business.

- Planning and minimizing the environmental impact on the business. ✓✓
- Action plan to satisfy the needs of customers. ✓✓
- The sources of raw materials/suppliers. ✓✓
- The sources of funding that the business would use. ✓✓
- The forms of ownership that will be used by the business. ✓✓
- The registration of the business. ✓✓
- The location/business premises to be used. ✓✓

(4)

[20]

QUESTION 4

4.1.1 Visual aids from the scenario.

- Transparencies ✓
- Handouts ✓

NOTE: Mark the First TWO only

2x1(2)

Max (2)

4.1.2 Guidelines on how to prepare ONE of the visual aids mentioned in the scenario

4.1.2.1 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

4.1. 2.2

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)

4.2 The importance of presenting business information

- provide stakeholders with the information to make strategic, ✓ tactical and operational decisions. ✓
- ensures success, ✓ transparency and smooth running of the business. ✓
- assist management ✓ in making decisions. ✓
- provide information ✓ on financial statements/investigations/disputes/new policies etc. ✓
- persuade management to implement a strategy. ✓
- identify trends in the market ✓ and anticipate challenges ✓
- devise strategies ✓ to deal with the challenges ✓

Max (4)

4.3 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 ✓✓

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 ✓

Max (4)

[20]

SECTION C (ESSAYS)

Question 5

5.1 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.

(2x1) (2)

5.2 Explain the purpose of the 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)

5.3 The 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)

5.4 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)

5.5 Advise businesses on the 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)

5.6. 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, as 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)

BREAKDOWN FOR MARK ALLOCATION

DETAILS	MAXIMUM	TOTAL
Introduction	2	Max 32
Explain the purpose of the business plan.	12	
The importance of an action plan.	12	
Steps to follow when drawing up an action plan.	10	
Advise businesses on the project planning steps.	12	
Conclusion	2	
INSIGHT		8
Layout	2	
Analysis	2	
Synthesis	2	
Originality	2	
TOTAL		40

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

QUESTION 6

6.1 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)

6.2 Meaning of presentation.

Is a way of conveying information to an audience. ✓

It refers to introduction, lecture, or speech meant to inform, persuade, inspire, motivate, or present a good idea/product. ✓

It usually requires preparation, use of visual aids and answering questions ✓

Max (4)

6.3 Differences between verbal and Non-verbal presentation.

VERBAL PRESENTATION	NON-VERBAL PRESENTATION
Exchange information using oral presentation/spoken	Communicate by means of printed media
Information can be heard	Communication can be read. ✓
Information cannot be stored	Information can be stored ✓
Examples: video conferencing, workshops, seminars, conferences, public speaking etc. ✓	Examples: written reports, handouts, charts, slides etc. ✓
Sub max (5)	Sub max (5)

Max (10)

6.4 Steps in report writing and actors that must be considered when designing a presentation

6.4.1 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.

Sub max (12)

6.4.2 Factors that must be considered when designing a presentation

- Know ✓ your audience. ✓
- Presentation should include an introduction, ✓ body and conclusion. ✓
- State the aims ✓ of the presentation in your introduction. ✓
- Outline the most important information ✓ first. ✓
- Use visual aids/tables/graphs/charts/diagrams/pictures ✓ effectively. ✓
- Use suitable section titles/headings, ✓ sub-headings and bullets. ✓
- Summarise key findings/Conclude ✓ by indicating how goals were met. ✓
- Consider external factors, ✓ e.g. noisy surroundings, which may influence the presentation. ✓
- Keep to the time limit ✓ to prevent boredom. ✓
- Be well prepared/Research ✓ the topic in depth ✓
- Allow time ✓ for feedback/questions. ✓
- Speak clearly ✓ and audibly. ✓
- Keep eye-contact ✓ with the audience. ✓
- Any other relevant answer related to factors that must be considered when designing a presentation.



Sub max (12)

Max (24)

6.5 How to handle feedback in a professional and non-aggressive manner after 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 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 (8)

6.6 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)



BREAKDOWN OF MARKS ALLOCATION		
DETAILS	MAXIMUM	TOTAL
Introduction	2	Max 32
Meaning of presentation	4	
Differentiate between verbal and Non-verbal presentation.	10	
Steps in report writing and factors to consider when designing a presentation	24	
How to handle feedback in a professional and non-aggressive manner after presentation.	8	
Conclusion	2	
INSIGHT		8
Layout	2	
Analysis	2	
Synthesis	2	
Originality	2	
TOTAL		40

NOTE: 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 [100]

