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**GRADE 10**

**NOVEMBER 2020**

**BUSINESS STUDIES P2  
MARKING GUIDELINE  
(EXEMPLAR)**

**MARKS: 150**

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This marking guideline consists of 22 pages.

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**NOTES TO MARKERS**

1. Candidates' responses for SECTIONS B and C must be in full sentences; however, this would depend on the nature of the question.
2. 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 source
  - Original
  - A different approach is used

**NOTE: SECTION A:**

- There are no alternative answers.
  - Each question has only one correct answer.
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.
  6. In an indirect question, the theory as well as the response must be relevant and related to the question.
  7. Incorrect numbering of questions or sub-questions in SECTIONS A and B will be severely penalised. Therefore, correct numbering is strongly recommended in all sections.
  8. No additional credit must be given for repetition of facts. Indicate with an R.
  9. 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.
  10. **SECTION B**
    - 10.1 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 only applies to questions where the number of facts is specified

    - 10.2 If two facts are written in one sentence, award the candidate FULL credit. Point 10.1 still applies.
    - 10.3 If candidates are required to provide their own examples/views, brainstorm this to come up with alternative answers.

## 11. USE OF THE COGNITIVE VERB AND ALLOCATION OF MARKS

- 11.1 Where the number of facts are specified questions that require candidates to 'explain/discuss/describe' will be marked as follows:
- Heading 2 marks
  - Explanation 1 mark (or as indicated in the marking guideline). The 'heading' and 'explanation' are given separately to facilitate mark allocation.
- 11.2 If the number of facts is not specified, the candidate must be informed by the nature of the question and the maximum marks allocated.
- 11.3 ONE mark will be awarded for answers that are easy to recall, requires one-word answers, or is quoted directly from scenario/case study. This applies to SECTIONS B and C in particular.

## 12. SECTION C

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

Introduction	<b>Maximum: 32</b>
Content	
Conclusion	
Insight	<b>8</b>
<b>TOTAL</b>	<b>40</b>

Tabulate 12.2

12.2 Insight consists of the following components:

<b>Layout/Structure</b>	Is there an introduction, a body and a conclusion?	<b>2</b>
<b>Analysis and interpretation</b>	Is the candidate able to break down the question into heading/sub-headings/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')	<b>2</b>
<b>Synthesis</b>	Are there relevant decisions/facts/responses made based on the question?  Marks to be allocated using this guide:  No relevant facts: 0 (Two 'S') Some relevant facts: 1 (One 'S') Only relevant facts: 2 (No 'S')  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. 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. 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.	
<b>Originality</b>	Is there evidence of examples, recency of information, current trends and developments?	<b>2</b>
	<b>TOTAL FOR INSIGHT:</b>	<b>8</b>
	<b>TOTAL MARKS FOR FACTS:</b>	<b>32</b>
	<b>TOTAL MARKS FOR ESSAY (8 + 32)</b>	<b>40</b>

**NOTE:**

1. No marks will be awarded for contents repeated from the introduction and conclusion.
2. The candidate forfeits marks for layout if the words INTRODUCTION and CONCLUSION are not stated.
3. No marks will be allocated for layout, if the headings INTRODUCTION and CONCLUSION are not supported by an explanation.

- 12.3 Indicate insight in the left-hand margin with a symbol e.g. ('L,A, -S and or O').
- 12.4 The breakdown of marks is indicate at the end of the suggested answer/markings guidelines to each question
- 12.5 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.
- 12.6 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	3
S	2
O	2
<b>TOTAL</b>	<b>40</b>

- 12.7 When awarding marks for facts, take note of the sub-maxima indicated, especially if candidates do not make use of the same subheadings. Remember headings and sub-headings are encouraged and contribute to insight (structuring/logical flow/sequencing) and indicate clarity of thought. (See MARKS BREAKDOWN at the end of each question.)
- 12.8 If the candidate identifies/interprets the question INCORRECTLY, then he/she may still obtain marks for layout.
- 12.9 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.
- 12.10 12.10.1 Award TWO marks for complete sentences. Award ONE mark for phrases, incomplete sentences and vague answers.
- 12.10.2 With effect from November 2015, the TWO marks will not necessarily appear at the end of each completed sentence. The ticks (✓) will be separated and indicated next to each fact, e.g. "Product development is a growth strategy/where businesses aim to introduce new products ✓ into existing markets". ✓  
This will be informed by the nature and context of the question, as well as the cognitive verb used.
- 12.11 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.

**SECTION A (COMPULSORY)****QUESTION 1**

1.1 1.1.1 B ✓✓

1.1.2 A ✓✓

1.1.3 B ✓✓

1.1.4 C ✓✓

1.1.5 B ✓✓

(5 x 2) (10)

1.2 1.2.1 written report ✓✓

1.2.2 problem-solving ✓✓

1.2.3 tenant ✓✓

1.2.4 company with personal liability ✓✓

1.2.5 social responsibility ✓✓

(5 x 2) (10)

1.3 1.3.1 G ✓✓

1.3.2 E ✓✓

1.3.3 D ✓✓

1.3.4 A ✓✓

1.3.5 J ✓✓

(5 x 2) (10)

**TOTAL SECTION A: 30****BREAKDOWN OF MARKS**

QUESTION 1	MARKS
1.1	10
1.2	10
1.3	10
<b>TOTAL</b>	<b>30</b>



**SECTION B**

Mark only the first TWO answers in this section.

**QUESTION 2: BUSINESS VENTURES****2.1 Entrepreneurial qualities**

Desire for responsibility ✓

- Risk -taker ✓
- Perseverance ✓
- Passion ✓
- Organisational skills ✓
- High level of energy ✓
- Good management and leadership skills ✓
- High degree of commitment ✓
- Flexibility ✓
- Confidence in one's ability to succeed ✓
- Any other relevant answer related to the entrepreneurial qualities

**NOTE:** Mark only the first FIVE

(5 x 1) (5)

**2.2 2.2.1 Research instruments**

- Interview ✓
- Surveys ✓
- Group research ✓
- Observation ✓
- Experimenting ✓

**NOTE:** Mark the first TWO only.

(2 x 1) (2)

**2.2.2 Protocols for conducting research**

- The research should be conducted ✓ with the willing co-operation of participants only. ✓
- If research is taking place within the organisation, ✓ it must be approved first. ✓
- A time and place must be agreed upon ✓ with the organisation. ✓
- The person conducting research should not try to influence the opinion ✓ of the participants. ✓
- Participants should be free to refuse ✓ to answer a particular question. ✓
- No information collected about the individual should be disclosed ✓ to anyone else without the participant's approval. ✓
- The response should not be used for any purpose other than the market research ✓ being conducted. ✓
- Participants should be told the reason for the research ✓ and approximately how long it will take to complete the questions. ✓
- Research findings must be reported accurately, ✓ and not used to mislead anyone. ✓
- Any other relevant answer related to protocol and ethics for conducting research.

**NOTE:** Mark the first THREE only

(3 x 2) (6)



## 2.2.3 SWOT analysis

STRENGTHs	WEAKNESS
<ul style="list-style-type: none"> <li>- Affordable swimwear suits. ✓✓</li> <li>- Zizo has a degree in business management. ✓✓</li> <li>- Opening of new branches in Jeffrey's Bay and East London. ✓✓</li> </ul>	<ul style="list-style-type: none"> <li>- Lack of skill and professionalism from newly appointed cashier. ✓✓</li> </ul>
Sub-max. (2)	Sub-max. (2)
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>- Increase in demand for a product. ✓✓</li> <li>- Expansion of market to other cities. ✓✓</li> <li>- Closure of Go-Simply Boutique branches. ✓✓</li> </ul>	<ul style="list-style-type: none"> <li>- Introduction of stage 2 load-shedding. ✓✓</li> <li>- Increase in fuel price. ✓✓</li> </ul>
Sub-max.. (2)	Sub-max.. (2)

## 2.3 Types of contracts

- Employment contract ✓
- Insurance contract ✓
- Lease agreement ✓
- Higher Purchase agreement ✓
- Rental agreement ✓

Max. (5)

## 2.4 Importance of a business location.

- To have access to skilled and unskilled labour. ✓✓
- To have access to both the consumers and suppliers. ✓✓
- To determine business profitability. ✓✓
- Business premises are often very costly to rent. ✓✓
- To determine less harmful environment to the community. ✓✓
- To have access to the availability of transport to bring raw material closer. ✓✓
- To have sufficient availability of water, electricity and communication networks. ✓✓
- To have access to the proximity of sources of raw material. ✓✓
- Have access to favourable weather conditions. ✓✓
- Have accessibility to favourable government regulations. ✓✓
- To have access to low tax concessions. ✓✓
- To determine low crime rate areas. ✓✓
- Exposure to fair labour regulations. ✓✓
- Any other relevant answer related to the importance of business location.

Max. (6)

## 2.5 The importance of business reports

- A business report presents data ✓ and other information about a business for specific readers. ✓
- A business report makes information available ✓ to stakeholders about how the business is doing. ✓
- Senior management rely on business reports ✓ to inform them of what each department is doing. ✓
- The business reports are important to guide decision making ✓ in a business. ✓
- Business reports are also important to the bank who lends money ✓ to the business. ✓
- Any other relevant answer related to the importance of business reports.

Max. (8)

### BREAKDOWN OF MARKS

QUESTION 2	MARKS
2.1	5
2.2.1	2
2.2.2	6
2.2.3	8
2.3	5
2.4	6
2.5	8
<b>TOTAL</b>	<b>40</b>

**QUESTION 3: BUSINESS ROLES****3.1 Problem-solving techniques from the scenario**

3.1.1

<b>PROBLEM-SOLVING TECHNIQUES</b>	<b>MOTIVATION</b>
1.Nominal group technique ✓✓	Employees are requested to first generate ideas and then share the ideas with another group. ✓
2.Delphi technique ✓✓	The manager also contacted designer experts to complete a questionnaire on how to change the design. ✓
Sub-max. (4)	Sub-max. (2)

**NOTE: 1 Award marks for problem solving technique even if the quote is incomplete**

**2 Do not award marks for the motivation if the problem solving technique were incorrectly identified.**

Max. (6)

**3.1.2 Advantages of creative thinking in the workplace**

- Better /Unique /Unconventional ideas/solutions ✓ are generated. ✓
- May give the business a competitive advantage ✓ if unusual / unique solutions /ideas /strategies are implemented. ✓
- Management/employees may keep up with fast changing technology ✓ which might lead to increased market share. ✓
- Complex business problems ✓ may be solved. ✓
- Productivity increases ✓ as management/employees may quickly generate multiple ideas which utilises time and money more effectively. ✓
- Management /employees have more confidence ✓ as they live up to their full potential. ✓
- Managers will be better leaders ✓ as they will be able to handle/ manage change (s) positively and creatively. ✓
- Improves motivation ✓ among staff members. ✓
- Stimulates initiative from employees/managers, ✓ as they are continuously pushed out of their comfort zone. ✓
- Leads to more positive attitudes ✓ as managers/employees feel that they have contributed towards problem solving. ✓
- Managers/Employees can develop a completely new outlook, ✓ which may be applied to any task(s) they may do. ✓
- Creativity may lead to new inventions ✓ which improves the general standards of living/attract new investors. ✓
- Any other relevant answer related to the advantages of creative thinking in the workplace

Max. (8)

### 3.1.3 Ways how creative business opportunities can be realistically implemented.

- Encourage alternative ways of working/doing things. ✓✓
- Encourage staff to come up with new ideas/opinions/solutions. ✓✓
- Respond enthusiastically to all ideas and never let anyone feel less important. ✓✓
- Place suggestion boxes around the workplace and keep communication channels open for new ideas. ✓✓
- Emphasise the importance of creative thinking to ensure that all staff know that management want to hear their ideas. ✓✓
- Make time for brainstorming sessions to generate new ideas, e.g. regular workshops/generate more ideas/build on one another's ideas. ✓✓
- Train staff in innovative techniques/creative problem-solving skills/ mind-mapping/ lateral thinking. ✓✓
- Encourage job swaps within the organisation/studying how other businesses are doing things. ✓✓
- Any other relevant answer related to how business opportunities can be realistically implemented.

Max. (8)

### 3.2 Initiatives that businesses can take to address socio-economic issues.

- Providing quality goods and services to people. ✓✓
- Ensuring that the production process has no negative impact on the environment. ✓✓
- Sponsor equipment and products going to non-profit organisations and other needy groups. ✓✓
- Assist with the development of infrastructure (such as building health clinics and schools). ✓✓
- Sponsor educational material (such as textbooks, computers and other technological material). ✓✓
- Sponsor school feeding scheme. ✓✓
- Sponsor school sports teams. ✓✓
- Sponsor volunteers from the company taking part in community events. ✓✓
- Form partnership with government. ✓✓
- Any other relevant answer related to the initiatives taken to address socio economic issues ✓✓

Max. (6)

### 3.3 Self-management concepts

3.3.1 Self-confidence ✓✓

3.3.2 Self-knowledge ✓✓

3.3.3 Adaptability ✓✓

(3 x 2) (6)

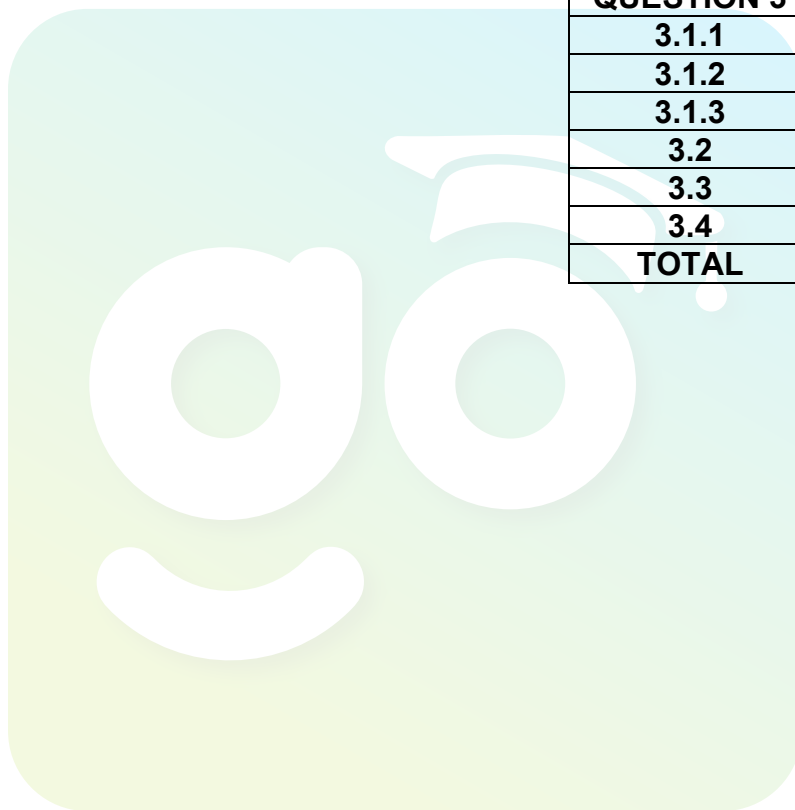
### 3.4 Importance of recognising one's strengths and weaknesses.

- Help you to understand weaknesses ✓ in order to manage them properly. ✓
- Help you to explore your interests ✓ which could open up new careers and opportunities. ✓
- Help you uncover your hidden talents ✓ that you might otherwise not have discovered. ✓
- Help use your strength to the best of your ability ✓ to advance your career. ✓
- Any other relevant answer related to the importance of recognising one's strengths.

Max. (6)  
[40]

#### BREAKDOWN OF MARKS

QUESTION 3	MARKS
3.1.1	6
3.1.2	8
3.1.3	8
3.2	6
3.3	6
3.4	6
<b>TOTAL</b>	<b>40</b>



**QUESTION 4: MISCELLANEOUS TOPICS****BUSINESS VENTURES****4.1 7 Ps of the Marketing mix**

- 4.1.1 Price ✓✓
- 4.1.2 Place ✓✓
- 4.1.3 Promotion ✓✓

Max. (6)

**4.2 Types of legal requirements for a business**

- Companies must register with the Companies and Intellectual Property Commission. ✓✓
- A business needs to be registered before it can obtain finance or start doing transaction. ✓✓
- Businesses also need to register as VAT vendors. ✓✓
- All businesses with employees need to register their employees at SARS for PAYE (pay as you earn) ✓✓
- Businesses also have to register their employees with the UIF (Unemployment Insurance Fund). ✓✓
- Some businesses also need to register patents for new inventions. ✓✓
- Businesses that sell liquor may have to obtain a licence or permits. ✓✓
- Any other relevant answer related to the types of legal requirements for a business.

**NOTE: Mark the first THREE (3) Only.**

(3 x 2) (6)

**4.3 Difference between *profit* and *non-profit* organisation**

Profit Organisation	Non-profit Organisation
- Aim to make a profit. ✓✓	- Aim not to make profit. ✓✓
- Rely on investors to put money into the business. ✓✓	- Rely on public contributions (donations). ✓✓
- Risk in return on their investment. ✓✓	- No risks involved. ✓✓
- Double taxation. ✓✓	- Tax exemption. ✓✓
Sub-max. (4)	Sub-max. (4)

- NOTE: 1** The answer does not have to be in a tabular format.
- 2** The difference does not have to link, but must be clear.
- 3** Award a maximum FOUR (4) marks if the distinction is not clear

Max. (8)

#### 4.4 BUSINESS ROLES

##### 4.4.1 Meaning of time management

- Is the ability to use time appropriately ✓ when managing and completing tasks. ✓

**OR**

- It is the process of planning and exercising conscious control of time spent on specific activities, ✓ specially to increase effectiveness, efficiency and productivity. ✓

Max. (2)

##### 4.4.2 Ways in which people can live a successful and balanced lifestyle.

- Physical – get enough exercise and rest, maintain a healthy balanced diet. ✓✓
- Mental – plan your day and activity to avoid unnecessary stress. ✓✓
- Spiritual – making time every day for any religion you practice. ✓✓
- Social – doing good deeds for other people by giving, helping and guiding. ✓✓
- Material – getting a good education to get a good job in order to be self-supporting. ✓✓
- Any other relevant answer related to the ways in which people can live a successful and balanced lifestyle.

Max. (6)

#### 4.5 Steps in the problem-solving cycle

- Identify the problem. ✓
- Define the problem. ✓
- Formulate a strategy ✓
- Implement the strategy. ✓
- Allocate the resources ✓
- Monitor the problem-solving ✓
- Evaluate the problem-solving ✓
- Any other relevant answer related to the steps of the problem-solving cycle.

**NOTE:** 1 Mark the first FOUR (4) only  
2 Steps can be in any order.

(4 x 1) (4)



**4.6 Use of problem-solving techniques to identify innovative and entrepreneurial business opportunities.**

**Mind mapping**

- Mind maps are used ✓ for planning. ✓
- Mind maps are diagrams that represent an idea ✓ or concepts. ✓
- Their strength is that they represent ✓ how our thinking works. ✓
- Mind maps are useful for generating new ideas ✓ to use in problem-solving. ✓
- It is also used to organise thoughts ✓ and summarise notes. ✓
- Any other relevant answer related to the use of mind mapping to identify innovative and entrepreneurial business opportunities.

Sub-max. (4)

**Brainstorming**

- Brainstorming is useful to generate a number of ideas ✓ within a limited amount of time. ✓
- Brainstorming stimulates creativity, ✓ because participants build on a good idea from other participants. ✓
- It can be a very effective ✓ and motivating technique. ✓
- It needs to be carefully managed by a facilitator ✓ to ensure the best result is achieved. ✓
- Any other relevant answer related to the use of brainstorming to identify innovative and entrepreneurial business opportunities.

Sub-max. (4)

Max. (8)

**[40]**

**BREAKDOWN OF MARKS**

QUESTION 4	MARKS
4.1	6
4.2	6
4.3	8
4.4.1	2
4.4.2	6
4.5	4
4.6	8
<b>TOTAL</b>	<b>40</b>

**TOTAL SECTION B: 80**

**SECTION C**

Mark ONE question from this section.

**QUESTION 5: BUSINESS VENTURES****5.1 Introduction**

- One of the most important decisions to be made by a prospective proprietor is choosing the appropriate business to establish. ✓
- Some of the ownership are more suitable for small businesses while others are suitable for big businesses. ✓
- A business report presents data and other information about a business for specific readers. ✓
- Visual aids combine pictures and sound that will enhance the quality of the presentation. ✓
- Any other relevant answer related to the introduction of the forms of ownership and presentation of business information.

Max. (2)

**5.2 Factors to be considered when choosing the form of ownership****Capital** ✓✓

- Capital is the amount of money provided by the owner/s ✓ to set up a business. ✓/ability to obtain capital ✓ from various sources, for example own/ borrowed capital. ✓
- The amount of capital ✓ determines the size of the business. ✓
- The capital can be used for business expansion ✓ and acquisition of business assets. ✓

**Division of profits** ✓✓

- Refers to how profit is divided ✓ between owner(s)/ shareholders/investors. ✓
- Division of profits in a company ✓ depends on the number and kind of shares. ✓
- In a partnership profits are divided according to the agreed ratio/equally ✓ to partners. ✓

**Capacity** ✓✓

- Refers to the ability/potential of management to start and operate a business as planned. ✓

**Tax implications** ✓✓

- The tax requirements of each form of ownership determine the impact of taxation on business success/ failure. ✓

**Management** ✓✓

- Ownership impacts on management functions which determine the success/failure of the business. ✓

**Legislation/Legal requirements** ✓✓

- Establishment/starting a business impacts on the establishment costs and time before a business can legally do business. ✓

Max. (8)

5.3 Difference between a *private company* and a *public company*

PRIVATE COMPANY	PUBLIC COMPANY
- May not offer shares to the general public. ✓✓	- Trade its shares publicly on the Johannesburg Securities Exchange. ✓✓
- Name must end with Proprietary Limited (Pty) Ltd. ✓✓	- Name must end with Limited / Ltd. ✓✓
- Financial statements must be independently reviewed but they need not be audited. ✓✓	- Annual financial statements need to be audited. ✓✓
- Does not need to publish a prospectus as it cannot trade its shares publicly. ✓✓	- Have to register and publish a prospectus with CIPRO. ✓✓
- The company is not required to raise the minimum subscription. / issue minimum shares. ✓✓	- Must raise a minimum subscription prior to commencement of the company. ✓✓
- Any other relevant answer related to a private company.	- Any other relevant answer related to a public company.
Sub-max. (8)	Sub-max (8)

**NOTE: 1. The answer does not have to be in a tabular format, but the difference must be clear.**

**2. Award a maximum of SIX (6) marks if differences are not clear. / Mark either private company or public company.**

Max. (16)

## 5.4 Guidelines on writing an effective business report.

- Prepare an overview so that essential items ✓ are not left out. ✓
- Write concisely, ✓ be brief and get to the point quickly. ✓
- Use regular language with good grammar ✓ and short clear sentences to get the facts across. ✓
- Use visual summaries by using accurate, meaningful visual representation ✓ such as tables, graphs etc. ✓
- Edit the report ✓ making sure that it is free of errors. ✓
- Get a second opinion to make some suggestions ✓ of how it could be improved. ✓
- Business reports must be well written, ✓ accurate and reliable. ✓
- Use plain language ✓ to prepare business reports. ✓
- Any other relevant answer related guidelines on writing an effective business report.

Max. (14)

**5.5 Advantages of using graphs/diagrams and symbols/pictures.****Advantages of a graph/diagram**

- Information can be used in parts. ✓✓
- Graphs are invaluable visual summaries; they give a better understanding of the presentation. ✓✓
- People can easily identify trends with graphs, because it clearly shows which parts are bigger /relative to others. ✓✓
- More visually appealing, making it easy to remember important facts better. ✓✓
- Easier to readjust and keeps the audience attentive. ✓✓
- Useful visual ways to represent data to easily see patterns /make comparisons. ✓✓
- Communicates figures much clearer than just being a set of numbers. ✓✓
- Any other relevant answer related to the advantages of a graph/diagram.

Sub-max. (4)

**Advantages of symbols/pictures**

- Visual presentation in the form of a symbol or a picture can give a clearer understanding. ✓✓
- Can assist to get the audience's attention and get a point across. ✓✓
- More visually appealing, therefore important facts could be remembered. ✓✓
- Any other relevant answer related to the advantages of symbols /pictures.

Sub-max. (4)

Max. (8)

**5.6 Conclusion**

- Choosing the suitable form of ownership is a crucial aspect as you have to consider the advantages and disadvantages. ✓✓
- Business reports can be presented with the help of visual aids. ✓✓
- All methods of presentation must be effectively used to retain the attention of the audience. ✓✓
- Any other relevant answer related to the conclusion of the forms of ownership and presentation of business information.

Max. (2)

**[40]**

**BREAKDOWN OF MARK ALLOCATION**

DETAILS	MAXIMUM	TOTAL
Introduction	2	
Factors to be considered when choosing the form of ownership.	8	<b>Max. 32</b>
Differences between the private company and the public company.	16	
Guidelines on writing an effective business report	14	
Advantages of using graphs /diagrams and symbols/pictures.	8	
Conclusion	2	
<b>INSIGHT</b>		
Layout	2	<b>8</b>
Analysis/Interpretation	2	
Synthesis	2	
Originality/Examples	2	
<b>TOTAL MARKS</b>		<b>40</b>

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: BUSINESS ROLES****6.1 Introduction**

- Every business should have its own carefully considered, specific, measurable objectives. ✓
- Teamwork is the interaction with team members to achieve common goals. ✓
- Everyone has different values and beliefs and we need to accept these differences. ✓
- Any other relevant introduction related to business objectives, advantages of team work and criteria for successful team performance. Max. (2)

**6.2 Meaning of business objectives**

- Business objectives are the stated, measurable targets ✓ of how to achieve business aims. ✓
- The official aims and goals ✓ of a business. ✓
- Any other meaning of business objectives. Max. (4)

**6.3 Benefits/Advantages of team work**

- Loyalty to the organisation by workers ✓ is increased. ✓
- Workers learn to respect ✓ and trust each other. ✓
- Team members are involved ✓ in the decision-making process within the organisation. ✓
- Team work leads to improved unity ✓ within the organisation. ✓
- Good teamwork helps businesses ✓ to achieve their objectives/grow / become more productive. ✓
- People work more productively ✓ as a team. ✓
- Workers are motivated ✓ through learning from other team members. ✓
- Any other relevant answer related to the benefits or advantages of team work.

**OR****Synergy ✓✓**

- The combined effort of team members is much more than the sum of each member's individual effort. ✓

**Creativity ✓✓**

- Team members are capable of generating more creative solutions. ✓

**Quality ✓✓**

- Staff members are committed to perform at their best when they are part of a team and this impacts favourably on the quality of work delivered. ✓

**Productivity ✓✓**

- Teams that work together will be able to complete tasks in the shortest possible time. ✓

**Motivation ✓✓**

- Team members help to keep each other motivated. ✓

**Involvement ✓✓**

- Teamwork increases employees' involvement. ✓

Max. (12)



#### 6.4 Criteria for successful team performance

##### Clear objectives and agreed goals

- Goals must be clearly set and each member must be fully conversant with the goals. ✓✓
- Team members must be part of the process of setting goals for the group. ✓✓
- Sharing of common vision and mission to increase the effectiveness and team morale. ✓✓
- Any other relevant answer related to clear objectives and agreed goals.

Sub-max. (6)

##### Mutual respect, support and trust

- Members have a positive attitude of support and motivation towards each other. ✓✓
- Good/Sound interpersonal relationship will ensure job satisfaction /increase productivity. ✓✓
- Members are committed /passionate towards achieving common goals/objectives. ✓✓
- Members should talk freely and respect each other. ✓✓
- An atmosphere of trust should prevail where individuals can share their thoughts and opinions freely. ✓✓
- Any other relevant answer related to mutual respect, support and trust.

Sub-max. (6)

##### Openness

- Deal with items of conflict immediately so that team spirit is restored. ✓✓
- Good, positive and open communication is important in team work. ✓✓
- Members should not focus only on negatives but contribute positively in meetings. ✓✓
- Acknowledge and praise team members' efforts and achievements. ✓✓
- Encourage members to add items to the agenda and speak freely. ✓✓
- Any other relevant answer related to openness

Sub-max. (6)

##### Interpersonal attitudes and behaviour

- Members have a positive attitude of support and motivation towards each other. ✓✓
- Good /Sound interpersonal relationships will ensure job satisfaction / increase productivity of the team. ✓✓
- Members are committed/passionate towards achieving common goals / objectives. ✓✓
- Any other relevant answer related to the interpersonal attitude and behaviour.

Sub-max. (6)

Max. (24)



6.5 **Ways in which businesses can address factors that influence team relationship.**

- Treat all workers with dignity and respect. ✓✓
- Promote personal beliefs that embrace diversity. ✓✓
- Generate a culture of diversity that allows innovation/problem-solving. ✓✓
- Employ different people from different race groups to reflect the broader population of South Africa. ✓✓
- Accept or tolerate different values and beliefs. ✓✓
- Create an environment of respect /equality /acceptance and communication. ✓✓
- Offer training courses on diversity. ✓✓
- Any other relevant answer related to the ways in which businesses can address factors that influence team relationship.

Max. (8)

6.6 **Conclusion**

- Developing positive relationship is important to achieve success in a workplace. ✓✓
- Teamwork encourages creativity and communication, and allows workers to share knowledge, experience and skills. ✓✓
- Any other relevant conclusion related to business objectives, advantages of team work and criteria for successful team performance.

Max. (2)  
[40]

**BREAKDOWN OF MARK ALLOCATION**

DETAILS	MAXIMUM	TOTAL
Introduction	2	
Meaning of business objectives	4	Max. 32
Benefits / Advantages of team work	12	
Criteria for successful team performance	24	
Ways to deal with the factors that can influence team relationship	8	
Conclusion		
<b>INSIGHT</b>		
Layout	2	8
Analysis/Interpretation	2	
Synthesis	2	
Originality / Examples	2	
<b>TOTAL MARKS</b>		<b>40</b>

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**