



**FURTHER EDUCATION &
TRAINING PHASE (FET)**

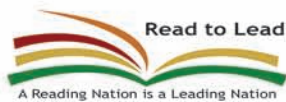
BUSINESS STUDIES

SBA EXEMPLAR BOOKLET

GRADES 10 - 12



basic education
Department:
Basic Education
REPUBLIC OF SOUTH AFRICA



FOREWORD



The Department of Basic Education has pleasure in releasing a subject exemplar booklet for School Based Assessment (SBA) to assist and guide teachers with the setting and development of standardised SBA tasks and assessment tools. The SBA booklets have been written by teams of subject specialists to assist teachers to adapt teaching and learning methods to improve learner performance and the quality and management of SBA.

The primary purpose of this SBA exemplar booklet is to improve the quality of teaching and assessment (both formal and informal) as well as the learner's process of learning and understanding of the subject content. Assessment of and for learning is an ongoing process that develops from the interaction of teaching, learning and assessment. To improve learner performance, assessment needs to support and drive focused, effective teaching.

School Based Assessment forms an integral part of teaching and learning, its value as a yardstick of effective quality learning and teaching is firmly recognised. Through assessment, the needs of the learner are not only diagnosed for remediation, but it also assists to improve the quality of teaching and learning. The information provided through quality assessment is therefore valuable for teacher planning as part of improving learning outcomes.

Assessment tasks should be designed with care to cover the prescribed content and skills of the subject as well as include the correct range of cognitive demand and levels of difficulty. For fair assessment practice, the teacher must ensure that the learner understands the content and has been exposed to extensive informal assessment opportunities before doing a formal assessment activity.

The exemplar tasks contained in this booklet, developed to the best standard in the subject, is aimed to illustrate best practices in terms of setting formal and informal assessment. Teachers are encouraged to use the exemplar tasks as models to set their own formal and informal assessment activities.

A handwritten signature in black ink, appearing to be 'HM Mweli', written in a cursive style.

MR HM MWELI

DIRECTOR-GENERAL

DATE: 13/09/2017

BUSINESS STUDIES

Grade 10

Term 1

School: _____ Task: 01 Assignment

Marks : 50

Issue Date: _____ Submission Date: _____

Surname of Learner: _____

Name of Learner: _____

BUSINESS ENVIRONMENTS AND
OPERATIONS

FINAL MARK

50 Marks

QUESTION 1

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

ANNE WALL COSMETICS (ACM)

Anne Wall Cosmetics is a large company that wants to be the world's best company that offers excellent services. ACM also wants make a maximum profit. The management of ACM mentioned that the reason why ACM exists is to provide quality cosmetics that will make their clients smile. ACM intends to sell their cosmetics products on credit.

1.1.1 Quote from the scenario above the examples of the following concepts:

- (a) Vision (2)
- (b) Mission statement (2)
- (c) Goal (2)

1.1.2 Explain the differences between a vision and a mission statement. (4)

1.1.3 Analyse the impact of the Consumer Protection Act on ACM. (10)

1.2 Name TWO organisational resources and give one example of each.
Use the table below to present your answer

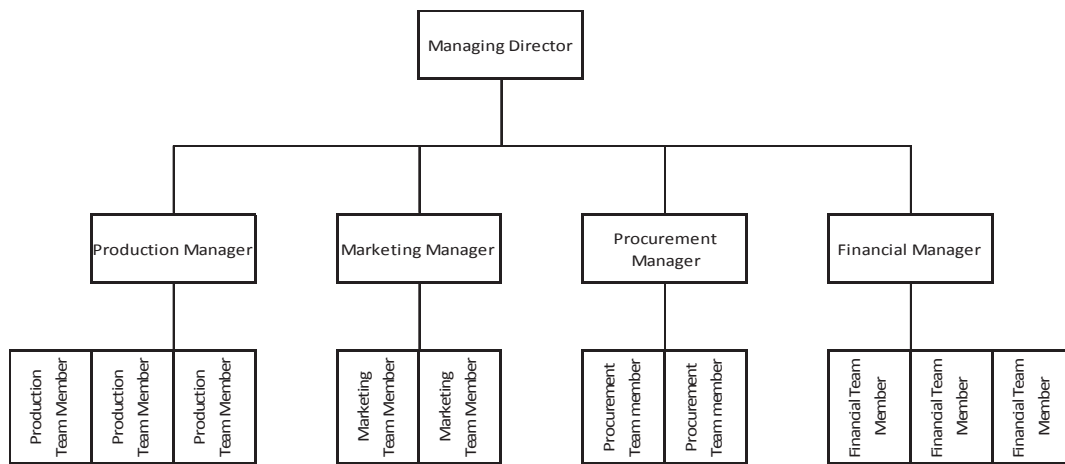
ORGANISATIONAL RESOURCE	EXAMPLE

(4)

1.3 Outline THREE business sectors and give ONE example of an industry found in each sector. (6)

1.4 Describe briefly how management can contribute to the success of a business. (3)

1.5 Study the organogram below and answer the questions that follow.



1.5.1 Identify the type of organisational structure of the business illustrated above. (2)

1.5.2 Identify the THREE levels of management represented by the organogram above and give ONE example from the above organogram.

Use the table below to present your answer

MANAGEMENT LEVEL	EXAMPLE
(a)	
(b)	
(c)	

(9)

1.5.3 Name the type of decisions taken by each level of management identified in QUESTION 1.5.2.

Use the table below to present your answer

MANAGEMENT LEVEL	TYPE OF DECISION
(a)	
(b)	
(c)	

(6)

Suggested marking guideline for the assignment

QUESTION 1

1.1.1 Identification of concepts

- (a) Vision
ACM wants to be the world's best company that offers excellent services ✓✓ (2)
- (b) Mission statement
The management of ACM mentioned that the reason why ACM exists is to provide quality cosmetics that will make their clients smile. ✓✓ (2)
- (c) Goal
ACM also wants make a maximum profit ✓✓ (2)

1.1.2 Differences between a vision and a mission statement

VISION	MISSION STATEMENT
-The vision of a business is the dream ✓ that the business wants to achieve in the future. ✓	-The mission statement gives a clear direction ✓ on how you intend to achieve your vision. ✓
-The long-term ✓ envisagement of the enterprise. ✓	-It is defines the type ✓ and nature of the business. ✓
-Any other relevant answer related to the meaning of a vision.	-Any other relevant answer related to the meaning of a mission statement.
Sub max (2)	Sub max (2)

NOTE: 1 The differences do not have to be in a tabular format but they must be clear.

2 Allocate a maximum of TWO (2) marks if the differences are not clear Max (4)

1.1.3 Impact of the Consumer Protection Act on the businesses

Advantages / Positives

- Commission / Consumer Court / Industrial ombudsmen. ✓
- Businesses may build a good image ✓ ✓ when they ensure that consumer rights are not violated. ✓
- May gain consumer loyalty ✓, if they comply with the CPA. ✓
- Businesses are less likely to have court cases against them ✓ for consumer rights violations. ✓
- Businesses may be protected ✓ if they are regarded as consumers. ✓
- They may be safeguarded ✓ from dishonest competitors. ✓
- Prevents larger businesses ✓ from undermining smaller ones. ✓
- Any other relevant answer related to the positive impact / advantages of the CPA on businesses.

AND / OR

Disadvantages/ Negatives

- They must disclose more information ✓ about their products and processes / services. ✓
- Confidential business information ✓ may become available to competitors. ✓
- Consumers can take advantage of businesses ✓ and return goods when it is not necessary to do so. ✓

- Processes and procedures required by the CPA ✓ can be expensive and time consuming. ✓
- Businesses may feel unnecessarily burdened ✓ by legal processes. ✓
- Penalties for non-compliance ✓ may be very high. ✓
- Staff need to be trained / legal experts need to be consulted ✓, which can increase costs. ✓
- Many business documents need to be simplified / revamped at extra cost ✓, as consumers have a right to receive contracts in a simple / understandable language. ✓
- Administration costs increase ✓, as legal contracts need to be worded in plain language / pitched at the level of the consumer. ✓
- Businesses may need insurance ✓ against claims from consumers ✓ / Provisions in the Act increase the risks for unforeseen claims and law suits ✓, which also increase the risk for insurance companies in protecting businesses. ✓
- Supply chain management in stock levels will have to change ✓, as defective goods have to be replaced within six months at the request of the customer. ✓
- Information technology systems need to be improved ✓ as the retailer must keep more detailed records of interactions with consumers / be able to report to the National Consumer Commission. ✓
- Any other relevant answer related to the negative impact/disadvantages of the CPA on businesses.

Max (10)

1.2

ORGANISATIONAL RESOURCE	EXAMPLE
-Human resources ✓	-People/staff ✓
-Physical resources ✓	-Raw materials / machinery / infrastructure ✓
-Financial resources ✓	-Money / capital / investment ✓
-Other resources ✓	-Time ✓
-Any other relevant answer related to organisational resources	-Any other relevant answer related to the examples of organisational resources
Sub max (2)	Sub max (2)

NOTE: Mark the first TWO (2) only

Max (4)

1.3 **Business sectors and examples of each sector**

BUSINESS SECTOR	EXAMPLE
Primary ✓	-Forestry, fisheries, fishing, agriculture, farming, etc. ✓
Secondary ✓	-Car manufacturing, ship building, clothing production, food processing, etc. ✓
Tertiary ✓	-Shops, transport companies, electricians, doctors, consultants, etc. ✓
Sub max (3)	Sub max (3)

NOTE: Mark the first example only

Max (6)

1.4 The contribution of management to the success of a business

- The success of the business depends on effective ✓ and quality management of the different functions. ✓
- Quality management of the different business functions together with quality general management of the business ✓ will determine if the business will be successful or not. ✓
- Management plays a vital role in making correct decisions ✓ and in motivating workers to be productive. ✓
- Management determines the objectives ✓, which must be realistic and achievable. ✓
- Leadership and management of a business ✓ and the decisions that they take have a direct influence on the success of a business. ✓
- Poor management can result in ineffective employees ✓ and loss in productivity. ✓

Max (3)

1.5 ORGANISATIONAL STRUCTURE

1.5.1 Functional structure ✓✓

(2)

1.5.2

MANAGEMENT LEVEL		EXAMPLE
(a)	Top management ✓✓	Managing director ✓
(b)	Middle management ✓✓	Production manager / Any example of a business function ✓
(c)	Lower management ✓✓	Production team member ✓
Sub max (6)		Sub max (3)

NOTE: Do not allocate marks for examples that are not linked to management levels

Max (6)

1.5.3

MANAGEMENT LEVEL		DECISIONS
(a)	Top management	Strategic ✓✓
(b)	Middle management	Tactical ✓✓
(c)	Lower management	Operational / Execution ✓✓

Max (6)

BUSINESS STUDIES

Grade 10

Term 2

School: _____ Task: 02 PRESENTATION

Marks : 50

Issue Date: _____ Submission Date: _____

Surname of Learner: _____

Name of Learner: _____

BUSINESS ROLES

FINAL MARK

50 Marks

INSTRUCTIONS TO LEARNERS

- 1 You are requested to complete this task to indicate your understanding of the concept of professionalism and ethics.
- 2 Read the instructions of each question and respond appropriately.
- 3 Identify and collect media resources relevant to each activity below to support your presentation.
- 4 Collect ONE media article relevant to the concept for QUESTION 1.
- 5 Collect TWO media articles relevant to any TWO concepts for Activity 2 and 3.
- 6 Maximally collect FIVE articles.
- 7 Extra relevant media articles collected will earn you more marks.
- 8 You are required to submit your completed written task to your teacher for assessment and you will also be required to make a presentation of your responses to the entire class.
- 9 You must adhere to the submission date to avoid unnecessary penalties.

QUESTION 1

- 1.1 Do a research on the impact of the following socio-economic issues on businesses and present your findings.
 - 1.1.1 Unproductive labour force (2)
 - 1.1.2 Violence (2)
 - 1.1.3 HIV/Aids (2)
 - 1.1.4 Inequality and poverty (2)
 - 1.1.5 Gambling (2)
- 1.2 Read the scenario below and answer the questions that follow

RICHARDS RECORDING COMPANY (RRC)

Richards Recording Company is situated in a village in KZN called Mntanami. There is a high crime rate in the area, poor educational facilities, piracy, strikes and limited housing. The management of RRC wants to uplift the standard of living of people living in this village.

 - 1.2.1 Quote any TWO challenges faced by RRC. (2)
 - 1.2.2 Recommend ONE strategy that RRC can use to address each challenge identified in QUESTION 1.2.1 (5)

1.3 Read the case study below and answer the questions that follow

Grinaker-LTA

Grinaker-LTA strives to ensure that its work benefits as many people as possible, while providing stability and security for future generations. The group has committed itself to spending 1% of annual earnings on corporate social investment (CSI).

Significant funds have been committed to the National Business Initiative (NBI), an organisation created to enhance a business's contribution to South Africa's success. The NBI's three main pillars to improve the status of ordinary South Africans are education, economic growth and effective governance.

The group has recently allocated funding for educational material for the Maths Centre for Professional Teachers and the SAICE Schools Bridge-building competition which aims to increase awareness and interest in the civil engineering profession amongst secondary school learners. This is in addition to the assistance given to upgrading existing schools, and building new schools in both urban and rural areas.

[Adapted from: www.grinaker-lta.com]

- 1.3.1 Identify FIVE social responsibility programmes implemented by Grinaker-LTA for the community. (5)
- 1.3.2 Explain the differences between social responsibility and corporate social responsibility. (4)
- 1.4 Explain how you will use any TWO qualities of an entrepreneur to make your business a success. (4)

[30]

Rubric to assess the grade 10 oral part of the presentation

Criteria	Level 0	Level 1	Level 2	Level 3	Level 4	Level 5	Marks obtained
Use of Business Studies terminology	No attempt or refused to do oral presentation.	Total lack of confidence, only uses vague Business Studies concepts & and fails to keep audience interested with no examples.	No confidence only uses few Business Studies concepts and fails to keep audience interested with no examples.	Little confident uses, few Business Studies concepts but does not explain the meaning of these concepts and fails to keep audience interested. Some examples used.	Confident, moderate use of Business Studies concepts, explain the meaning of these concepts but does not give practical examples of these concepts. Fails to keep audience interested.	Uses Business Studies concepts relevant to the topic, gives practical examples of the meaning of the concepts & and catches the interest of the audience.	5
Range of media resources used	No resources used.	Only one example of media resources produced.	TWO examples of media resources produced.	THREE examples of media resources produced.	FOUR examples of media resources produced	Wider range of relevant resources used than required.	5
Insight / mastery of topic	No understanding of the topic.	Very little understanding of the topic.	Understanding of SOME topics.	Understanding of MOST topics.	MOST Topics understood and conveyed satisfactorily.	Proper planning and preparations. Excellent mastery and insight into topic demonstrated.	5
Presentation skills	No effort made.	Can only maintain eye contact and finds it difficult to handle feedback.	Can maintain good eye contact but finds it difficult to handle feedback.	Can maintain good eye contact but dominates the discussion. (No feedback)	Maintains good eye contact, highlights important aspect of the topic but does not handle feedback effectively.	Can maintain good eye contact, highlights important aspects of the topic, handles questions in a professional manner and does not dominate the discussion.	5
							20 marks

Suggested marking guideline

1 Impact of socio-economics on businesses

1.1.1 Impact of unproductive labour on businesses

- An unproductive workforce produces √ less than it should. √
- It leads to tension between the employer and employees √, low profits and stress for the employees. √
- Limits growth and expansion √ and increases labour costs. √
- It is a major stumbling block to economic growth and sustainability.
- It could result in decreased employment opportunities √ if businesses switch over to advanced technology to replace labourers. √
- Any other relevant answer related to the impact of unproductive labour on businesses.

Sub max (2)

1.1.2 Impact of violence on businesses

- Victims are often too traumatised √ to concentrate on their work. √
- Victims spend 52% of work time defending themselves √ and networking for support. √
- Poor work performance √ and productivity. √
- Employees become demotivated √ and unproductive. √
- High rate of absenteeism √ due to stress- related illnesses. √
- Victims feel shame and guilt. √
- Victims lack self-confidence, become timid √ and are less able to develop fully at work. √
- Any other relevant answer related to the impact of violence on businesses.

Sub max (2)

1.1.3 Impact of HIV/Aids on businesses

- Loss of skilled staff √ and skills. √
- Conflict can arise among staff √ if they discover that a worker is HIV positive. √
- Businesses find it difficult to keep up production levels √ and to meet deadlines because of poor staff morale. √
- High absenteeism √ from illness. √
- Businesses face increased costs of finding √, recruiting and training replacements. √
- The pool of available skilled workers is getting smaller √ due to the high rate of HIV infection. √
- Any other relevant answer related to the impact of HIV/Aids on businesses.

1.1.4 Impact of inequality and poverty on businesses

- People cannot participate fully in the economy. √
- It leads to a culture of crime √ and violence. √
- It gives rise to industries such as security services. √
- It results in lack of skills √ and job opportunities. √

- Any other relevant answer related to inequality and poverty on businesses.

1.1.5 Impact of gambling on businesses

- Employees may not work ✓ overtime at short notice. ✓
- Compulsive gamblers cannot focus ✓ on work while preoccupied with gambling. ✓
- Addicted employees could also steal ✓ to get money for gambling. ✓
- Local businesses ✓ forced out of business. ✓
- High rate ✓ of absenteeism. ✓
- Reduces productivity as it encourages crime ✓ and corruption. ✓
- It hides criminal activities ✓ and can lead to workplace violence. ✓
- Any other relevant answer related to the impact of gambling on businesses.

Sub max (1)

Max (5)

1.2.2 Strategies to address socio-economic issues

Strategies to deal with unproductive workforce

- Train workers on methods that are efficient. ✓
- Managers need to be trained on how best to use staff and other resources. ✓
- Any other relevant answer related to strategies to deal with unproductive labour force.

Sub max (1)

Strategies to deal with violence

- Provide an employee assistance programme (EAP) to enable employees with personal problems to seek help. ✓
- Provide counselling facilities / refer victims to private counsellors. ✓
- Any other relevant answer related to strategies to deal with violence.

Sub max (1)

Strategies to deal with HIV/Aids

- Voluntary HIV testing and counselling. ✓
- HIV/Aids education ✓ and training. ✓
- Encourage health treatment for TB and STIs. ✓
- Condom distribution and provision of antiretrovirals. ✓
- Arrange for voluntary HIV testing on the
- HIV/ business premises. ✓
- Educate staff about the laws regarding HIV and Aids. ✓
- Counselling, wellness programmes, and other forms of social support for infected people. ✓
- Any other relevant answer related to strategies to deal with Aids in the workplace.

Sub max (1)

Strategies to deal with poverty and inequality

- Increase employment through economic growth. ✓
- Introduce more training programmes and apprenticeship to develop skills. ✓

- Encourage entrepreneurship through business training and mentoring entrepreneurs. ✓
- Improve infrastructure and services in poor communities. ✓
- Any other relevant answer related to strategies to deal with poverty and inequality. ✓

Sub max (1)

Strategies to deal with gambling

- Businesses must make use of organisations such as Gamblers Anonymous and the National Council on Problem Gambling to help gamblers fight their addiction. ✓
- Any other relevant answer related to strategies to deal with gambling.

Sub max (1)

Max (5)

1.3.1 Social responsibility programmes implemented by Grinaker-LTA for the community

- Providing stability and security for future generations. ✓
- Allocated funding for educational material for the Maths Centre for Professional Teachers. ✓
- Allocated funding to SAICE Schools Bridge-building competition which aims to increase awareness and interest in the civil engineering profession amongst secondary school learners. ✓
- Provided assistance in upgrading existing schools. ✓
- Built new schools in both urban and rural areas. ✓

(5x1) (5)

1.3.2 Differences between social responsibility and corporate social responsibility

Social responsibility	Corporate social responsibility
-Moral obligation✓ to give something back to society.✓	-Willingness of a business to carry✓ out social duties.✓✓
-Responsible actions by citizens by acting✓✓ in an ethical manner and abiding by the law of the country.✓	-Businesses take responsibility for its impact ✓ on society and the environment. ✓
-Does not only include financial contributions✓ but also responsible ways of doing conducting a business.	-Businesses spend money, time and effort ✓ to uplift the standard of the community. ✓
-Any other relevant answer related to social responsibility	-Any other relevant answer related to corporate social responsibility
Sub max (2)	Sub max (2)

NOTE: The differences do not need to be in a tabular format but they must be clear.

Max (4)

1.4 **Application of entrepreneurial qualities**

- Hardworking and committed, ✓ e.g. long trading hours and doing his / her best to make the business a success. ✓
- Perseverance even when things are difficult, ✓ e.g. not easily discouraged by business setbacks. ✓
- Problem solvers and flexible, ✓ e.g. can apply creative thinking techniques to solve business problems and identify opportunities. ✓
- They know their strengths and weaknesses, ✓ e.g. ability to use their strengths to the best of their ability and learn to deal with their weaknesses. ✓
- Observant and constantly ask questions, ✓ e.g. ability to conduct ongoing research in order to identify new business opportunities. ✓
- Strong work ethic, ✓ e.g. ability to stay focused and professional in their business conduct. ✓
- They have vision, set goals and work towards them, ✓ e.g. they ensure that their business operations are in line with the vision and goals of the business. ✓
- They show leadership and managerial skills, ✓ e.g. ability to influence their workers to do the best they can. ✓
- Any other relevant answer related to the application of entrepreneurial qualities.

NOTE: Do not award full marks without application of knowledge

Max (4)

BUSINESS STUDIES

GRADE 10

TERM THREE

TASK 03:

PROJECT : BUSINESS VENTURES

SCHOOL: _____

MARKS : 50

SURNAME: _____

NAME OF LEARNER: _____

Date issued _____

Date submitted _____

BUSINESS VENTURES

FINAL MARK

50 Marks

THE BUSINESS PLAN

INSTRUCTIONS TO LEARNERS

- **This assignment should be done by learners as individuals**
- Adhere to the timeframe as indicated by your teacher
- Use the following steps as a guide to do the business plan

STEP ONE

Identification of the product / service (Rubric criteria 1)

Visit any FOUR local businesses in your area and observe the following aspects:

- Customers' buying behavior, e.g. what are the goods and services they frequently purchase?
- Identify a product or service that is in demand and is not currently offered by these businesses in the area you choose.
- Identify the type of customers that are more likely to purchase the identified product or service.

STEP TWO (Rubric criteria 2)

Develop a research instrument (ANNEXURE) to find out if your target market will be interested in buying a product or service you have identified.

- Note your research instrument can either be a questionnaire or an interview schedule
- Your research instrument must be based on the following aspects:
 - Clients' satisfaction levels with products or services that are currently being offered
 - Demographics of the community, e.g. age group / gender / income / education / specific preferences, etc.
 - Identify a product / service for which the new product / service will be a substitute
 - Geographical position of a potential new business
 - Are there any competitors for your product or service

STEP THREE (Rubric criteria 3)

Design a consent form (ANNEXURE) for the participants before conducting interviews. A consent form should include the following aspects:

- Always start off by introducing yourself.
- State the purpose of the interview.
- Make sure that the participant knows that his / her name will not be mentioned.
- Inform the participants that participation in the study is voluntary
- Mention that their responses will be kept confidential.

STEP FOUR (Rubric Criteria 4)

Compile a SWOT analysis (ANNEXURE) based on your findings from conducting interviews / information obtained from the questionnaires

- Your SWOT analysis should include the following aspects of the business you chose:
The:
 - Strengths
 - Weaknesses
 - Opportunities
 - Threats posed by competitors and the business environment
 - Focus of the SWOT analysis to be on the business and products / services identified to be offered by the business.

STEP FIVE (Rubric Criteria 5, 6, 7 and 8)

Develop a business plan (ANNEXURE) based on the following areas:

Section A: Location (Criteria 5)

- Business location decisions
- Motivate the reasons for the choice of the business location

Section B: Forms of ownership and legal requirements (Criteria 6)

- The chosen form of ownership, with motivation
- Legal requirements, e.g. will your business need any license or permit?

Section C: Marketing and financial aspects (Criteria 7)

- How will you market / promote your business (marketing plan include the 4 Ps)
- Financing of the business (how the capital can be raised)

Section D: Viability of the business (Criteria 8)

- Your conclusion should indicate the viability of the business
- Continuity and competitive rivalry
- Good governance / management
- Demand for the product / service chosen
- Affordability of the product for the customers

STEP 6: Referencing used in your research

- Listing of references done at the end of the project
- Referencing used throughout the project
- Correct quoting from referencing
- Relevance of content from references
- Acknowledgement of all internet references

NOTE: Attach the following documents to your project:

BUSINESS OPPORTUNITIES AND PLAN CHECKLIST	MARKS TOTAL	MARKS OBTAINED
1 Identification of a product / service	2	
2 Research instrument	5	
3 Consent form	5	
5 SWOT analysis	10	
6 Business plan	20	
7 Evidence of research	8	
	50	

Exemplar of a questionnaire

Introduction

Dear Customer,

Good day! JVL Ltd is dedicated to improving customer satisfaction. Through this brief survey, your answers will be helpful in enhancing our services and meeting your needs. Your response will only be used for survey purposes.

Notes: The introduction should be inviting but professional. It must clearly state the purpose and goals of the survey and brief information about the company conducting the survey. As for the guarantee of confidentiality, it may be placed within the introduction or in a separate page.

Questions

PART ONE

Please indicate your level of agreement or disagreement with each of these statements regarding JVL Ltd's product / service. Place an X mark in the box of your answer.

- 1 How many times will you buy JVL's product / service? _____
- 2 Will you advise your family or friends to buy / use our product / service?
☐ Yes ☐ No
- 3 Are there any businesses who sell / provide the same service / product?
☐ Yes ☐ No
- 4 If yes, what is the price and quality of the product / service? R_____ ☐ Poor ☐ Fair ☐ Good
- 5 Will the company be accessibly located? ☐ Yes ☐ No
- 6 Which advertisement media will enable us to reach our customers / clients?
☐ TV ☐ Radio ☐ Newspapers ☐ Facebook

PART TWO

Demographic data

Name (optional): _____

Age: _____

Gender: _____

Number of family members:

- ☐ 1-2
- ☐ 3-5
- ☐ 6-10
- ☐ more than 10

E-mail address (optional): _____

Notes: This section is optional. The questions asking for demographic data should be relevant to the survey goal and must point to the characteristics of the target population.

PART THREE**CONCLUSION**

Thank you for sharing your thoughts with us.

GUIDELINE ON DEVELOPING AN INTERVIEW SCHEDULE

PART ONE

Introduction and purpose of the interview

PART TWO

Questions on the products / services that customers like to buy and which is not currently offered in the market

PART THREE

Questions on the demographics of potential/prospective customers/clients

PART FOUR

Questions on the product idea / concept – this must include the following aspects about the product:

- Type of product identified
- Product design and packaging of a product
- Price, e.g. how much are they prepared to pay for the product / service?
- Place, e.g. channel of distribution
- Promotions, e.g. will the advertising message reach them? Choice of advertisement method.
- People, e.g. the kind of service and employees they expect from the business.
- Physical environment / location, e.g. the appearance of the building.

PART FIVE

Conclusion

EXEMPLAR OF INFORMED CONSENT FORM

My name is... I am conducting a research on (business concept / idea). The purpose of this interview is to obtain information on.....

Your participation is voluntary to participate in this study. Your kind cooperation will enable me to gather scientific data that will assist me to identify a viable business opportunity. This is therefore an urgent appeal to you to please participate. Let me give you assurances about the extent of your participation:

I will not ask your name during the interview and this will ensure confidentiality. Everything you discuss during the interview will be kept confidential, please feel free to answer the questions as honestly as possible without fear that someone will know what you said.

Please note that you can opt out or you can refrain from answering a specific question if you feel the information is confidential. If, however, you agree to be part of the study, the interviewer will discuss a possible date and time for the interview and ask you to sign this document in two copies: one will remain with you and the other one will be kept by the interviewer.

I have read and understood this consent form, and I agree to participate in this study.

Participant's signature:

Interviewer's name

Signature

Signature

Date

Date

BUSINESS STUDIES GRADE 10: RUBRIC FOR PROJECT (BUSINESS PLAN)						
ASSESSMENT CRITERIA	0	1	2	3	4	5
1 Identification of a product or service	Learner is unable to identify a product or service and do not comply to any of the other requirements as per 1 - 5	Learner identified only ONE aspect: Customer's buying behaviour was established, what goods and services are frequently purchased as well as identified a product or service that is in demand by these businesses in the area and identified the type of customers	Learner identified the following TWO aspects: Customer's buying behaviour was established, what goods and services are frequently purchased as well as identified a product or service that is in demand by these businesses in the area and identified the type of customers	Learner identified the following THREE aspects: Customer's buying behaviour was established, what goods and services are frequently purchased as well as identified a product or service that is in demand by these businesses in the area and identified the type of customers	Learner identified the following FOUR aspects: Customer's buying behaviour was established, what goods and services are frequently purchased as well as identified a product or service that is in demand by these businesses in the area and identified the type of customers	Learner identified the following FIVE aspects: Customer's buying behaviour was established, what goods and services are frequently purchased as well as identified a product or service that is in demand by these businesses in the area and identified the type of customers
2 Development of a research instrument	Learner did not develop a research instrument that complies with any of the other requirements as per 1 - 5	Learner's questionnaire/ interview was based on ONE of the following aspects: Clients' satisfaction levels with products or services that are currently being offered Demographics of the community, e.g. age group/gender/income/education/specific preferences, etc. Identified a product/service for which the new product/service will be a substitute Geographical position of a potential new business Are there any competitors for your product or service	Learner's questionnaire/ interview was based on TWO of the following aspects: Clients' satisfaction levels with products or services that are currently being offered Demographics of the community, e.g. age group/gender/income/education/specific preferences, etc. Identified a product/service for which the new product/service will be a substitute Geographical position of a potential new business Are there any competitors for your product or service	Learner's questionnaire/ interview was based on THREE of the following aspects: Clients' satisfaction levels with products or services that are currently being offered Demographics of the community, e.g. age group/gender/income/education/specific preferences, etc. Identified a product/service for which the new product/service will be a substitute Geographical position of a potential new business Are there any competitors for your product or service	Learner's questionnaire/ interview was based on FOUR of the following aspects: Clients' satisfaction levels with products or services that are currently being offered Demographics of the community, e.g. age group/gender/income/education/specific preferences, etc. Identified a product/service for which the new product/service will be a substitute Geographical position of a potential new business Are there any competitors for your product or service	Learner's questionnaire/ interview was based on FIVE of the following aspects: Clients' satisfaction levels with products or services that are currently being offered Demographics of the community, e.g. age group/gender/income/education/specific preferences, etc. Identified a product/service for which the new product/service will be a substitute Geographical position of a potential new business Are there any competitors for your product or service
						Total

3	Designing the consent form	Learner did not design a consent form or did not comply with the criteria as per 1 - 5	Learner only mentioned ONE area of focus in the consent form.	Learner mentioned TWO areas of focus in the consent form.	Learner mentioned THREE areas of focus in the consent form.	Learner mentioned FOUR areas of focus in the consent form: Introduction of the participant/respondent Stated the purpose of the interview Made sure that the participant knows that his/her name will not be mentioned Informed the participants that participation in the study is voluntary Mentioned that their responses will be kept confidential.	Learner mentioned FIVE areas of focus in the consent form: Introduction of the participant/respondent Stated the purpose of the interview Made sure that the participant knows that his/her name will not be mentioned Informed the participants that participation in the study is voluntary Mentioned that their responses will be kept confidential.	5
4	SWOT analysis and comments on the findings.	Learner did not compile a SWOT analysis	Learner included the ONE aspect of the SWOT analysis and without relating it to the business	Learner included the TWO aspects of the SWOT analysis without relating it to the business	Learner included the THREE aspects of the SWOT analysis without relating it to the business	Learner included the FOUR aspects of the SWOT analysis but some aspects are note related to a business.	Learner included the FOUR aspects of the SWOT analysis that are related to a business.	5
5	Business Location factors	No attempt to address the location as required in levels 1 - 5	Addressed ONE of the requirements for the location e.g. labour regulations and no motivation the for the choice of the business location	Addressed TWO of the requirements for the location e.g. labour regulations and environmental factors. No motivation for the choice of the business	Addressed THREE of the requirements for the location e.g. labour regulations, environmental factors and transport. No motivation for the choice of the business.	Addressed FOUR of the requirements for the location e.g. labour regulations, environmental factors transport and infrastructure. Good motivation for the choice of the business	Addressed FIVE of the requirements for the location e.g. labour regulations, environmental factors, transport infrastructure, labour market etc. Excellent motivation for the choice of the business	5
6	Business Plan Section B: Forms of ownership and legal requirements	No attempt to assign a form of ownership or discuss legal requirements regarding the business	Identified the sector wrongly in which the chosen business is operating Provided no motivation for the form of ownership No understanding and/or insight demonstrated using examples of legal requirements as per level 5	Identified the sector in which the chosen business is operating Chose a form of ownership with no motivation No understanding and/or insight demonstrated using examples of legal requirements as per level 5	Identified the sector in which the chosen business is operating. Chose a form of ownership with a vague motivation No understanding and/or insight demonstrated using examples of legal requirements as per level 5	Identified the sector in which the chosen business is operating Chose a form of ownership with a motivation Lack of understanding using examples of legal requirements as per level 5	Identified the sector in which the chosen business is operating Chose a form of ownership with motivation Demonstrated (using examples) an exceptional understanding and insight of legal requirements with knowledge if a business	5

						needs a license or permit to run	
7 Business Plan Section C: Marketing and financial aspects	No elements in the marketing mix and no way to finance the business	No elements in the marketing mix included in the marketing plan and ONE way the business can be financed.	TWO elements of the marketing mix included in the marketing plan and ONE way the business can be financed.	THREE elements of the marketing mix included in the marketing plan and ONE way the business can be financed.	FOUR elements of the marketing mix included in the marketing plan and ONE way the business can be financed.	5	
8 Business Plan: Section D: Viability of the business	No conclusion on the viability of the business	Conclusion is only based on ONE viability of the business i.e.g. one of the following aspects: Continuity and competitive rivalry Good governance/management, demand for the product/service chosen Affordability of the product for the customers, retention of customer loyalty	Conclusion is based on THREE viability of the business e.g. three of the following aspects: Continuity and competitive rivalry Good governance/management, demand for the product/service chosen, affordability of the product for the customers, retention of customer loyalty	Conclusion is based on FOUR viability of the business e.g. four of the following aspects: Continuity and competitive rivalry, good governance/management, demand for the product/service chosen Affordability of the product for the customers retention of customer loyalty	Conclusion is based on the viability of the business in terms of the following FIVE aspects: Continuity and competitive rivalry, good governance/management, demand for the product/service chosen Affordability of the product for the customers retention of customer loyalty	5	
9 Evidence of annexures: research instrument, consent form and SWOT analysis and the Business Plan	No attempt to submit any of the required Annexures	Only some evidence of the annexures as required in Level 5 submitted and some sections of the Business Plan	Submitted evidence of the following TWO required annexures with the project: • research instrument • consent form • SWOT analysis • Sections A to D of the Business Plan	Submitted evidence of the following THREE required annexures with the project: • research instrument • consent form • SWOT analysis • Sections A to D of the Business Plan	Submitted evidence of the following FOUR required annexures with the project: • research instrument • consent form • SWOT analysis • Sections A to D of the Business Plan	5	
10 References used in this research	No referencing	ONE of the following requirements for referencing were met: Listing of references done at the end of the project Referencing used throughout the project Correct quoting from referencing Relevance of content out of reference	TWO of the following requirements for referencing were met: Listing of references done at the end of the project Referencing used throughout the project Correct quoting from referencing Relevance of content out of reference	THREE of the following requirements for referencing were met: Listing of references done at the end of the project Referencing used throughout the project Correct quoting from referencing Relevance of content out of reference	FOUR of the following requirements for referencing were met: Listing of references done at the end of the project Referencing used throughout the project Correct quoting from referencing Relevance of content out of reference	5	

		Acknowledgement of all internet/website/electronic references	Acknowledgement of all internet/website/electronic references	Acknowledgement of all internet/website/electronic references	Acknowledgement of all internet/website/electronic references	Acknowledgement of all internet/website/electronic references	
TOTAL							50

BUSINESS STUDIES

Grade 11

Term 1

School: _____ Task: 01 Assignment

Marks : 50

Issue Date: _____ Submission Date: _____

Surname of Learner: _____

Name of Learner: _____

BUSINESS ENVIRONMENTS

FINAL MARK

50 Marks

QUESTION 1

- 1.1 Read the scenario below and answer the questions that follow.

The Best Bank

The Best Bank has recently launched a new prepaid foreign currency travel card called Traveller Exchange ('Travelling Gold'). South African travellers pay the current exchange rate for all purchases made using foreign currency (euro, pound or US dollar) during their trips. Customers can pay for any goods and services purchased in in any country they visit using the 'Travelling Gold' travel card.

- 1.1.1 Identify TWO components of the macro environment applicable to the scenario above. Quote TWO examples of these components from the scenario.

Use the table below to present your answer

MACRO ENVIRONMENT	QUOTE
(a)	
(b)	

(6)

- 1.1.2 Recommend TWO ways in which Best Bank can adapt to the challenges of the macro environment. (4)

- 1.2 Leasing is one of the avenues of doing business. Evaluate the impact of leasing for the lessee. (8)

- 1.3 Read the scenario below and answer the questions that follow.

Hoho Plantations (HP)

The owners of Hoho Plantations have decided to expand their business to include Liliitha Timber Manufacturers. The management of HP has approached Smart Bank to finance their expansion.

- 1.3.1 Identify the business sectors that are represented by the enterprises mentioned in the scenario above. Motivate your answer by quoting from the scenario.

Use the table below to present your answer.

BUSINESS SECTOR	MOTIVATION
(a)	
(b)	
(c)	

(9)

- 1.3.2 Discuss the link between the business sectors identified in QUESTION 1.3.1. (5)
- 1.4 Discuss the following ways of adapting to the challenges of the business environments:
- 1.4.1 Lobbying (6)
 - 1.4.2 Networking (6)
 - 1.4.3 Power relationship (6)

Suggested marking guideline for grade 11 assignment.

1.1 COMPONENTS OF THE MACRO ENVIRONMENT

1.1.1

MACRO ENVIRONMENT		QUOTE
(a)	Economic factors ✓✓	-South African travellers pay the current exchange rate for all purchases made using foreign currency✓
(b)	Technological factors ✓✓	-Customers can pay for any goods and services purchased in any country they visit using the 'Travelling Gold' travel card✓
Sub max (4)		Sub max (2)

NOTE: Do not allocate marks for the quote if the components of the macro environment are not correctly identified.

Max (6)

1.1.2 Ways in which Best Bank can adapt to challenges of the macro environment

- Information management system that is accessible and useful to all staff. ✓✓
- Design strategic responses to the various challenges by identifying and analysing all information. ✓✓
- Increase market share through mergers, takeovers, acquisitions and alliances. ✓✓
- The organisational design and strategy must be flexible so that businesses can compete in a changing market. ✓✓
- Best Bank must become aware of its responsibility towards the community in which it operates. ✓✓
- Any other relevant answer related to ways in which businesses / Best Bank can adapt to challenges of the macro environment.

NOTE: Mark the first TWO (2) only

(2x2) (4)

**1.2 Impact of leasing for the lessee
Positives / Advantages**

- It does not require capital outlay ✓ and may thus be within the financial reach of the entrepreneur. ✓
- Some lease agreements allow for the option of purchasing ✓ the business at the end of the lease period. ✓
- It has an existing customer base, employees ✓ and established systems. ✓
- The risks involved in leasing a business are significantly lower ✓ than the risks incurred when starting new businesses. ✓
- The administration of leasing ✓ is simple and quick. ✓
- The lessee may not be fully invested in the business ✓ or committed to building. ✓
- The lessee can use goods without worrying ✓ about their maintenance. ✓
- Goods can easily be replaced ✓ when they become obsolete. ✓

- The asset can be returned to the lessor✓ when it is no longer needed.✓
- It makes budgeting and planning easier✓ as it provides better control over cash flow.✓
- Any other relevant answer related to the advantages / positives for the leasing.

AND / OR

Negatives / Disadvantages

- The lessee can use expensive assets✓ without a large financial outlay. ✓
- The lessee company bears the risk✓ of obsolescence and repairs. ✓
- The landlord is responsibilities for maintenance✓ and insurance of the assets.✓
- The assets remain ✓ the property of lessor.✓
- The lessee is bound by the lease contract ✓ even when the business may not need the items any longer. ✓
- There is a regulatory amount ✓ of rent to be paid.✓
- Any other relevant is disadvantages / negatives for the leasing.

Max (8)

1.3. Business sectors

1.3.1

Business sectors	Motivation
(a) Primary ✓✓	Hoho Plantation✓
(b) Secondary✓✓	Unathi Timber Production✓
(c) Tertiary✓✓	Smart Bank✓
Sub max (6)	Sub max (3)

Max (9)

1.3.2 Link between the business sectors

- The primary sector involves the extraction ✓ and cultivation of raw material from nature. ✓
- The secondary sector processes / transforms raw material obtained from the primary sector✓ into useful commodities / products.✓
- The tertiary sector is responsible for the distribution of goods and services✓ obtained from the secondary sector.✓
- Any other relevant answer related to the link between the business sectors.

Max (6)

1.4 Ways to adapt to the challenges of the business environments

1.4.1 Lobbying

- Attempt to influence conditions to suit their business activities✓ through other business organisations and government structures. ✓

- When a group of people get together seeking to influence others✓ on a particular issue. ✓
- Communication with influential people✓ to influence their behaviour / decisions / legislation. ✓
- Lobbying can take place from within business✓, e.g. workers' solidarity on labour issues and from outside business, e.g. action group forcing business to change its business practice. ✓
- Any other relevant answer related to lobbying.

Max (6)

1.4.2 **Networking**

- Interacting with others to exchange information✓ and to develop professional contacts. ✓
- Business managers become members✓ of chambers of commerce / networking associations and business clubs. ✓
- Allows business owners to build new business relationships✓ and generate new business opportunities. ✓
- Entails negotiation / agreement✓ with other influential business / interested parties. ✓
- Helps people of different levels✓ and background to interact.✓
- Serves as a source of encouragement ✓and motivation. ✓
- Any relevant answer related to networking.

Max (6)

1.4.3 **Power relationship**

- An association with individuals / other business✓ that is seen as important / influential entities. ✓
- Sharing of power / decision-making ✓ in a labour business.✓
- Business can form power relationships through strategic alliance agreements✓ and by persuading large investors. ✓
- Any relevant answer related to power relationship.

Max (6)

BUSINESS STUDIES

Grade 11

Term 2

School: _____ Task: 02 PRESENTATION

Marks : 50

Issue Date: _____ Submission Date: _____

Surname of Learner: _____

Name of Learner: _____

BUSINESS ROLES

FINAL MARK

50 Marks

TOPIC: CHANGE, STRESS AND CRISIS MANAGEMENT

SUB TOPIC: Dealing and adapting to change

TOPIC: CHANGE MANAGEMENT IN A BUSINESS ENVIRONMENT

An organisation is an open system influenced by different variables. Changes are bound to occur in a business. Therefore it is critical for the business to adapt to these changes.

TASK: Identify any business that is undergoing change. Collect the following information that you are going to present to the class.

1. Describe the nature of change(s) identified in the business you chose.
2. Discuss possible causes of change for the business
3. Explain the impact of this change on this business.
4. Elaborate on the strategies this business has implemented to deal with these changes.
5. Advise the management of this business on how they should apply John Kotter's theory to deal with change in the workplace.
6. Explain how businesses can apply the Delphi technique to solve business problems.

REQUIREMENTS FOR THE PRESENTATION

- The task must cover all questions and topics
- The oral presentation must be in a PowerPoint format or Chat
- Start each heading on a new page / slide.
- An index page and list of resources used must be indicated.
- The rubric will be used to assess your research and presentation.

Rubric to assess the grade 11 written part of the presentation

Criteria	0	1	2	3	4	5
Nature of change	No research/ copied from the text book	Described ONE aspect of change	Described TWO aspects of change	Described THREE aspects of change	Described FOUR aspects of change	Provided a detailed description of FIVE aspects of change
Causes of change	No identification of causes of change	Discussed ONE cause of change	Discussed TWO causes of change	Discussed THREE causes of change	Discussed FOUR causes of change	Provided a detailed discussion of FIVE causes of change
Impact of change	Impact of change not explained	Explained ONE impact of change on the business	Explained TWO impacts of change on the business	Explained THREE impacts of change on the business	Explained FOUR impacts of change on the business	Provided a detailed explanation of FIVE impacts of change on the business
Strategies to deal with change	Strategies to deal with change not mentioned	Mentioned ONE strategy used to deal with change	Mentioned TWO strategies used to deal with change	Mentioned THREE strategies used to deal with change	Mentioned FOUR strategies used to deal with change	Provided FIVE detailed strategies used to deal with change
Application of John Kotter's theory to deal with change	No application of John Kotter's theory to deal with change	Mentioned ONE step of John Kotter's theory, without application	Mentioned ONE step of John Kotter's theory to deal with change, with application	Mentioned TWO steps of John Kotter's theory to deal with change, with application	Mentioned THREE-FOUR steps of John Kotter's theory to deal with change, with vague application	Mentioned FIVE step of John Kotter's theory to deal with change, with application.
Application of the Delphi technique to solve business problems	No application of the Delphi technique to solve business problems	Explained ONE step on how to apply the Delphi technique.	Explained TWO steps on how to apply the Delphi technique.	Explained THREE steps on how to apply the Delphi technique	Explained FOUR steps on how to apply the Delphi technique	Provided FIVE steps and a detailed explanation of the application of a Delphi technique.

Rubric to assess the grade 11 oral part of the presentation

Criteria	Level 0	Level 1	Level 2	Level 3	Level 4	Level 5	Marks obtained
Use of Business Studies terminology	No attempt or refused to do oral presentation.	Total lack of confidence, only uses vague Business Studies concepts and fails to keep audience interested with no examples	No confidence, only uses few Business Studies concepts and fails to keep audience interested with no examples	Little confidence, uses few Business Studies concepts but does not explain the meaning of these concepts and fails to keep audience interested. Some examples used	Confident, moderate use of business Studies concepts, explains the meaning of these concepts but does not give practical examples of these concepts. Fails to keep audience interested.	Uses Business Studies concepts relevant to the topic, gives practical examples of the meaning of the concepts and catches the interest of the audience.	5
Range of media resources used	No resources used	Only one example of media resources produced	TWO examples of media resources produced	THREE examples of media resources produced	FOUR examples of media resources produced	Wider range of relevant resources used than required	5
Insight / mastery of topic	No understanding of the topic	Very little understanding of the topic	Understanding of SOME topics	Understanding of MOST topics	MOST Topics understood and conveyed satisfactorily	Proper planning and preparations. Excellent mastery and insight into topic demonstrated	5
Presentation skills	No effort made	Can only maintain eye contact and finds it difficult to handle feedback.	Can maintain good eye contact but finds it difficult to handle feedback.	Can maintain good eye contact but dominates the discussion. (No feedback)	Maintains good eye contact, highlights important aspects of the topic but does not handle feedback effectively.	Can maintain good eye contact, highlights important aspect of the topic, handles questions in a professional manner and does not dominate the discussion.	5
							20 marks

PRESENTATION TASK 02 TERM 2: SUGGESTED MARKING GUIDELINE

1 Nature of change in the business

- Changes in the needs of the customers / buying behaviour
- Changes in legislation
- Actions of competitors
- Changing economic conditions
- Globalisation
- New legislation, e.g. affirmative action
- Any other relevant answer related to the nature of change

2 Possible causes of change

- Political factors, e.g. changes in government policy
- Social factors, e.g. poverty, unemployment, HIV/Aids
- Technological factors, e.g. advanced production techniques
- Market factors, e.g. new firms entering the market
- New business objectives / goals
- High employee turnover
- New policies and procedures implemented in the business
- Any other relevant answer related to possible causes of change

3 Impact of change on businesses

- Employees resist change
- Employees suffer from stress-related illnesses
- Lack of business growth
- Fear of the unknown causes distress
- Lack of productivity and decline in profits
- Any other relevant answer related to the impact of change on businesses

4 Strategies businesses can use to deal with change

- Guiding and supporting employees to adapt and accept change
- Training programmes on how to learn, adapt, spread knowledge and share ideas
- Scanning the environment to assess the need to change
- Determining the performance gap to establish what a business needs to achieve and what it is actually achieving
- Identify reasons for resistance to change
- Good communication with the employees
- Leading by example to build credibility and trust
- Acknowledging that change is stressful
- Providing feedback to employees, which will enable them to accept the change
- Setting realistic goals

- Developing a plan of action
- Implementing a plan of action and rewarding people for their efforts
- Constant monitoring of change
- Any other relevant answer related to strategies that businesses can use to deal with change

5 Application of John Kotter's theory to deal with change

- Businesses must establish a sense of urgency by motivating their employees
- Create a guiding coalition; they can bring together a team of influential people who will convince everyone else that change is needed
- Develop a vision and a strategy, decide what values are central to the change
- Communicate the vision frequently and demonstrate the kind of behaviour that they want from their employees
- Empower broad-based action by identifying employees who are resisting change and help them see the need for change
- Generate / create short-term wins and make sure their businesses taste success early in the change process
- Consolidate gains / build on change by analysing what went right and what needs to be improved after each win
- Anchor the changes in corporate culture and this must become part of the core of their business
- Any other relevant answer related to how businesses should apply John Kotter's theory of change management

6 Application of the Delphi technique to solve business problems

- Businesses must invite a panel of experts to research the complaints from customers
- Experts do not have to be in one place and will be contacted individually
- Design a questionnaire consisting of questions on how to improve the quality of their products and distribute it to the panel members / experts
- Request the panel to individually respond to the questionnaire / suggest improvements to the products and return it to businesses
- Summarise the responses from the experts in a feedback report
- Send the feedback report and a second set of questions / questionnaire based on the feedback report to the panel members
- Request panel members to provide further input / ideas on how to improve the quality of products after they have studied the results / documentation
- Distribute a third questionnaire based on previous feedback from the second round
- Prepare a final summary / feedback report with all the methods to improve the quality of products
- Businesses should choose the best solution / proposal after reaching consensus
- Any other relevant answer related to the application of the Delphi technique by businesses.

BUSINESS STUDIES

GRADE 11

TERM THREE

TASK 03:

PROJECT

SCHOOL: _____

MARKS: 50

SURNAME AND NAME OF LEARNER:

Date issued _____ Date submitted _____

THE MARKETING FUNCTION

FINAL MARK

50 Marks

GRADE 11: PROJECT**TOPIC : Marketing Function****MARKS : 50**

No business can function without a well-designed marketing function. Use the following guidelines to do research on how this function is applied in an existing business.

- 1 Visit a retail shop in your vicinity and design a questionnaire to be able to conduct research on the marketing mix policies below.
- 2 Evaluate how the business applies the following marketing activities. Give a practical example of each activity:
 - 2.1 Product policy, e.g. packaging and trade mark
 - 2.2 Distribution policy, e.g. channel of distribution used
 - 2.3 Communication policy, e.g. how the product is promoted and advertised
 - 2.4 Pricing policy, e.g. what informs their pricing policy
- 3 Advise the owner of the business on how the business can improve on the abovementioned marketing activities.

Requirements:

- Your research should cover all aspects in the instructions.
- The name, subject, topic, grade and mark allocation should be indicated on the cover page.
- A table of content with page numbers should be included.
- Text to be divided into paragraphs with headings and subheadings.
- Use a minimum of three reference sources, e.g. books, magazines, newspapers, interviews
- Pictures, photos, diagrams, documents, etc. can be included
- It should be bounded or stapled together
- The project is an individual task

2017 GRADE 11 PROJECT

NOTES FOR THE TEACHER

1. This is an individual activity and it is the responsibility of the teacher to explain the task thoroughly to the learners before giving it to them.
2. **Dates to administer the task:** [Issuing: 24/06/2017], [Instruction 1 & 2: 04/08/2017] & [Instruction 3 & 4: 11/08/2017].
3. **The task must be done under controlled conditions** (i.e. under no circumstances should learners be asked to complete the tasks at home and hand them in later).
4. Strict adherence to the dates of administering the tasks; this is non-negotiable.
5. **The school must prepare a letter** to all the affected institutions requesting them to assist learners with the information, especially the interview.
6. **The school has various options to follow:** officials from the affected institutions may be invited to school to address learners on insurance and then learners can interview the official in the form of asking questions. This must be done individually. **Alternatively, learners can be asked to visit these institutions in groups.** Prior arrangements must be made and the help of the teacher is of utmost importance.

RUBRIC TO ASSESS GRADE 11 PROJECT

Criteria	0	1	2	3	4	5	Total
Research questionnaire	No questionnaire	Vague use of a questionnaire	Addresses only one marketing policy	Addresses two marketing policies	Addresses three marketing policies	Addresses all four marketing policies	4
Marketing functions – 4 Ps							
Product policy	No research at all and/or copied directly from the textbook	Only examples given with no relation to either packaging or trademarks	Only packaging or trademark researched with practical example given	Only packaging or trademark researched with a practical example	Both packaging and trademark researched but no practical examples given	Both packaging and trademark were fully researched within the chosen business and practical examples given in all aspects	10
Distribution policy	No research at all and/or copied directly from the textbook	Only examples given with no relation to a distribution policy	Only intermediaries researched, no examples	Intermediaries and direct channels researched with no examples	Both intermediaries and direct channels researched with relevant examples used	Intermediaries, direct and indirect channels researched with relevant examples	10
Communication policy	No research at all and/or copied directly from the textbook	Only examples given with no relation to a communication policy	Only one component of communication researched with no example	Only two components of communication researched with relevant examples	Only three components of communication researched with no relevant example	All components namely sales promotion, advertising, publicity and personal selling researched as well as relevant examples provided	10
Pricing policy	No research at all and/or copied directly from the textbook	Only examples given with no relation to pricing policy	Only one component of price determination or the factors influencing pricing were researched with no relevant practical examples	Only two components of price determination or the factors influencing pricing were researched with one relevant practical example	Only three components of both price determination and the factors influencing pricing were researched with relevant practical examples for both	All components of price determination and of factors influencing pricing were researched with relevant practical examples given	10
Recommendations on how the owner can improve on the marketing activities	No recommendations made	No specific marketing mix aspects addressed General recommendations made	ONE of the marketing mix aspects addressed and ONE applicable recommendation made	ONE of the marketing mix aspects addressed and TWO applicable recommendations made	TWO of the marketing mix aspects addressed and TWO applicable recommendations made	THREE of the marketing mix aspects addressed and TWO applicable recommendations made such as: Electronic marketing as well as foreign marketing	6
TOTAL							50

SUGGESTED MARKING GUIDELINE FOR THE PROJECT THE MARKETING POLICY INSTRUMENTS

1.1 Product policy

Packaging

- Most products require some type of packaging
- It can vary from a box to a label
- The type of product will determine the kind of packaging needed

NOTE: The answers must be based on the learner's research findings

Purpose of packaging:

- Packaging is needed to contain the item / product, e.g. olive oil in a bottle
- Packaging indicates brand / trademark of the business and should have information about the product
- Many products are protected from germs, breakage (think how eggs are packaged), etc.

NOTE: The answers must be based on the learner's research findings

Types of packaging

- Speciality packaging: The product is given an image of 'must have' such as jewellery
- Re-usable packaging: Container can be used for something else once content is used, e.g. coffee tins, etc.
- Kaleidoscope packaging: Where the container changes continuously, e.g. breakfast cereals
- Multiple packaging: Various products are packaged in one container, e.g. variety of chocolates, biscuits

NOTE: The answers must be based on the learner's research findings

Trademarks

- Is a registered mark (the Trademarks Act 9 No. 194 of 1993) that a manufacturer places on its products to distinguish it from other products
- It includes words and symbols that are legally registered
- Once registered it must only be used by the person / business that registered it.

NOTE: The answers must be based on the learner's research findings

Requirements

- Make it easy for consumers to recognise the product
- Must be easy to spell and read, e.g. NIKE
- Easy to recognise, remember and pronounce
- Helps build brand familiarity
- Any other relevant answer related to the requirements of a good trademark.

NOTE: The answers must be based on the learner's research findings

1.2 **Distribution policy**

1 **Channel of distribution**

- Goods need to be distributed from where they are manufactured to the place where the consumers are.
- Five channels of distribution are:
 - Manufacturer to consumer (cheapest)
 - Manufacturer – retailer – consumer
 - Manufacturer – agent – retailer – consumer
 - Manufacturer – wholesaler – retailer – consumer
 - Manufacturer – agent – wholesaler – retailer – consumer
- More people in a distribution channel increase the selling price of the product
- Advise the owner of the business on how the business can improve on its marketing activities

1.3 **Communication policy**

- The product is promoted and advertised through sales promotion
- Examples of personal selling
 - Handing out free samples
 - Handing out sales coupons
 - Demonstrating products to consumers in store
 - Launching a competition
 - Sponsoring a sport event or sport team
 - Any other relevant examples of personal selling
- Examples of advertising
 - Television / social media / radio
 - Daily newspaper
 - Outline magazine
 - Websites
 - Banners
 - E-mail and SMS
 - Radio
 - Television
 - Billboards
 - Directories
 - Printed media
 - Direct mail
 - Any other relevant examples of advertising
- Examples of sales promotion
 - Customer loyalty cards
 - Free gifts
 - Joint promotion
 - Point of sale
 - Special offers
 - Discounts
 - Any other relevant examples of sales promotion
- Examples of publicity

- Exposure to the business products
- Endorsements by famous people
- Gifts and samples
- Sponsorship of sporting / community events
- Any other examples relevant to publicity

1.4 Pricing policy

- Pricing techniques, e.g. cost-oriented pricing, mark-up, target pricing, competitive-orientated pricing, promotional pricing, etc.
- Price determination, e.g. cost, target, breakeven, demand, competition, promotion, etc.
 - Availability of substitute products
 - Nature of demand
 - Normal trade prices
 - Manufacturing, distribution and marketing costs
- Any other relevant examples of the factors that influence the pricing policy

NOTE: Learners must explain how the business uses the abovementioned communication methods

2 Recommendations on how the business can improve on the existing marketing activities

- The internet is a powerful marketing tool – many people and businesses have access to the internet
- Businesses have created websites which can be accessed by consumers
- Publicity articles can be displayed on various websites
- Shopping can be done online
- Cell phone advertising is another form of electronic marketing – reaches a large number of consumers, is much cheaper than other media and has direct contact with the target market.

NOTE: The recommendations must be based on the learner's research findings

BUSINESS STUDIES

Grade 12

Term 1

School: _____ Task: 01 Assignment

Marks : 50

Issue Date: _____ Submission Date: _____

Surname of Learner: _____

Name of Learner: _____

BUSINESS ENVIRONMENTS

FINAL MARK

50 Marks

QUESTION 1

Read the scenario below and answer the questions that follow.

Usud Shoe Manufacturer (USM) (Pty) (Ltd)

Ulandé and Sudimo, two high school friends with a passion for beautiful shoes, joined forces and started a shoe manufacturing business known as Usud Shoe Manufacturers (Pty) (Ltd). Due to limited capital, they originally started off with basic reliable and comfortable court shoes for women that were sold locally only.

The constant change in fashion trends as well as changes in consumer preferences led to a gradual decrease in sales and loyal customers did not return. They decided to expand their product range to include basic court shoes; stilettos; sandals and boots in bright colours and in sync with fashion trends.

USM makes use of genuine sheepskin, suede, ostrich and patent leather in the manufacturing process. They went to a fashion show in Paris, where all the big names in fashion shoes were present. At this event USM made use of local models to introduce their new and improved product range to the world. The reaction to their shoes was so overwhelming that USM entered the international market. They received orders from all over the world.

USM decided to sell their new product range at a lower price in order to grow in the international market and attract a bigger market share. USM is currently the only supplier of this unique and durable leather shoes in the country. Only exclusive boutiques stock their shoes.

A new shoe manufacturer called Smart Shoes is planning to open a factory in the same town and manufacture shoes that are similar to USM shoes. USM immediately registered patents on their products in order to make it difficult for Smarts Shoes to enter this market, thus preventing Smart Shoes from copying their products.

The management of USM has also negotiated bulk discount on leather with their suppliers and this will cut costs. They can therefore continue to offer shoes at lower prices to their loyal customers. USM is planning to differentiate in future by adding matching leather handbags and purses to their shoe collection, as well as a men's range. USM has a strong customer base who they offer attractive credit facilities to.

They have also decided to set up a factory shop which will be open to the public. To this end, they advertised a pair of suede leather boots for a special price of R699,99. When Zanele wanted to buy the boots, the salesperson told her the boots was actually marked for R1 699,99. Zanele insisted that she would pay only R699,99 as advertised, arguing that she was protected by law. Zanele threatened USM if her demands were not met.

- 1.1 Identify TWO types of diversification and intensive strategies which were used by USM. Motivate your answer by quoting from the scenario.

Use the table below to present your answer

TYPE OF DIVERSIFICATION STRATEGY	MOTIVATION
(a)	
(b)	
TYPE OF INTENSIVE STRATEGY	MOTIVATION
(a)	
(b)	

(12)

- 1.2 Explain how USM has applied Porter's Five Forces model to analyse the market environment. (12)

- 1.3 Advise the management of USM on the strategic management process. (6)

- 1.4 Identify TWO Acts that are applicable to the scenario above. Motivate your answer by quoting from the scenario.

Use the table below to present your answer

ACT	MOTIVATION
(a)	
(b)	

(6)

- 1.5 Discuss the positive impact of any ONE of the Acts identified in QUESTION 1.4 on USM. (8)

- 1.6 Name ONE consumer right that has been violated in Zanele's case. (2)

- 1.7 Propose to the management of USM any TWO steps that they should follow when evaluating a strategy. (4)

SUGGESTED MARKING GUIDELINE

1.1 Business strategies

TYPE OF DIVERSIFICATION STRATEGY	MOTIVATION
(a) Horizontal diversification ✓✓	-USM expanded its product range to include basic court shoes, stilettos, sandals and boots. ✓
(b) Vertical diversification ✓✓	-USM is planning to differentiate in future by adding matching leather handbags and purses to their shoe collection, as well as a men's range. ✓
Sub max (4)	Sub max (2)
TYPE OF INTENSIVE STRATEGY	MOTIVATION
(a) Market development ✓✓	-USM made use of local models to introduce their new and improved product range to the world. ✓
(b) Market penetration ✓✓	-USM decided to sell their new product range at a lower price in order to grow in the international market and attract a bigger market share. ✓
Sub max (4)	Sub max (2)

NOTE: Do not allocate marks for a motivation if the correct type of strategy was not identified.
Max (12)

1.2 Application of Porter's Five Forces model

Buyers power ✓✓

- USM is currently the only seller of unique and durable leather shoes in the country. ✓
- Buyers do not have that much influence over USM since they do not have the ability to drive prices down. ✓
- The boutiques and general public will have to incur huge costs to change from USM, e.g. import from other countries if they want similar products. ✓
- USM has the power to dictate credit terms and conditions when awarding credit to eligible clients. ✓
- Any other relevant answer related to the analysis of buyers' power based on the scenario.

Sub max (3)

Suppliers' power ✓✓

- The management of USM has negotiated bulk discount on leather with their suppliers and this will cut costs. ✓
- Any other relevant answer related to the analysis of suppliers' power based on the scenario.

Sub max (3)

Competitive rivalry ✓✓

- USM will have less power in the market once Smart Shoes enters this market. ✓
- Any other relevant answer related to the analysis of competitive rivalry based on the scenario.

Sub max (3)

Barriers to entry ✓✓

- USM immediately registered patents on their products in order to make it difficult for Smarts Shoes to enter this market. ✓
- Patents prevent Smart Shoes from copying their products. ✓
- It will be difficult for an enterprise like Smart Shoes to gain access to the market because USM is already established in this market. ✓
- Any other relevant answer related to the analysis of barriers to entry based on the scenario.

Sub max (3)

NOTE: Do not award marks for “threat of substitutes” as it is not applicable to the scenario.

Max (12)

1.3 Strategic management process

OPTION 1

- Have a clear vision, a mission statement and measurable / realistic objectives in place. ✓✓
- Identify opportunities / weaknesses / strengths / threats by conducting environmental scanning / situational analysis.
- Tools available for environmental scanning may include a SWOT / PESTLE / Porter's Five Forces model / industrial analysis tools. ✓✓
- Formulate alternative strategies to respond to the challenges. ✓✓
- Develop (an) action plan(s), including the tasks to be done / deadlines to be met / resources to be procured, etc. ✓✓
- Implement selected strategies by communicating it to all stakeholders / organising the business's resources / motivating staff. ✓✓
- Continuously evaluate / monitor / measure strategies in order to take corrective action. ✓✓
- Any other relevant answer related to a description of the strategic management process.

OR

OPTION 2

- Review the vision statement. ✓✓
- Analyse / re-examine mission statement. ✓✓
- Conduct an analysis using models such as PESTLE / Porter's / SWOT. ✓✓
- Formulate a strategy such as a defensive / retrenchment strategy. ✓✓
- Implement a strategy, using a template such as an action plan. ✓✓
- Control / evaluate / monitor the implemented strategy to identify gaps / deviations in implementation. ✓✓
- Take corrective action to ensure goals / objectives are met. ✓✓
- Any other relevant answer related to a description of the strategic management process.

NOTE: The steps may be in any order.

Max (6)

1.4 Legislation

ACT	MOTIVATION
(a) National Credit Act ✓✓	-USM has a strong customer base who they offer attractive credit facilities to. ✓
(b) Consumer Protection Act ✓✓	-Zanele insisted that she would pay only R699,99 as advertised, arguing that she was protected by law. ✓
Sub max (4)	Sub max (2)

Max (6)

1.5 Positive impact of the National Credit Act and Consumer Protection Act on businesses

Positive impact of the NCA on businesses

- The whole credit process is transparent, ✓ e.g. both businesses and customers know their responsibilities. ✓
- Lower bad debts ✓ resulting in better cash flow. ✓
- Protects businesses ✓ against non-paying consumers. ✓
- Increases cash sales ✓ because businesses only grant credit to qualifying customers / more customers are buying in cash. ✓
- Stamps out reckless lending ✓ and prevents businesses from going bankrupt. ✓
- Businesses do thorough credit checks ✓ and receive up-to-date documentation from the consumer as proof that they can afford the repayment. ✓
- Leads to more customers ✓ through credit sales as they are now protected from abuse. ✓
- Any other relevant answer related to the positive impact of the NCA on businesses.

OR

Positive impact of CPA on businesses

- Enables businesses to resolve disputes fairly ✓ through the National Consumer Commission / Consumer Court / industrial ombudsmen. ✓
- Businesses may build a good image ✓ when they ensure that consumer rights are not violated. ✓
- May gain consumer loyalty ✓, if they comply with CPA. ✓
- Businesses are less likely to have court cases against them ✓ for consumer rights violations. ✓
- Businesses may be protected ✓ if they are regarded as consumers. ✓
- They may be safeguarded ✓ from dishonest competitors. ✓
- Prevents larger businesses ✓ from undermining smaller ones. ✓
- Any other relevant answer related to the positive impact of CPA on businesses.

Max (8)

1.6 Consumer right that has been violated in Zanele's case

- Fair and responsible marketing ✓✓
- Fair and honest dealings ✓✓
- Disclosure and information ✓✓
- Any other consumer right violated in Zanele's case as per CPA.

NOTE: Mark the FIRST (1) consumer right only

(2)

1.7 Steps in evaluating a strategy

- Examine the underlying basis of a business strategy. ✓✓
- Formulate strategies to meet objectives favourably. ✓✓
- Implement strategies using action plans ✓✓, etc.
- Look forward and backwards into the implementation process. ✓✓
- Compare the expected performance with the actual performance. ✓✓
- Measure business performance in order to determine the reasons for deviations and analyse these reasons. ✓✓
- Take corrective action so that deviations may be corrected. ✓✓
- Set specific dates for control and follow up. ✓✓
- Draw up a table of the advantages and disadvantages of a strategy. ✓✓
- Decide on the desired outcome. ✓✓
- Consider the impact of the strategic implementation in the internal and external environments of the business. ✓✓
- Any other relevant answer related to the steps in evaluating a strategy.

NOTE: 1 Mark the first TWO (2) only

2 Accept steps in any order.

(2x2) (4)

BUSINESS STUDIES

PRESENTATION

Grade 12

Term 2

School: _____

Task: 02

Marks : 50

Issue Date: _____ **Submission Date:** _____

Surname of Learner: _____

Name of Learner: _____

BUSINESS ROLES

FINAL MARK

50 Marks

INSTRUCTIONS TO LEARNERS

- 1 You are requested to complete this task to indicate your understanding of the concept of corporate social responsibility and corporate social investment.
- 2 Read the instructions of each question and respond appropriately.
- 3 Identify and collect media resources relevant to each activity below to support your presentation.
- 4 Maximally collect ONE article.
- 5 Extra relevant media articles collected will earn you more marks.
- 6 You are required to submit your completed written task to your teacher for assessment and you will also be required to make a presentation of your responses to the entire class.
- 7 You must adhere to the submission date to avoid unnecessary penalties.

QUESTION 1

- 1.1 Read the scenario below and answer the questions that follow

Historically, business owners focused only on the objective for their businesses, that was to make profit. Since the early 1990's when the political environment in South Africa began to change, there has been a significant change in that thinking. Now it is not merely a bottom line of profit making that is important, but there is a TRIPLE BOTTOM LINE

- 1.1.1 Explain the relationship between triple bottom line and social responsibility. (6)
- 1.2 Explain how businesses can address the following socio-economic issues:
- 1.2.1 Unemployment (2)
- 1.2.2 Poverty (2)
- 1.2.3 HIV/Aids (2)
- 1.3 Discuss ways businesses can contribute time and efforts to advance the wellbeing of the employees. (6)
- 1.4 Collect ONE media article that depicts ways in which businesses observe the following human rights in the workplace: (6)
- 1.4.1 Privacy
- 1.4.2 Freedom of association
- 1.4.3 Dignity (6)

GRADE 12 BUSINESS STUDIES PRESENTATION – SUGGESTED MARKING GUIDELINE FOR WRITTEN PART

1.1.1 Link between triple bottom line and social responsibility

Profit / Economic✓

- Triple bottom line means that businesses should not only focus on profit / charge high prices, but should also invest in CSI projects.✓
- Businesses should not make a profit at the expense of its community.✓
- Any other relevant answer related to the link between profit and social responsibility.

Sub max (2)

People / Social✓

- Business operations should not have a negative impact on / exploit people / employees / customers.✓
- Businesses should engage / invest in sustainable community programmes / projects that will benefit / uplift communities.✓
- Improve the lifestyle / quality of life of their human resources / employees.✓
- Any other relevant answer related to the link between people and social responsibility.

Sub max (2)

Planet / Environment✓

- Businesses should not exhaust resources / harm the environment for production purposes.✓
- They may support energy-efficient / eco-friendly products / programmes.✓
- Recycle / re-use waste, e.g. packaging from recycled material.✓
- Any other relevant answer related to the link between the planet / environment and social responsibility.
- Any other relevant answer related to the link between Triple Bottom line and social responsibility.

Sub max

(2)

NOTE: Allocate 1 mark for the heading and 1 mark for the explanation.

Max (6)

1.2 Strategies businesses can use to address socio-economic issues

Unemployment

- Provide skills development programmes through learnerships.✓✓
- Offer bursaries to the community to improve the level of education.✓✓
- Create jobs for members of the community.✓✓
- Provide entrepreneurial programmes that can promote self-employment.✓✓
- Support existing small businesses to create more employment opportunities.✓✓
- Any other relevant answer related to strategies that businesses can use to address unemployment.

Max (2)

Poverty

- Donation of clothes or other valuable items to underprivileged communities. ✓✓
- Increase employment through economic growth. ✓✓
- Introduce more training programmes and apprenticeships to develop skills. ✓✓
- Encourage entrepreneurship through business training and mentoring entrepreneurs. ✓✓
- Improve infrastructure and services in poor communities. ✓✓
- Any other relevant answer related to strategies businesses can use to address poverty.

Max (2)

HIV/Aids

- Offer voluntary HIV testing and counselling sites. ✓✓
- Provide HIV/Aids education✓ and training ✓✓
- Encourage health treatment for TB and STIs✓✓
- Condom distribution and provision of antiretrovirals ✓✓
- Arrange for voluntary HIV testing on the business premises ✓✓
- Educate staff about the laws regarding HIV and Aids✓✓
- Counselling, wellness programmes, and other forms of social support for infected people✓✓
- Any other relevant answer related to strategies businesses can use to address HIV/Aids.

Max (2)

1.3. Ways in which businesses can contribute time and effort to advance the wellbeing of the employees

- Businesses should improve the general quality of life of employees, e.g. pay fair wages / skills development✓✓, etc.
- Start a nutritional programme so that employees can enjoy one meal per day to keep them in a healthy condition. ✓✓
- Provide subsidised housing / accommodation for their employees. ✓✓
- Give time to staff to get involved in projects they choose✓✓ / Allow staff to use some of the working hours to participate in the projects of their choice. ✓✓
- Encourage employees to stay fit and healthy by getting them involved in health activities to minimise stress / substance abuse / obesity. ✓✓
- Provide transport for employees who work unusually long hours. ✓✓
- Establish coaching and mentoring programmes for junior employees. ✓✓
- Conduct team-building sessions to improve employees' morale. ✓✓
- Encourage employees to attend capacity-building workshops / training programmes / staff-development programmes / team-development programmes. ✓✓
- Offer counselling sessions to employees with personal / emotional challenges. ✓✓
- Any other relevant recommendations related to ways in which businesses can contribute time and effort to advance the wellbeing of their employees.

Max

(6)

1.4 Ways in which businesses observe the following human rights in the workplace:

1.4.1 Privacy

- Businesses may not violate the rights ✓ of the employees and clients.✓
- They should not provide personal information ✓ about employees to anyone else.✓
- Information on employees who have disclosed their HIV/Aids status or any chronic illness ✓ must be kept confidential.✓
- It is illegal to read other people's emails / record conversations✓ unless stated clearly and upfront.✓
- Any other relevant answer related to privacy from the collected media article.

Sub max (2)

1.4.2 Freedom of association

- An employer may not refuse ✓ employees to join the trade union of their choice.✓
 - Any other relevant answer related to the right to freedom of association from the collected media article.
- (2)

Sub max

1.4.3 Respect / dignity

- Businesses must treat all employees with respect / dignity ✓ regardless of their socio-economic status.✓
- They should not force workers ✓ to do embarrassing or degrading work.✓
- Any other relevant answer related to respect / dignity from the collected media article.

Sub max (2)

Max (6)

TOTAL:

[30]

Rubric to assess the grade 12 oral part of the presentation

Criteria	Level 0	Level 1	Level 2	Level 3	Level 4	Level 5	Marks obtained
Use of Business Studies terminology	No attempt or refused to do oral presentation.	Total lack of confidence, only uses vague Business Studies concepts and fails to keep audience interested, with no examples	No confidence, only uses few Business Studies concepts and fails to keep audience interested, with no examples	Little confidence uses few Business Studies concepts but does not explain the meaning of these concepts and fails to keep audience interested. Some examples used	Confident, moderate use of business Studies concepts, explains the meaning of these concepts but does not give practical examples of these concepts. Fails to keep audience interested.	Uses Business Studies concepts relevant to the topic, gives practical examples of the meaning of the concepts and catches the interest of the audience.	5
Range of media resources used	No resources used	Only one example of media resources produced	TWO examples of media resources produced	THREE examples of media resources produced	FOUR examples of media resources produced	Wider range of relevant resources used than required	5
Insight / mastery of topic	No understanding of the topic	Very little understanding of the topic	Understanding of SOME topics	Understanding of MOST topics	MOST Topics understood and conveyed satisfactorily	Proper planning and preparations. Excellent mastery and insight into topic demonstrated	5
Presentation skills	No effort made	Can only maintain eye contact and finds it difficult to handle feedback.	Can maintain good eye contact but finds it difficult to handle feedback.	Can maintain good eye contact but dominates the discussion. (No feedback)	Maintains good eye contact, highlights important aspect of the topic but does not handle feedback effectively.	Can maintain good eye contact, highlights important aspect of the topic, handles questions in a professional manner and does not dominate the discussion.	5
							20 marks

**BUSINESS STUDIES
PROJECT**

Grade 12

Term 3

School: _____

Task: 03

Marks : 50

Issue Date: _____ **Submission Date:** _____

Surname of Learner: _____

Name of Learner: _____

BUSINESS VENTURES

FINAL MARK

50 Marks

QUESTION1

Jamie wants to invest R30 000 for three years. A bank offers him 10% per year interest with the choice of simple or compound interest.

- 1.1 Calculate the amount which Jamie would receive after 3 years. Apply the simple interest method. Show all your calculations. (4)
- 1.2 Explain how much Jamie would earn after 3 years if the same bank used the compound method to calculate the interest. Show all calculations. (6)
- 1.3 Identify the type of interest that earned Jamie the most interest. Motivate your answer. (4)
- 1.4 Tabulate the differences between the compound and simple interest. (8)
- 1.5 Assuming none of the banks above is willing to offer the investor an interest rate above those investigated. You are then tasked to evaluate the impact of the following investment options:
 - 1.5.1 Government Retail Savings Bonds
 - 1.5.2 Unit trusts
 - 1.5.3 Ordinary shares (18)
- 1.6 Read the scenario below and answer the questions that follow.

BONGANI GENERAL DEALER (BGD)

Bongani General Dealer's stock is not insured. As an insurance broker, BGD requested your advice on insurance. You completed a quotation on the cost of insurance for BGD's stock. The monthly premium is quoted at R2 800 on a total value of goods amounting to R2 800 000.

- 1.6.1 Identify the type of insurance that is suitable for BGD. Motivate your answer by quoting from the scenario. (3)
- 1.6.2 Name and explain the type of insurance that Bongani should consider to protect his dependants when he passes away. (3)
- 1.6.3 Define the following insurance concepts:
 - (a) Average clause (2)
 - (b) Reinstatement (2)

TOTAL: 50 MARKS

GRADE 12 BUSINESS STUDIES PROJECT – SUGGESTED MARKING GUIDELINE

1.1 Simple interest

FORMULA: Interest = $P \times R \times T$ ✓
 $R30\,000 \times 10\% \times 3 \text{ years} = R9\,000$ ✓

Max (4)

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

1.2 Compound interest

Interest earned at 10% per year for 3 years compounded annually:

Option 1

Year 1: $R30\,000 \times 10\% = R3\,000$ ✓
Year 2: $(R30\,000 + R3\,000) \times 10\% = R3\,300$ ✓
Year 3: $(R33\,000 + R3\,300) \times 10\% = R3\,630$ ✓
Total interest = **R9 930** ✓

OR

Option 2

FORMULA: $P \times (1 + r)^n$ ✓
 $R30\,000 \times (1 + 10/100)^3$ ✓
 $R30\,000 \times (1.1)^3 = R39\,930$ ✓
Total interest = $R39\,930 - R30\,000$
= **R9 930** ✓

Max (6)

- NOTE:**
1. Allocate full marks (6) if the answer is correct and no workings are shown.
 2. If workings were shown correctly, but the final answer is wrong, award a maximum of THREE marks.
 3. If the answer is incorrect, award a maximum of ONE mark for understanding the concept and method.
 4. If there are no workings shown and the answer is incorrect, allocate a ZERO mark.

1.3 Compound interest ✓

(1)

Motivation

Compounded investment earned more interest / R930 more interest was earned on compounded investment / Where interest is re-invested annually, the return on the investment will be higher over the term of the investment (3 years) / If interest is earned on interest, a higher return / interest will be yielded. ✓✓

(2)

Identification (1)

Motivation (2)

Max (4)

1.4 Differences between compound and simple interest

Compound interest	Simple interest
- Interest earned on original amount invested ✓, as well as interest earned in previous period(s). ✓	- Interest earned on the original amount ✓ and not on the interest accrued. ✓
- The principal amount grows ✓ with the addition of interest. ✓	- The principal amount remains the same ✓ over the entire period of investment. ✓
- Interest is calculated on the higher principal amount ✓ and again added to it. ✓	- The interest is kept separate ✓ unless it is reinvested. ✓
- Yields high ✓ return on investment. ✓	- Yields less ✓ return on investment. ✓
- Total amount of interest earned on investment ✓ is high. ✓	- Total amount of interest earned on investment ✓ is less. ✓
- Any other relevant answer related to compound interest.	- Any other relevant answer related to simple interest.
Sub max (4)	Sub max (4)

NOTE: 1 The answer must be in tabular format, but the difference must be clear.
2. Award a maximum of FOUR (4) marks if the difference is not clear.

Max (8)

1.5 Impact of investing on RSA Retail Savings

1.5.1 Positives / Advantages

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

AND / OR

Negatives / Disadvantages

- Retail bonds cannot be ceded to banks ✓ as security for obtaining loans. ✓
- A minimum of R1 000 must be invested ✓, which may be difficult for some small investors to accumulate. ✓
- Retail bonds are not freely transferable ✓ amongst investors. ✓
- Investors need to have valid SA identification / should be older than 18 years ✓ which may discourage foreigners / young people to invest. ✓

- Penalties are charged for early withdrawals ✓ if the savings is less than 12 months old. ✓
- Any other relevant answer related to the negative impact / disadvantages of RSA Retail Savings Bonds / Government Retail Bonds on investors.

Sub max (6)

1.5.2 Unit trust

Positives / Advantages

- Managed by a fund manager ✓ to buy shares on the stock exchange. ✓
- The investor has a variety to choose from / a wider range of shares ✓ and a lower degree of risk. ✓
- Safe investments ✓ as it is managed according to rules and regulations. ✓
- A small amount ✓ can be invested per month. ✓
- Easy to invest in ✓ as investors simply fill in several forms or invest online. ✓
- Easy to cash in ✓ when an investor needs money. ✓
- Fluctuations in unit trust rates of return are often not so severe ✓ because of diversity of the investment fund. ✓
- Generally beats inflation ✓ on the medium / long term. ✓
- Offer competitive returns ✓ in the form of capital growth and dividend distribution. ✓
- Fund managers are knowledgeable / experts / reliable / trustworthy ✓ as they are required to be accredited to sell unit trusts. ✓
- Any other relevant answer related to the positives / advantages of unit trusts.

AND / OR

Negatives / Disadvantages

- Share prices ✓ may fluctuate ✓
- If blue chip companies do not continue on their growth path, ✓ the growth of unit trusts will also be affected and will not render the expected returns. ✓
- Unit Trusts are not allowed to borrow ✓, therefore reducing potential returns. ✓
- Bid / asking prices exist with the price that you can buy a unit for, usually higher ✓ than the price you can sell it for – making investment less liquid. ✓
- Not good for people who want to invest ✓ for a short period ✓
- Not good for people who want to avoid ✓ risks at all costs. ✓
- Any other relevant answer related to the negatives / disadvantages of unit trusts.

Sub max (6)

1.5.3 Preferences shares

Positives / Advantages

- Some of these types of shares receive dividends ✓ regardless of profit made. ✓
- A fixed rate of return is paid ✓ on this type of shares ✓
- Shareholders have a preferred claim on company assets ✓ in the event of bankruptcy / liquidation. ✓
- These shares enjoy preferential rights ✓ to dividends / repayment over ordinary shares. ✓
- Dividends are payable ✓ according to the type of preference share. ✓

- Non-cumulative preference shareholders ✓ will not receive any outstanding dividends from previous years.✓
- Cumulative shareholders ✓ will receive outstanding dividends from previous years.✓
- Preference shareholders' risk is lower ✓ as they have preferential claims on the assets of the liquidated company / may receive some compensation before ordinary shareholders.✓
- Any other relevant answer related to the positives / advantages of preference shares.

Negatives / Disadvantages

- Share prices are linked to factors that investors cannot control ✓, e.g. economic conditions, operational success of the company ✓, etc.
- Share prices are volatile / unstable / unpredictable / share values may increase / decrease sharply within hours ✓, which contribute to the uncertainty of the value of an investment on the short term.✓
- Voting rights are restricted ✓ to particular circumstances / resolutions.✓
- Any other relevant answer related to the negatives / disadvantages of preference shares.

Sub max (6)

Max: (18)

1.6 **Type of insurance that is suitable for BGD**

1.6.1 Non-compulsory insurance / Short-term insurance.√√

(2)

Motivation

BGD wants to insure its stock

(1)

Max (3)

1.6.2 Long-term insurance √√

(2)

Explanation

- Endowment / Retirement Annuities will guarantee Bongani a lump sum when he reaches a certain age / retires.√
- A monthly payment is made to an insurance company with the expectancy of receiving a pre-determined amount on a date in the future / to cover long-term risk.√
- Life insurance / assurance policy pays out a lump sum after a person dies.√
- Lump sum may be used to provide security for dependants or settle long-term debt, e.g. mortgage bond.√
- Any other relevant answer related to an explanation of long-term insurance.

(1)

Max (3)

1.6.3 **Insurance concepts**

(a) **Average clause**

- It is a stipulation set by the insurer √ that is applicable when property / goods are underinsured / insured for less than its market value.√
- The insurer will pay for insured loss / damages √ in proportion to the insured value.√
- Any other relevant answer related to the average clause as an insurance concept.

Max (2)

(b) **Re-insatement**

- It is a stipulation whereby the insurer may replace lost / damaged property √ goods instead of reimbursing.√
- This stipulation is applicable when property / goods √ are over-insured.√
- The re-insatement value will not be higher √ than the market value of the loss.√
- Any other relevant answer related to re-insatement as an insurance concept.

Max (2)



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