



GRADE 11

TERM 2

BUSINESS STUDIES

JUNE EXAM

MEMORANDUM

SECTION A**QUESTION 1:**

1.1.1	A √√
1.1.2	D √√
1.1.3	C √√
1.1.4	B √√
1.1.5	A √√
1.1.6	C √√
1.1.7	D √√
1.1.8	D √√
1.1.9	A √√
1.1.10	B √√

1.2.1	Acquisitions √√
1.2.2	Cooperation √√
1.2.3	Workplace forum √√
1.2.4	Globalisation √√
1.2.5	Tertiary √√

1.3.1	D √√
1.3.2	C √√
1.3.3	B √√
1.3.4	E √√
1.3.5	A √√

TOTAL SECTION A: [40]

SECTION B

Answer **THREE** questions in this section. Write down the correct question number.

QUESTION 2:

2.1 Read the following scenario and answer the questions that follow.

Illegal downloading and copying of music is a big issue faced by the music industry. Due to new technology that ensures better internet connection, consumers can easily access illegal websites and download free music. Consumers argue that CD's are too expensive and that they cannot afford R69,99 per month for an *Apple music* subscription.

2.1.1 Why do people download illegal music? (4)

- *CD's are too expensive* √√
- *Consumers cannot afford Apple music subscriptions.* √√

2.1.2 Discuss the impact of piracy on firms. (8)

- *The businesses loses out on sales and income.* √√
- *The businesses loses out on productivity and profits.* √√
- *Leads to job losses.* √√
- *Businesses are reluctant to develop new talent due to the high risk involve.* √√

2.1.3 Provide THREE possible solutions for this socio-economic problem. (6)

- *CD's and DVD's must have passwords to make pirating them difficult.* √√
- *YouTube and other music sites must work together to take legal action against pirating.* √√
- *Advertisements must be places on radio and tv stations to inform people about the consequences of piracy.* √√

2.2 Suggest ways in which business can develop a strong relationship with suppliers. (8)

- *Find and compare different suppliers.* √√
- *Look at availability of suppliers and*
- *study their prices, quality service.* √√
- *Deliver goods on time, in right quantities, right qualities at a right price.* √√
- *Choose supplier who is B-BBBEE compliant.* √√
- *Businesses enter into contract with certain supplier of product or service.* √√
- *Ensure suppliers are paid promptly.* √√
- *Not abusing their relationship by consciously returning goods.* √√

2.3 Discuss how businesses can address HIV/Aids. (8)

- *Develop counselling programmes for infected/affected persons/ employees.* √√
- *Conduct workshops on HIV/Aids programmes/campaigns.* √√
- *Roll out anti-retroviral (ARV) treatment programmes (ART) for the infected employees.* √√

- *Encourage employees to join HIV/Aids support groups.* √√
 - *Develop strategies to deal with stigma and discrimination.* √√
 - *Participate in the HIV/Aids prevention programmes implemented in the community.* √√
 - *Support non-governmental organisational/community-based organisation/ NPC HIV/Aids initiatives.* √√
- 2.4 Discuss the impact of changes in the income levels of consumers on the business sector. (8)
- *Changes in the consumer's income level impact on the spending patterns of the households.* √√
 - *During a recession, the general level of income in a country drops as businesses are unable to sustain salary and wage increases.* √√
 - *Retrenchments, lower salaries and less perks follow. This influences the consumers' ability to buy products and services.* √√
 - *Since 1994 there has been a steady increase in the spending power of the black middle income group and some marginalised families have been able to rise above the breadline since the increase in social grants, which were included in 2008.* √√
- 2.5 Distinguish between mergers, alliances and acquisitions. (6)
- Merger: Occurs when two or more companies combine to form a new company* √√
- Acquisition: Occurs when a business acquires the shares of another company acquired business continues to operate as a subsidiary of the acquiring business.* √√
- Alliance: Business starts a venture with another business or a type of partnership between the two businesses.* √√
- 2.6 Classify the following as an organisation operating in the primary sector, secondary sector and tertiary sector. (8)
- 2.6.1 Tertiary sector √√
- 2.6.2 Secondary sector √√
- 2.6.3 Primary sector √√
- 2.6.4 Tertiary sector √√
- 2.7 Name TWO reasons for unemployment. (4)
- *Structural unemployment* √√
 - *Frictional unemployment* √√
 - *Seasonal unemployment* √√

TOTAL QUESTION 2: [60]

QUESTION 3:

3.1 Read the following scenario and answer the question that follow.

“As a Franchisor, my greatest reward comes from watching franchisees embrace the chance to succeed and assisting them in every way I can to help them achieve their dreams.”

3.1.1 List TWO parties involved in a franchise mentioned in the above article. (2)

Franchisor ✓

Franchisee ✓

3.1.2 Discuss ways that the franchisor can assist the franchisee to achieve their dreams. (6)

- *The franchisee can receive training, equipment, marketing assistance, management guidance and assistance in finding a suitable location.* ✓✓
- *Market research is done by the franchisor.* ✓✓
- *Provide the franchisee with a working business model and products that are well known.* ✓✓
- *Provide information on production, sales and marketing techniques and training.* ✓✓
- *The business can communicate and share ideas with and receive support from other franchisees.* ✓✓

3.1.3 Identify the agreement that the two parties involved in a franchise enter into. (2)

Franchise agreement ✓✓

3.1.4 Specify THREE payments that are stipulated in the agreement identified in QUESTION 3.1.3. (6)

- *Initial fee.* ✓✓
- *Monthly management fees.* ✓✓
- *Royalties on turnover.* ✓✓
- *Fees for machinery and equipment.* ✓✓
- *Fees for advertising.* ✓✓

3.2 Suggest factors that must be considered before starting a business. (8)

- *Culture of the organisation* ✓✓
- *Ensure the code of conduct is in place.* ✓✓
- *Provision for on-going training.* ✓✓
- *Possible environmental changes* ✓✓
- *Possible risk factors* ✓✓
- *Planning and minimising the environmental impact on the business.* ✓✓
- *Action plan to satisfy the needs of customers.* ✓✓
- *Cutting of costs on unnecessary waste and expenditure.* ✓✓

- *The sources of raw materials/suppliers.* √√
- *The sources of funding that the business would use.* √√
- *The forms of ownership that will be used by the business.* √√
- *The registration of the business.* √√
- *The location/business premises to be used.* √√

3.3 Discuss FIVE advantages of outsourcing. (10)

- *Access to expertise e.g. service providers are specialists in their field and often have equipment and technical expertise.* √√
- *Concentrating on core processes rather than the supporting ones e.g. IT, allows an organisation to focus on and strengthen their core business process.* √√
- *Competitive advantage e.g. allows the organisation to develop new competencies and skill-sets pertinent to the core processes, which can be used as a competitive advantage.* √√
- *Reduced costs and streamlining cash flow e.g. reduces the company's financial commitment to technology, infrastructure and people is reduced.* √√
- *More effective and flexible management e.g. the service provider is responsible for managing its workforce, which allows the organisation the budget and opportunity to hire the best people to run its core functions.* √√
- *Time zone difference e.g. it allows the organisation to provide around the clock customer support.* √√
- *Risk distribution e.g. rather than use the company's operational time and money, the manufacturer outsources the translation function to a vendor, giving itself the freedom to focus on other core activities of the business.* √√

3.4 Explain FIVE sources of funding for businesses. (10)

- *Equity capital (own funds): Money the owners of a business invest in the business or the owner's savings.* √√
- *Debt/loans: Money that has been borrowed.* √√
- *Loans from friends and family.*
- *Bank loans.* √√
- *Lease or Hire purchase: Involves monthly payments by the business for use of vehicles or equipment.* √√
- *Debentures: the company borrows money from the public.* √√
- *Overdraft: a bank allows a business to take out more money than it has in its bank account.* √√
- *Trade credit: Suppliers who provide goods and services to the business are often willing to wait a certain period for payment.* √√

3.5 Name any THREE form of business ownership. (6)

- *Cooperation* √√
- *Company with personal liability* √√
- *Non-profit company* √√
- *Private company* √√
- *Sole proprietor* √√
- *Partnership* √√
- *Public company* √√

3.6 Name FIVE things to avoid in a question and answer session. (10)

- *Avoid having a standard response ready to answer most questions.* √√
- *Do not make a second presentation when answering a question.* √√
- *Do not argue and try to prove that you are right or know best.* √√
- *Do not get aggressive or defensive.* √√
- *Take time to think before answering a difficult question.* √√
- *Be prepared to admit that you do not have the answer to a question.* √√
- *Do not argue with someone who does not agree with you.* √√

TOTAL QUESTION 3: [60]

QUESTION 4:

4.1 The following questions relate to stress in the workplace.

4.1.1 Describe the term “stressful work environment”. (2)

- *Area/surrounding where work takes place is making people feel overwhelmed and overloaded.* √√
- *People feel helpless, tired and can even make them ill.* √√

4.1.2 Evaluate the effect of stress on a business. (12)

Absenteeism.

- *Stressed employees are more likely to miss work.* √√
- *Lost productivity and replacement costs are a consequence of absenteeism.* √√

Poor judgement.

- *Can lead to a high occurrence of accidents* √√

Grievances or complaints that lead to staff turnover.

- *Unresolved complaints can lead to resignation and higher staff turnover.* √√
- *Productive time is lost in the process of recruitment and training new employees.* √√

Conflict and interpersonal problems.

- *Interpersonal demands due to working with team members and supervisors are most significant cause of burnout* √√

Customer service problems.

- *Stressed and tired employees serving the public may lead to poor services and unhappy customers.* √√
- *Loss of turnover and profitability* √√

Resistance to change.

- *As stress levels increase people are more likely to cling to the old way of doing things, even if it is not effective* √√

4.2 Suggest reasons why some of the employees might resist change. (10)

- *Loss of security. Workers feel secure with what they know and a new manager or new technology may frighten them.* √√
- *Fear of economic loss. Workers may disapprove of a new production process because they feel that it will lead to retrenchment.* √√
- *Loss of power and control: Restructuring may change the amount of power some people have.* √√
- *Reluctance to change old habits: New processes require a different mode of thinking.* √√
- *Awareness of weakness in the proposed change: Employees resist change because they see that it may cause problems.* √√
- *Peer pressure: Groups of people may pressurise others to resist change.* √
- *Timing and scope of change: Change should happen when people are receptive and well prepared for it.* √√
- *Misunderstanding: People might resist because they do not fully understand.* √√

4.3 Discuss the following theories of ethics

4.3.1 Consequential approach. (4)

- *Is linked to consequence-based theory/focuses on the consequences of an action.* √√
- *An act should be judged based on the effect it has on others.* √√
- *Something 'useful' needs √ to come from an ethical action.* √√
- *If the effect is good, the action can be seen as ethical.* √√

4.3.2 The common good approach. (4)

- *It focusses on ensuring that the business' values and ethical principles are in line with the society in which the business operates.* √√
- *It recognises that ethics and values vary from country to country and area to area.* √√

4.4 Describe the concept "creative thinking". (2)

- *The process used to come up with new/fresh ideas.* √√
- *Using lateral thinking solves problems through reasoning to find solutions that are not immediately obvious.* √√

4.5 Name FOUR problem-solving techniques that can be used in the business environment. (8)

- *Delphi technique* √√
- *Stepladder technique* √√
- *Forcefield analysis* √√
- *Cause and affect diagram* √√

4.6 Explain the advantages of creative thinking in the workplace. (10)

- *Starts/ignites business's process of problem solving, as there are usually more problems and not enough solutions.* √√
- *Better/Unique/Unconventional ideas/solutions is generated.* √√
- *May give a business a competitive advantage if unusual/unique solutions/ideas/strategies are implemented.* √√
- *Complex business problems may be solved.* √√
- *Productivity increases as business's management/employees may quickly generate multiple ideas to utilise time and money more effectively.* √√
- *Managers/Employees have more confidence as they can live up to their full potential.* √√
- *Managers will be better leaders as they will be able to handle/manage change(s) positively and creatively.* √√
- *Managers/Employees can develop a completely new outlook, which may be applied to any task(s) they may do.* √√
- *Leads to more positive attitudes as managers/employees feel that they have contributed towards problem solving.* √√
- *Improves motivation √ amongst staff members.* √√
- *Managers/Employees have a feeling of great accomplishment and they will not resist/obstruct once they solved a problem/contributed towards the success of the business.* √√

- *Business's management/employees may keep up with fast changing technology.* √√

4.7 Distinguish between ethics and professionalism.

(8)

ETHICS	PROFESSIONALISM
<i>Set of standards of expected behaviour.</i> √√	<i>Knowledge and skills of a profession.</i> √√
<i>Acceptable to society/group/community.</i> √√	<i>Used for the good of the employees/individuals.</i> √√
<i>Forms part of the employees' code of conduct.</i> √√	<i>Apply a code of conduct set by the profession or business.</i> √√
<i>Focus is on developing a moral compass to use in decision making.</i> √√	<i>Focus is on upholding the reputation of the business/profession.</i> √√
<i>Seeks to avoid harm while promoting benefit to others.</i> √√	<i>Conforms to a specific standard in terms of quality and competence while also being legal and ethical.</i> √√
<i>Max (2x2=4)</i>	<i>Max (2x2=4)</i>

TOTAL QUESTION 4: [60]

QUESTION 5:

- 5.1 “The importance of the primary sector industries which feeds the sub-sectors of the secondary sector is over-emphasised in the economy of a developing country, such as South Africa.”

Explain this statement by comparing the links between agriculture, forestry, fishery and mining sub-sectors of the primary and secondary sectors in the South African economy. (14)

Agriculture:

- *The agriculture sub-sector of the economy is largely influenced by environmental, institutional and political factors in the macro environment.* √√
- *Agriculture is currently the biggest contributor to the GDP and jobs are provided in this sub-sector.* √√
- *South Africa exports large quantities of agricultural products which helps the balance of payments.* √√

Forestry:

- *Forestry is divided into two categories namely:*
- *Indigenous forests which add value to the country's beauty, wildlife and environment.* √√
- *Commercial forests which provide jobs and economic opportunities for many people, especially in the rural areas.* √√
- *South Africa has a well-established fishery sector and is net exporter of fishery products.* √√
- *The fishing industry provides an income to a large part of the population in both formal and informal sector of the economy.* √√

Mining:

- *In the mining sector, South Africa is the world's third largest producer of gold and the fourth largest diamond industry in the world.* √√
- *The mining sector uses considerable services and inputs from the domestic economy and it supplies many associate industries with mining products.* √√

- 5.2 Outline the importance of having a business plan to ensure the success of a business. (8)

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

- 5.3 List the EIGHT steps that John Kotter identified in his change model in order to manage change successfully. (8)
- *Establish a sense of urgency among employees to deal with change.* ✓
 - *Management and employees must work together.*
 - *Create a clear vision for the business.* ✓
 - *Communicate and explain the vision to all the employees.* ✓
 - *Make it possible for all the employees to respond to the vision.* ✓
 - *Plan and create short-term goals and successes.* ✓
 - *Combine all improvements and produce even more change.* ✓
 - *Make new approaches part of the business's standard procedures.* ✓
- 5.4 Explain FIVE mental blocks that can prevent people from recognising a problem correctly or finding a solution to that problem. (10)
- Internal blocks.
- *Blocks that are ruled by emotions, fear, judgements and reflections.* ✓✓
- Perceptual blocks.
- *Blocks that are obstacles that prevent people from seeing the problem clearly or finding a possible solution.* ✓✓
- Intellectual and expressive blocks.
- *Intellectual blocks - lead to poor strategies or plans to solve the problem.* ✓✓
 - *Expressive blocks – mean that the ability to communicate ideas is difficult.* ✓
- Cultural blocks.
- *Blocks that imply that people do not want to go against their traditional beliefs.* ✓✓
- Environmental blocks.
- *Environmental blocks include the social and physical environment in which people live and work.* ✓✓
 - *The social environment should be where there is honesty, trust and support.* ✓✓
- 5.5 Explain the difference between verbal and non-verbal communication. (4)
- Verbal:
- *Exchange information using oral presentation/spoken.* ✓✓
 - *Information can be heard.* ✓✓
 - *Information cannot be stored.* ✓✓
- Non-verbal:
- *Communication by means of printed media.* ✓✓
 - *Communication can be read.* ✓✓
 - *Communication can be stored.* ✓✓
- 5.6 Outline FOUR challenges in the micro-environment. (8)
- *Difficult employees* ✓✓
 - *Lack of vision and mission statement* ✓✓
 - *Lack of adequate managerial skills* ✓✓
 - *The impact of unions* ✓✓
 - *Strikes and go-slows* ✓✓
 - *Skills shortages among employees* ✓✓
 - *High employee turnover* ✓✓

5.7 Discuss FOUR types of ethical misconduct.

(8)

- *Sexual harassment.* ✓✓
- *Corruption.* ✓✓
- *Mismanagement of funds* ✓✓
- *Discrimination* ✓✓
- *Theft* ✓✓

TOTAL QUESTION 5 : [60]

TOTAL SECTION B: [180]

SECTION C

Answer **TWO** questions in this section.

QUESTION 6:

Labour Relations regulates the relationship between the employers and employees. Trade unions promote labour relations, but employees can take industrial action in the form of strikes or go-slows.

With reference to the statement above:

- Explain the difference between a strike and a go-slow.
- Discuss the negative impact of strikes on businesses.
- Advise businesses on the functions of trade unions.

[40]

<i>Introduction</i>	2
<i>Body (14x2=28)</i>	28
<i>Conclusion</i>	2
<i>Layout: 2</i> <i>Analysis: 2</i> <i>Synthesis: relevant facts</i> <i>0-9=0</i> <i>10-25=1</i> <i>26+=2</i> <i>Originality: 2</i>	8
<i>Total</i>	40

INTRODUCTION:

- *Industrial action refers to action undertaken by employees to protest against employment issues.*
- *The Labour Relations Act makes certain provisions in terms of industrial actions and lock-outs.*
- *Any relevant introduction*

Max. (2)

BODY:**Differences between a strike and go-slow****Strike:**

- *Temporary collective refusal ✓ of employees to work. ✓*
- *A collective, organised cessation of work by employees ✓ to force the employers to accept their demands. ✓*
- *Any other relevant answer related to strike action.*

Go-slow:

- *The employees still carry on with their work, ✓ but at a much slower ✓ pace than normal. ✓*
- *The employees aim to disrupt the workplace ✓/production. ✓*
- *Any other relevant answer related to a go-slow*

Max. (4)

Impact of a strike on business operations:

- *Strikes leads to loss of productivity and decreases economic growth.* √√
 - *Loss of revenue and financial loss on business operations.* √√
 - *Looting, destruction of business property/infrastructure and intimidation of non-striking workers.* √√
 - *Businesses must hire employees to replace striking workers and increases the training costs of new employees.* √√
 - *Businesses may lose market shares/customers to competitors during the period of a strike.* √√
 - *Strikes can lead to business to shut down spells disaster to both parties.* √√
 - *The image/reputation of the business might be damaged.* √√
 - *Limited availability of labour.* √√
 - *Relations between management and workers are negatively affected.* √√
 - *The supplies of goods and services are interrupted.* √√
- Max. (10)

Functions of trade unions:

- *Protecting the interest of workers.* √√
- *Representing the interest of general society and minority groups through media and negotiations.* √√
- *Influencing government decisions.* √√
- *Influencing management for better working conditions, salaries and benefits.* √√
- *Representing employees corporately and individually.* √√
- *Improving the material benefits of their members.* √√
- *Advancing the interest of members.* √√
- *Providing legal and financial advice.* √√
- *Providing benefits and educational facilities to its members.* √√
- *Supporting gender equality.* √√
- *Protecting members in times of retrenchments and disciplinary hearings.* √√
- *Protecting the interest of their members during disciplinary procedures.* √√

Max. (14)

CONCLUSION:

- *A trade union is formed to protect employed members' democratic rights and ensure predetermined standard of living.*
- *Any other relevant conclusion.*

Max. (2)

QUESTION 7:

Victor has been working for Pipe & Repair as a plumber for 15 years. Victor has been saving money over the years and is planning on opening his own business. Victor will be the only member of the business, therefore the business form of his choice is a sole proprietor.

- Discuss the characteristics, advantages and disadvantages of this type of ownership.
- If Victor decides to rather register her business as a company, explain the six steps that she will have to follow to register her hair salon as a company [40]

<i>Introduction</i>	2
<i>Body (14x2=28)</i>	28
<i>Conclusion</i>	2
<i>Layout: 2</i> <i>Analysis: 2</i> <i>Synthesis: relevant facts</i> <i>0-9=0</i> <i>10-25=1</i> <i>26+=2</i> <i>Originality: 2</i>	8
<i>Total</i>	40

INTRODUCTION:

- *A business form refers to the way in which the business is structured, how it is managed, how it raise capital and how it manage profit and losses.*
- *Any relevant introduction related to a sole proprietorship. √√ Max. (2)*

BODY**Characteristics**

- *There is only one owner in the case of a sole proprietor. √√*
- *The sole proprietor accepts complete responsibility for the business's liabilities and income. √√*
- *The sole proprietorship has limited continuity and depends on the health and abilities of the owner. √√*
- *The sole proprietorship is not a legal entity. √√*
- *There are no legal requirements for the name of the business. √√*
- *The owner can sell the proprietorship to anyone at any time. The owner contributes capital in the form of savings or borrowed funds. √√*
- *The owner pays income tax, and must be registered at SARS as a taxpayer. √√*

Advantages of a sole proprietorship:

- *It is easy to form and requires no legal formalities.* √√
- *The owners of a sole proprietorship can run the business as they wish, as they have full control.* √√
- *After paying tax, the owner receives all the profit.* √√
- *Besides paying of legal obligations like debt, no other obligations need to be met to stop doing business.* √√

Disadvantages of a sole proprietorship:

- *Owners have unlimited liability and are held liable for the debt of the business.* √√
 - *The owner's personal assets will be taken if outstanding debt is not paid.* √√
 - *The owner accepts all risks related to the business.* √√
 - *Capital to fund the business is limited to savings money and borrowed money.* √√
- Max. (20)

Registration of a company:

1. *Reserve the company name and pay the required fees to the CPIC.* √√
 2. *A certificate to start the business must be submitted before the company starts doing business or applies for funding.* √√
 3. *The company must open a bank account.* √√
 4. *Register for income tax, VAT and employee tax at SARS.* √√
 5. *Register for UIF at the labour department.* √√
 6. *Register at the Commissioner of remuneration and occupational injuries and diseases.* √
- Max. (8)

CONCLUSION:

- *Victor must consider the characteristics, advantages and disadvantages of the different business forms before he decides which business form is the best.*
 - *Any relevant conclusion.* √√
- Max. (2)

QUESTION 8

Businesses must constantly adapt to the changing business environment. This is challenging for some businesses since they do not have problem-solving skills.

Discuss the following:

- Steps that need to be taken to solve a problem.
- Delphi and stepladder technique as problem-solving techniques that can be used to find solutions to problems. [40]

<i>Introduction</i>	2
<i>Body (14x2=28)</i>	28
<i>Conclusion</i>	2
<i>Layout: 2</i> <i>Analysis: 2</i> <i>Synthesis: relevant facts</i> <i>0-9=0</i> <i>10-25=1</i> <i>26+=2</i> <i>Originality: 2</i>	8
<i>Total</i>	40

INTRODUCTION:

- ✓ *Managers and workers must use creative thinking to solve problems and make difficult discussions.*
- ✓ *Any relevant introduction that relates to problem-solving.* (2)

BODY:**Steps that need to be taken when to solve a problem.**

1. *Describe the problem. Identify the crisis and make a list of possible causes of the problem. √√*
 2. *Gather data and information about the problem. Be objective. √√*
 3. *Analyse the facts and information. It will help you understand the problem. √√*
 4. *Create solutions to the problem. √√*
 5. *Evaluate and chose alternative solutions. √√*
 6. *Create and implement a plan of action to solve the problem. √√*
 7. *Monitor and the solution and decide whether the problem has been solved or not. √√*
- Max. (7x2=14)*

Delphi technique:

- *Anonymous interviews are used by giving participants confidential questionnaires to solve the problem. √√*
- *STEP 1: Identify the problem and ask participants to give five possible solutions by filling in the questionnaire. √√*
- *STEP 2: Each participant gets a chance to complete the questionnaire anonymously. √√*
- *STEP 3: The results are analysed. √√*
- *STEP 4: Ask participants to give new solutions after they have seen the results of the previous questionnaire. √√*
- *Step 3, 4 and 5 can be repeated until all the participants agreed on a solution. √√*

Stepladder technique:

- *This technique encourages participants to contribute individually without being influenced by others. √√*
- *It prevents members from hiding and others from dominating. √√*
- *STEP 1: Explain the task to participants before the group discussion. Ensure that participants have enough time to formulate solutions. √√*
- *STEP 2: Form a main group that consists of two participants and allow them to discuss the problem. √√*
- *STEP 3: Add a third participant to this group. This participant explains his/her ideas to the first two participants. √√*
- *STEP 4: Repeat the previous step by adding another participant and allowing them to discuss possible solutions. √√*
- *STEP 5: After all the participants gave their solutions, make the final decision. √√*
(Any 7x2=14)

CONCLUSION:

Any relevant conclusion that relates to problem-solving.

(2)

QUESTION 9:

Elaine must present her new skincare product to a panel of skincare experts. Elaine did not take Business studies and needs help with preparation for her presentation.

Advise Elaine on the following:

- Types of visual aids she can use for her presentation
- Guidelines she must use when designing a flyer
- Steps in report writing

[40]

<i>Introduction</i>	2
<i>Body (14x2=28)</i>	28
<i>Conclusion</i>	2
<i>Layout: 2</i> <i>Analysis: 2</i> <i>Synthesis: relevant facts</i> <i>0-9=0</i> <i>10-25=1</i> <i>26+=2</i>	8
<i>Originality: 2</i>	
<i>Total</i>	40

INTRODUCTION:

- *Business managers need to present information about their business to stakeholders. √√*
- *Visual aids combine pictures and sound that will enhance the quality of the presentation. √√*

Max. (2)

BODY:**Types of visual aids**

- *Data projector/PowerPoint. √√*
- *Overhead projector. √√*
- *Interactive whiteboards/Smartboards. √√*
- *Hand-outs/flyers/brochures. √√*
- *Posters/signs/banners/portable advertising stands/flags. √√*
- *Flip charts/white boards. √√*
- *Tables/graphs/diagrams. √√*
- *Any relevant answer regarding types of visual aids. √√*

Max. (6)

Factors to consider when composing a flyer

- Write a title that will attract the reader's attention. √√
- Use graphics to attract attention. √√
- Focus on the benefits of the products or services √√
- Identify points clearly. √√
- Keep it simple with white space. √√
- Use text boxes if space allows. √√
- Do not use too many words. √√
- Let someone proofread the contents. √√
- Use bright paper and black text if budget does not allow for colour printing. √√
- Offer discount on the product or service. √√

Steps in report writing

- Analyse the problem, prepare a written problem statement to clarify the task. √√
- Anticipate the audience and issues, it could be distributed to people whom it was not intended for. √√
- Prepare a work plan, start early and allow time for brainstorming and preliminary research. √√
- Do research in order to gather data do not depend on the internet only. √√
- Organise, analyse, interpret and illustrate the data, consider the purpose √√
- Put together the first draft of the report, print the first draft and read sometime later. √√
- Revise, proofread and evaluate, ask a colleague to read the report. √√

Max (22)

CONCLUSION:

- A well-prepared presentation creates a good impression and will attract potential investors. √√

Max. (2)

TOTAL SECTION C : [80]

GRAND TOTAL : [300]