BERGVLIET HIGH SCHOOL

GRADE 11

18 NOVEMBER 2025

BUSINESS STUDIES

PAPER 2 EXAM

MEMORANDUM

MARKS:	**150**
TIME:	**2 HOURS**
EXAMINER:	**L. KRIEL**
MODERATOR:	**F. CHIRINDA, T. ABRAHAMS**

This MEMO consists of 20 pages

INSTRUCTIONS AND INFORMATION

Read the following instructions carefully before answering the questions.

1. This question paper consists of THREE sections and covers all main topics.

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

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

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

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

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

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

SECTION	QUESTION	MARKS	TIME
A: Objective-type questions COMPULSORY	**1**	**30**	**10 minutes**
B: THREE direct/indirect-type questions CHOICE (Answer any TWO.)	**2**	**40**	**35 minutes**
	3	**40**	**35 minutes**
	4	**40**	**35 minutes**
C: TWO essay-type questions CHOICE (Answer any ONE.)	**5**	**40**	**40 minutes**
	6	**40**	**40 minutes**
TOTAL		**150**	**120 minutes**

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

8. You may use a non-programmable calculator.

9. Write neatly and legibly.

SECTION A: COMPULSORY

QUESTION 1

1.1
1.1.1 B ✓✓
1.1.2 A✓✓
1.1.3 C✓✓
1.1.4 D✓✓
1.1.5 B✓✓

1.2.1 Memorandum of incorporation ✓✓
1.2.2 Closed corporation✓✓
1.2.3 Retrenchment✓✓
1.2.4 Force Field Analysis ✓✓
1.2.5 Rights Approach✓✓

1.3.1 J ✓✓
1.3.2 B ✓✓
1.3.3 G ✓✓
1.3.4 A✓✓
1.3.5 H ✓✓

Max 30 marks

SECTION B

Answer **ANY TWO** questions in this section.

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

QUESTION 2: BUSINESS VENTURES

2.1 **State TWO key success factors of a business.** (2)

- Strategic focus ✓
- Profitability✓
- Sustainability ✓
- Market Knowledge ✓
- Strong Customer base✓
- Good leadership✓
- Ethics, controls and good governance✓
- Stable workforce✓
- Unique product or service ✓

Mark the first TWO only
Max 2 marks

2.2 **Discuss any TWO strategies businesses can use to ensure they remain profitable and successful.** (6)

- Thorough planning✓ is important when it comes to being efficient✓
- Sound financial management ✓and good accounting practices are the best ways in which a business can remain profitable. ✓
- Effective management of scarce resources ✓ as Many projects fail because a business invests in too many or too few resources. ✓
- Maintaining a solid customer base ✓is an important part of a business, as this can ensure that they remain profitable and sustainable ✓
- An ethical business✓ behaves in a socially responsible way and does what is right even if it is not necessary by law. ✓

Max 6 marks

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

BUCKLEY CHICKEN (BC)

Buckley Chicken (BC) is available at different outlets throughout the Western Cape. Mr Du Plessis, the owner of BC, allows new entrepreneurs to start their own businesses using his business name and trade mark at a fee.

2.3.1 **Identify the type of business avenue described in the scenario above. Motivate your answer by quoting from the scenario.** (2)

- Franchise ✓

- "Mr Du Plessis, the owner of BC, allows new entrepreneurs to start their own businesses using his business name and trade mark at a fee." ✓

2.3.2 **Discuss the contractual implications of the business avenue identified in QUESTION 2.3.1.** (6)

- A franchise agreement should have policies✓ that govern the product and services ✓
- The agreement will also include information about royalties✓ and the dates of payment ✓
- It will also include the form of ownership✓ that the franchise will use✓
- The agreement will have operation specifications✓ like marketing strategy and pricing✓
- There will also be a termination clause✓ that details the circumstances under which the parties may end the legal relationship. ✓
- Max 6 marks

2.3.3 **Explain the advantages of the type of business avenue identified in QUESTION 2.3.1** (4)

- Forms of financing✓ that are not available to the public are often available to franchisees. ✓
- Purchasing a franchise could be cheaper✓ than starting your own business. ✓
- A business is based on a proven idea ✓and the product and service are tried and tested. ✓
- Reduced long-term✓ financial risk. ✓
- Management advice✓ is often provided so it is not necessary to be a business expert. ✓
- Franchises often offer✓ entrepreneurial help. ✓
- Established suppliers give bulk discounts✓ as they form part of a larger group. ✓
- Businesses are able to use a recognised brand name✓ and registered trademark. ✓
- The systems, operations and services✓ are well established. ✓
- Franchise agreements dictate how you run the business✓, so there may be little room for creativity. ✓
- There are usually restrictions✓ on where you operate, the products you sell and the suppliers you use. ✓
- Franchises often have an established reputation and image✓, proven management and work practices, access to national advertising and ongoing support. ✓
- Franchises offer the independence of a small business ownership✓ supported by the benefits of a big business network. ✓
- You do not necessarily need business experience✓ to run a franchise✓
- Franchisors usually provide the training✓ you need to operate their business model. ✓

- Franchises have a higher rate of success✓ than start-up businesses. ✓
- The marketing and advertising costs can be shared✓, so they are lower than for a non-franchised business. ✓
- There is often access to group support from other franchisees✓ and a network of communication and legal advice. ✓
- An operational franchise is an established business✓ so there is less financial risk. ✓
- Franchisees and their staff receive training and support✓ from the franchisor. ✓
- Banks will more likely grant financial assistance✓ to an established business. ✓
- The product is already well known in the market✓, which guarantees sales and good return. ✓
- Franchisees benefit from lower costs✓ due to centralised buying by the franchiser. ✓
- Max 4 marks

2.4 **Analyse the reasons why an entrepreneur may buy an existing business.** (6)

- An established business should not take up too much time to set up as all requirements needed to run the business is already in place. ✓✓
- An established business should have an existing customer base. ✓✓
- When an entrepreneur buys an existing business, it may come with goodwill from an established good reputation on the market. ✓✓
- There is a known market as market research has already been done for an existing business. ✓✓
- An existing business can come with mentorship and guidance from the previous owner ✓✓
- An existing business already has customers and continued cash flow. ✓✓
- It is easier to secure financing either from a traditional bank, government organisation, or venture capitalist as there is a financial history ✓✓
- Having trained staff in place can ensure a smooth transfer and contribute to the success of the business. ✓✓
- When an entrepreneur buys an existing business, it can increase its market position. ✓✓
- Max 6 marks

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

BAKERS BOUTIQUE (BB)

H.Baker developed a business plan that provides a comprehensive overview of his proposed business. He used his business plan to obtain a loan from the bank. He wants to transform his business plan into an action plan.

2.5.1 **Define an *action plan*.** (2)

- An action plan is a detailed plan✓ that outlines the actions that need to be executed (done) in order to reach the business goals. ✓

2.5.2 **Explain to BB the importance of an action plan.** (4)

- Effective action plans break long-term goals into small, manageable steps ✓so that businesses continually act towards their goals. ✓
- Creating an action plan helps✓ to maintain focus. ✓
- Without an action plan, the business may engage in activities✓ that are not aligned with the goals. ✓
- The action plan ensures that the actions and decisions are in line✓ with achieving the business goals. ✓
- It enables projects to be achieved✓ within a specified time frame✓
- Businesses are able to prioritise activities✓ by their importance✓
- It can help the person responsible✓ to be more organised✓
- It helps employees to focus✓ on their activities✓
- It can be used as a control measure✓ against which standards and performance can be measured✓
- Max 4 marks

2.5.3 **Elaborate on any TWO other sources of funding that can be used by BB.** (4)

- BB Can make use of a bank overdraft ✓ where the bank allows the business to withdraw more than what is deposited into the bank account ✓
- BB can make use of trade credit ✓which is an agreement between a supplier and the business ✓
- Equity capital✓ can be contributed by the owner of the business if they have sufficient funds ✓
- Leasing and hire purchase✓ can also be considered, where the owner leases equipment and technology ✓
- The business can also qualify for a government grant ✓which is additional funding received from the government ✓
- Venture capitalists✓ can also be approached as the credit provider will give money for the startup in exchange for a share of the business ✓
- Angle funding✓ may also be considered where the wealthy entrepreneur offers financial help in exchange for a share of the business✓
- Mark the first TWO answers only
- Max 4 marks

2.6 **Discuss the advantages of a personal liability company.** (4)

- Personal liability companies are subject to fewer disclosure✓ and transparency requirements. ✓
- The board of a personal liability company must include at least one director✓, or any other minimum number as stipulated in its MOI. ✓
- The life span✓ of a personal liability company is continuous. ✓
- Directors of a personal liability company✓ are not compelled to attend the Annual General Meeting (AGM). ✓
- Audited financial statements are optional✓; otherwise, the financial statements need to be independently reviewed unless exempt by regulation. ✓
- A personal liability company does not have to lodge its annual financial statements✓ with the Commission. ✓

- Shareholders of a personal liability company have a right of pre-emption✓ in respect of the issue of new securities unless the MOI provides otherwise. ✓
- The Act imposes personal liability on directors✓ who are knowingly part of reckless or fraudulent business. ✓

Max 4 marks [40]

QUESTION 3: BUSINESS ROLES

3.1 Identify whether the business practice illustrated in EACH of the following statements is ethical or professional:

3.1.1 Employees of Adam O. Auditors always dress formally when reporting for work. (2)

- Professional ✓✓

3.1.2 The management of Motaung Manufacturers conducted training sessions on a fraud-free system with all their employees. (2)

- Ethical ✓✓

3.2 **Discuss THREE principles of professionalism.** (6)

- Competency✓ is when employees use their knowledge, skills, and ability in their area of expertise for the good of the organisation, society and the environment. ✓
- Integrity✓ means to perform all your work-related duties in the correct manner even when you are not being monitored. ✓
- Respect✓ is the behaviour, performance, and the way in which employees conduct themselves in the workplace. ✓
- Employees should remain objective✓ and act in a fair manner to all without any bias or favour. ✓
- Confidentiality✓ refers to non-disclosure of any confidential client or business information without permission. ✓
- Businesses should pay attention to transparency✓ and ensure that full disclosure is made when required. ✓
- Employees should avoid conflict of interest ✓ situations within the business environment. ✓
- Employees are to respect the dignity ✓ and rights of others in the workplace, as well as the image of the profession or business within which they work. ✓
- Businesses or large organisations should practice social responsibility✓ to ensure that they give back to poor communities. ✓
- Businesses should operate in a manner that ensures that the environment✓ is taken care of in a sustainable manner for the benefit of future generations. ✓
- Mark the first THREE answers only
- Max 6 marks

3.3 **Explain on the meaning of ethical behaviour.** (4)

- Is guided by principles of what is right, wrong, and acceptable behaviour✓, following what society and individuals regard as good values. ✓
- in the workplace it is expected from every employee✓ to perform in accordance with a code of conduct. ✓
- It means upholding the highest legal and moral standards✓ when dealing with stakeholders. ✓
- Max 4 marks

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

DAVIDSON TILES (DT)

The management of DT wants to improve the quality of their tiles as a result of various complaints from their customers. They have requested experts to help generate ideas on how to find ways to solve their business problems. They hope to be more creative to try and increase their business revenue.

3.4.1 **Identify the problem-solving technique used by DT. Motivate your answer by quoting from the scenario.** (2)

- Delphi Technique ✓
- They have requested experts to help generate ideas on how to find ways to solve their business problems ✓
- Max 2 marks
- If the technique is incorrect do not award marks for the motivation

3.4.2 **Advise the management of DT on how they can apply the problem-solving technique identified in QUESTION 3.4.1.** (6)

- Businesses should invite a panel of experts to study the complaints from customers. ✓✓
- Experts do not have to be in the same place and will be contacted individually. ✓✓
- A questionnaire consisting of questions on how to improve the quality of products or services must be designed and distributed to the panel members and experts ✓✓
- The panel should respond to the questionnaire individually to suggest improvements to the products and then return them to businesses. ✓✓
- The responses from the experts must be summarised in a feedback report. ✓✓
- The feedback report and a second set of questions or questionnaires based on the feedback report must be sent to the panel members. ✓✓
- The panel members are requested to provide further input or ideas on how to improve the quality of products or services after they have studied the results and documentation. ✓✓
- A third questionnaire based on previous feedback from the second round is distributed to panel members and experts. ✓✓

- A final summary or feedback report with all the methods to improve the quality of products or services is prepared. ✓✓
- After consensus has been reached, the best solution is chosen. ✓✓
- Max 6 marks
- Note: points do not have to be in any specific order

3.4.3 **Differentiate between routine and creative thinking.** (6)

Routine thinking

- Is associated with a LEFT brain function✓ where the focus is on logical thought and a methodical way of doing things. ✓
- It is where consistent, normal thinking✓ is applied to a specific situation. ✓
- Doing things in the same way will lead to the same results ✓because past decisions are used to solve current problems. ✓
- No new ideas✓ or thought patterns are generated. ✓
- Sub max 3 marks

Creative thinking

- Is associated with a RIGHT brain function✓ where new ideas are generated. ✓
- The focus is on being creative✓, using one's imagination, insight, art, and music awareness to find solutions to unique challenges. ✓
- This process is used to come up with new ideas✓ to solve problems in a way that is unusual and different from how things had been done before. ✓
- This results in exploring innovative ideas✓ and different ways of doing things in order to obtain better results. ✓
- Sub max 3 marks

3.4.4 **Discuss the advantages of working with others to solve problems.** (6)

- There are different perspectives to be considered✓ because it could be difficult to be creative and innovative on your own. ✓
- Access to a broader base of skills, knowledge, and experiences ✓helps if you can get the opinion of others on a matter. ✓
- More ideas can be triggered✓ from other employees' ideas which can help the problem-solving process. ✓
- It facilitates learning from one another✓ when colleagues are able to teach or explain things to one another, especially when working in groups. ✓
- Working together is encouraged✓ to produce greater results. ✓
- The workload decreases✓ because everyone shares the problem and their experiences. ✓
- New words triggered a response ✓caused by a particular action, response or event when people work together✓
- Max 6 marks

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

South Africa's Tobacco Crisis

South Africa's tobacco industry faces a major crisis as illicit trade surges, costing R28 billion annually and threatening hundreds of jobs. Stronger enforcement, strategic reforms, and lessons from global anti-smoking campaigns are crucial to protect revenue, livelihoods, and public health.

Source: www.saffarazzi.com

3.5.1 **Define a crisis.** (2)

- A crisis is an unforeseen event✓ that can cause major changes in an organisation. ✓
- It refers to a sudden or potentially disastrous✓ series of events that may occur. ✓
- A crisis may be a time of intense difficulty, trouble or danger✓ that the business may face. ✓
- It may also be any situation that threatens people✓ at work. ✓
- The crisis or unforeseen event✓ can cause major changes in the business organisation. ✓
- Accept any relevant answer
- Max 2 marks

3.5.2 **Discuss TWO ways a business can deal with a crisis in the workplace**. (4)

- Assess and evaluate✓ the nature of the crisis. ✓
- When a crisis happens the affected department or persons should respond to the situation in a calm manner✓ and determine what the nature and cause of the crisis is in order to plan an appropriate response. ✓
- If necessary, seek advice✓ from experts. ✓
- Manage the seriousness of the situation by responding✓ to the situation immediately. ✓
- Ensure that accurate and correct information✓ is provided when managing the situation or crisis. ✓
- Provide training and support✓ to staff members affected by the situation. ✓
- Contain the situation as effectively as possible✓ to minimise any potential damage to the business. ✓
- Communicate with all stakeholders✓ to ensure that they are properly briefed about the events, its impact and the actions that should be taken. ✓
- The management team of the business should appoint a spokesperson✓ to manage all the media briefings. ✓
- Debriefing sessions should be arranged✓ for all those directly involved in the crisis. ✓
- Implement and evaluate the efficacy✓ of the emergency plan during the crisis. ✓
- If necessary, revise and amend ✓the emergency plan after the crisis. ✓
- Max 4 marks

[40]

QUESTION 4: MISCELLANEOUS

BUSINESS VENTURES

4.1 **List FOUR aspects that must be included in the prospectus.** (4)

- Name of the company ✓
- Company overview, including the vision, mission, and goals of a business✓
- Product or service portfolio ✓
- Market analysis and strategy ✓
- Management team ✓
- The risks and potential of the business ✓
- Available financial and share information ✓
- Company's assets and liabilities ✓
- Financial position ✓
- Profits and losses ✓
- Cash flow ✓
- Prospects for growth ✓
- Pre-incorporation contracts ✓
- that have been signed ✓
- Date of registration of the prospectus✓
- The minimum subscription ✓
- Purpose of the offer ✓
- Share capital ✓
- Shares issued ✓
- Property owned ✓
- Preliminary expenses ✓
- Mark the first FOUR answers only
- Max 4 marks

4.2 **Elaborate on the meaning of the following planning tools that can used to transform a business plan into an action plan**:

4.2.1 Gantt Chart (4)

- It is a type of bar chart✓ that visually illustrates the start and fi nish dates of elements/job tasks in a project. ✓
- It is used to schedule the timelines for a project✓, and to list which tasks/ elements need to happen when and in what order. ✓
- It shows what needs to be done by breaking a project down✓ into smaller parts. ✓
- Illustrates the start and finish dates✓ of the tasks/elements of a project, and depicts the activities against dates. ✓
- Shows the duration✓ of the tasks/elements. ✓
- Show the dependency relationships✓ between tasks/elements. ✓
- Accept any relevant answer
- Max 4 marks

4.2.2 Timelines (4)

- Are a visual representation✓ of chronological information. ✓
- It is a simple tool that lists all the activities that need to be done ✓and the date order in which they will be completed. ✓
- Help team members to know what milestones✓ need to be achieved and by when. ✓
- Shows the dates and events✓ labelled on points. ✓
- Have a title and use a series of dates on a linear scale✓ to show the due date or date of completion for each of the short-term objectives and tasks. ✓
- They normally show projected dates✓ rather than actual ones. ✓
- Do not show the duration of a project ✓, but instead shows a passage of time. ✓
- It is divided into equal spaces✓ that are either days, weeks or months, and the entries need to be correct and well-organised. ✓
- Should be visually appealing✓, clean, and neat. ✓
- Accept any relevant answer
- Max 4 marks

4.3 **Discuss the importance of Gantt charts, WBS and timelines.** (4)

- These tools help the project staff to project dates✓ and set up plans to achieve set goals in advance. ✓
- They are vital to project managers✓ as businesses try to meet and exceed client expectations. ✓
- Project managers use them as tools ✓to get their jobs done, many of which are specific to a single company or product. ✓
- Timelines serve as a planning tool ✓that helps to indicate the due date/date of completion for each of the short-term objectives and tasks. ✓
- Timelines keep information in a sequential order✓ and dates on which an activity must be done. ✓
- Accept any relevant answer
- Max 4 marks

4.4 **Analyse TWO factors that can influence a business's choice of funding.** (4)

- The nature of finance ✓ Some types of financing like shares and debentures are not available to certain forms of ownership ✓
- The amount of capital needed ✓The larger the amount of capital needed, the fewer options will be available. ✓
- Risk ✓The bank/venture capitalist will always consider how safe their investment will be by looking at factors that will endanger the recovery of the debt. ✓
- Cost of finance✓ The cost of the funding is normally measured in the interest that must be paid for the funding. ✓
- Period of finance✓ will the business need short term or long term financing as different options may be considered ✓
- Max 4 marks

BUSINESS ROLES

4.5 **Identify the stage of team development which is represented by EACH of the statements below:**

4.5.1 Team members confront each other's ideas. (2)

- Storming✓✓

4.5.2 Team members reach agreement and consensus. (2)

- Norming ✓✓

4.6 **Differentiate between the common good approach and the rights approach as theories of ethics.** (4)

- The common good approach ensures that business values and ethical principles✓ are in line with the society in which the business operates. ✓
- The focus of the rights approach is on individual rights ✓– where people are treated with respect and dignity. ✓
- Max 4 marks

4.7 **Suggest ways a business can create an environment that stimulates creative thinking in the workplace.** (6)

- Businesses must emphasise the importance of creative thinking to ensure that all staff know that their ideas will be heard. ✓✓
- Inspire staff to come up with new ideas. ✓✓
- Plan regular workshops so that brainstorming sessions can be held to generate new ideas. ✓✓
- Ensure that communication channels remain open by placing suggestion boxes around the workplace. ✓✓
- Train staff members to think creatively, to solve problems, use mind mapping and lateral thinking. ✓✓
- Encourage job exchanges within the organisation and other businesses to improve creativity in the workplace. ✓✓
- Encourage alternative ways of working and doing things. ✓✓
- Accommodate employees' ideas and try not to let anyone feel less important in the workplace. ✓✓
- Accept any relevant answer
- Max 6 marks

4.8 **Discuss on the application of the Force Field Analysis technique.** (6)

- The current situation or problem and the desired situation✓ or solution are described. ✓
- Identify what is going to happen✓ if there is no action taken. ✓
- All the driving forces and restraining forces✓ that will support and resist change must be listed. ✓
- The key restraining forces and their strengths✓ should be discussed. ✓
- The key driving forces and their strengths✓ should be discussed. ✓
- A score is allocated to each force using a numerical scale ✓, where 1 is weak and 5 is strong. ✓

- The positives and negatives are evaluated✓ before deciding if the project is viable. ✓
- Choose the force with the highest score✓ as the solution to the problem. ✓
- The restraining forces should be analysed ✓ to determine the best way of moving forward with them. ✓
- Identify priorities✓ and develop an action plan. ✓
- Answers do not need to be in any specific order
- Max 6 marks

[40]

TOTAL SECTION B: [80]

SECTION C

Answer **ANY ONE** question in this section.

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

QUESTION 5: BUSINESS VENTURES (PRESENTATION OF INFORMATION)

A well-designed business presentation is necessary for communicating with business stakeholders. Presentations can be written reports or it can be a multimedia presentation. Presenters must know the factors that must be considered while presenting to ensure a successful presentation. Handling feedback in a non-aggressive and professional manner is important for concluding a presentation.

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

- Outline aspects that should be considered when preparing a presentation.
- Explain the reasons why business presentations should be in a written format.
- Discuss THREE types of written reports.
- Recommend ways in which presentations can handle feedback in a non-aggressive and professional manner.

INTRODUCTION

- Businesses should be aware of how to effectively use business presentations to reach various stakeholder ✓
- Effective communication could lead to an increase in sales for the business as well as an increase in revenue ✓
- Accept any relevant answer
- Sub max 2 marks

OUTLINE ASPECTS THAT SHOULD BE CONSIDERED WHEN PREPARING A PRESENTATION

- Be clear about the purpose of the presentation. ✓✓
- Write down an outline of the important information that needs to be shared with your audience. ✓✓
- Ensure that the main aim of the presentation is captured in your opening statement. ✓✓
- Familiarise yourself with the content of the presentation to ensure a smooth flow of the presentation. ✓✓
- Be familiar with the background of your audience, so that your presentation speaks to their area of interest. ✓✓
- Include simple language in your presentation. ✓✓
- Formulate a rough draft of your presentation. ✓✓
- It should include a logical flow of information, starting from the introduction to the body, and finally the conclusion. ✓✓
- Summarise the main facts of the body in your conclusion and link your conclusion to the initial purpose of the presentation. ✓✓
- Include visual aids that will enhance your presentation. ✓✓
- Practice the delivery of your presentation to ensure that the allocated time is not exceeded. ✓✓
- Prepare yourself for possible clarity questions that your audience may ask after the presentation. ✓✓
- Accept any relevant answer
- Submax 12 marks

EXPLAIN THE REASONS WHY BUSINESS PRESENTATIONS SHOULD BE IN A WRITTEN FORMAT

- Written business presentations provide the organisation with an opportunity to promote the corporate image of the organisation. ✓
- The content of a written business presentation is adaptable and could easily be amended. ✓
- New/recent information could easily be added to the presentation. ✓
- Written presentations make it easier for the presenter to interact with the audience/stakeholders. ✓
- Stakeholders/audience can also interact with the business presentation after the presentation. ✓
- Accept any relevant answer
- Submax 10 marks

DISCUSS THREE TYPES OF WRITTEN REPORTS

Business reports ✓✓

- A formal written report issued to business stakeholders✓ consisting of a detailed overview of the status of the organisation. ✓
- Business reports are intended to give stakeholders✓ information about the company's activities and financial reports. ✓
- Submax 4 marks

Business plans✓

- A business plan is a formal written document✓ containing the goals of a business, the methods for attaining those goals, and the timeframe for the achievement of the goals. ✓
- Business plans may be internally✓ or externally focused. ✓
- Externally-focused plans draft goals ✓ that are important to outside stakeholders. ✓
- Internally-focused business plans target intermediate goals✓ required to reach the external goals. ✓
- Submax 4 marks

Informational reports✓✓

- Informational reports provide stakeholders with data/ information relating to certain events✓ and does not include any additional inputs. ✓
- The focus of the report is to provide stakeholders with feedback✓ on certain activities/matters. ✓
- Submax 4 marks

Research reports ✓✓

- Research reports are documents that outline the processes, data ✓, and findings of a systematic investigation. ✓
- It serves as a first-hand account✓ of the research process and is considered an objective and accurate source of information. ✓
- Submax 4 marks

Analytical reports✓✓

- Analytical reports help management to evaluate business decisions ✓ based on data/information collected. ✓
- The reports also provide management with recommendations✓ based on the data/information. ✓
- Submax 4 marks
- Mark the first THREE only
- Max 12 marks

RECOMMEND WAYS IN WHICH PRESENTERS CAN HANDLE FEEDBACK IN A NON-AGGRESSIVE AND PROFESSIONAL MANNER

- Listen to each question carefully and ensure that you interpret the question correctly. ✓✓
- Restate the question for your understanding if you are uncertain about the question. ✓✓
- Respond only to questions when you are certain about the question that was asked. ✓✓
- When answering a question, it is important to address the question and not the person asking the question. ✓✓
- Be prepared to acknowledge good questions by emphasising the value of the question to the presentation ✓✓
- Don’t attempt to answer questions that you do not know the answer to and acknowledge this to your audience. ✓✓

- Don't be afraid to admit mistakes made during the presentation if such mistakes are mentioned by your audience ✓✓
- Remain polite/courteous/professional when responding to questions. ✓✓
- Refrain from becoming involved in a debate/argument with the person/s posing the questions. ✓✓
- Sub max 16 marks

CONCLUSION

- Accept any relevant conclusion
- Sub max 2 marks

QUESTION 6: BUSINESS ROLES (TEAM DYNAMICS AND CONFLICT MANAGEMENT)

The workplace environment is dynamic and consists of people with different experiences that need to work together as a team. Management also know that teams go through different stages of team development and follow team dynamic theories as a guide to improve team performance.

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

- Outline the Jungian theory personality types
- Explain the steps of the group consensus process. Pg 312
- Discuss the following stages of team development:
    - Storming
    - Norming
- Advise businesses on the importance of team dynamic theories in improving team performance.

INTRODUCTION

- Business should be aware of the different team dynamic theories as it can help the business be more efficient and profitable ✓
- Understanding the team dynamic theories can help to reduce conflict ✓
- Accept any relevant answer
- Sub max 2 marks

OUTLINE THE JUNGIAN THEORY

Extrovert personality types ✓✓

- Extroverts focus their energy on the outer world of people and events. ✓✓
- Enjoy meeting new people. ✓✓
- Are friendly and verbally skilled. ✓✓
- Are motivated by outside factors. ✓✓
- Comfortable in unfamiliar situations. ✓✓
- Energetic and enthusiastic. ✓✓
- Submax 6 marks

Introvert personality types ✓✓

- Introverts focus their energy inward on their thoughts and reflections. ✓✓
- Prefer to interact with people they know. ✓✓
- Not comfortable being among strangers. ✓✓
- Lack of self-confidence in unfamiliar situations. ✓✓
- Introverts are often quiet in meetings✓✓
- Submax 6 marks

EXPLAIN THE STEPS OF THE GROUP CONSENSUS PROCESS

Step 1

- Group members discuss the issue✓ with each other and define the problem. ✓
- Group members raise their feelings✓ and ideas about the issue during this stage. ✓
- Submax 2 marks

Step 2

- Discussion and consideration✓ of each proposal involve all members. ✓
- All members✓ set priorities. ✓
- Group evaluates and tests✓ the proposed plan. ✓
- A proposal is made✓ based on the group's discussion. ✓
- Submax 2 marks

Step 3

- The group's facilitator calls✓ for consensus. ✓
- This means that the facilitator asks the group✓ if they are willing to accept the proposal. ✓
- Submax 2 marks

Step 4

- If the group agrees to accept the proposal✓, a consensus has been reached. ✓
- The group✓ makes a decision. ✓
- Submax 2 marks

Step 5

- Test whether all agree✓, and if not, discuss again. ✓
- If the group is not willing to accept a proposal✓, concerns are raised and discussed. ✓
- Submax 2 marks

Step 6

- Group members suggest✓ a new proposal. ✓
- Submax 2 marks

Step 7

- The facilitator✓ calls for consensus again. ✓
- If the group accepts the proposal ✓, consensus is reached. ✓

- If the group rejects the proposal ✓, it needs to be changed again until the group reaches a point where all group members can accept the proposal.✓
- Submax 2 marks
- Max 14 marks

DISCUSS THE FOLLOWING STAGES OF TEAM DEVELOPMENT

STORMING

- The storming phase is often characterised✓ by conflict. ✓
- Team members actively engage✓ in the tasks at hand. ✓
- Team members open up to each other✓ and confront each other's ideas. ✓
- There may be power struggles✓ for the position of team leader. ✓
- Submax 6 marks

NORMING

- Team members come to an agreement✓ and reach a consensus. ✓
- Roles and responsibilities are clear✓ and accepted.✓
- Team members have the ambition to work for the success✓ of the team. ✓
- Team members are motivated✓ and take pride in their work. ✓
- Submax 6 marks

ADVISE BUSINESSES ON THE IMPORTANCE OF TEAM DYNAMIC THEORIES IN IMPROVING TEAM PERFORMANCE

- It explain how people function in a team as a result of their personality type ✓✓
- select the right people to create a team. ✓✓
- allocate tasks according to the roles of team members. ✓✓
- maximise performance as tasks are allocated according to abilities and skills of business. ✓✓
- minimise conflict between team members. ✓✓
- Submax 10 marks

CONCLUSION

- Accept any relevant conclusion
- Sub max 2 marks

TOTAL SECTION C: [40]

GRAND TOTAL: [150]