

Study & Master

Support Pack | Grade 12

CAPS

Module 9 Units 6 – 7

Agricultural Sciences

Agricultural marketing

This support pack for the **Agricultural marketing** module in the **Agricultural Sciences Grade 12 CAPS curriculum** provides valuable revision activities. All activities have the answers provided. Learners can work through these individually at home or these could form the basis of a catch-up class or online lesson. You have permission to print or photocopy this document or distribute it electronically via email or WhatsApp.

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Module 9 – Agricultural marketing

Unit 6 Agricultural entrepreneurship

Short questions

1. Various possible answers are provided for the following questions. Write only the correct letter (A–D) next to the question number.
 - 1.1 Which one of the following statements is not correct? An entrepreneur is someone who
 - A takes risks
 - B works for somebody else
 - C works hard
 - D desires to achieve
 - 1.2 One of the reasons people start their own business is
 - A to break away from a boring job
 - B to do work they do not like
 - C to work for other people
 - D none of the above
 - 1.3 The value of entrepreneurship is
 - A to reach the entrepreneur's potential
 - B to make money just to survive
 - C to gain control over the future
 - D to be recognised for the financial institution's effects
 - 1.4 The window of opportunity is
 - A the period available for training
 - B the manager
 - C the period available to get financing for the business
 - D the period available for creating the new venture
 - 1.5 Writers on agricultural management and entrepreneurship have different views on entrepreneurship. Which of the following descriptions of an entrepreneur is false? The entrepreneur
 - A has innovative ideas
 - B identifies opportunities
 - C does not exploit its resources
 - D takes impulsive decisions
 - 1.6 Researchers have different views on who or what exactly an entrepreneur is. Which of the following is the best description of agricultural entrepreneurs? The entrepreneur
 - A is an exploiter
 - B is a small business owner who lacks the potential to manage a large company
 - C combines different resources in specific combinations to generate products and services at a profit
 - D is a person who wants to increase his/her income
 - 1.7 Entrepreneurship is important for
 - A social growth in the country
 - B the restriction of the development of innovative goods and services
 - C a country, like South Africa, where job opportunities are plentiful
 - D the establishment of small businesses
 - 1.8 One of the following does not form part of entrepreneurial success.
 - A vision
 - B dynamism
 - C creativity
 - D socially driven

8 × 2 (16)

2. Supply ONE word/term for each of the following descriptions. Write only the word/term next to the question number.
 - 2.1 The emergence and growth of a new business
 - 2.2 A person who is willing to put career and financial security on the line for an idea
 - 2.3 An examination, inspection or study of a product
 - 2.4 The characteristic of entrepreneurs to be optimistic 4 × 2 (8)
3. The following statements are some reasons for failure of entrepreneurs. For each statement in column A, write down the reason for failure in column B that best matches it.

	Column A		Column B
3.1	You should first work in a business before you start one.	A	Shortage of capital
3.2	Many business owners make the mistake of starting a business without enough money.	B	Poor planning
3.3	Some entrepreneurs buy many buildings and equipment from start.	C	Customer credit
3.4	The entrepreneur needs to think about his or her own specific business and identify the best way to compete in business.	D	Over-investing
3.5	There is a lot of pressure on a small business to sell this way.	E	Attitudes
		F	Lack of experience

5 × 2 (10)

Longer questions

4. Read the scenario of Mac's Cooking and Catering Training Centre and answer the questions that follow.

Mac's Cooking and Catering Training Centre for guest farms was established in Haarlem in the Langkloof in 2000. Its founder Mac, who is a teacher at the local school, has a smallholding where she cultivates honey bush tea. Her mission in life is to empower people through the various education and culture groups that she has started.

One day she decided to enter some of her learners in a cooking competition. With no resources or training they achieved a fourth place out of 20 entries. As a result of this Mac realised that the learners of the local high school had the skills, and all they needed was training and opportunity. Two months later Mac's was launched with Mac Kleinhans as director.

One of Mac's biggest success stories was the invitation to cater for the World Cup Junior Bokkies capping ceremony which took place in Port Elizabeth in May 2012 – a task the learners and Mac did very well. This helped build a good reputation that got them other catering jobs.

Mac's Cooking and Catering Training Centre has now trained 120 unemployed people from farms all over South Africa. After getting experience in the formal sector, many of Mac's students have started their own catering businesses.

Today Mac's Cooking and Catering does not limit itself to training. It now has a community rescue centre and 10 guest houses in Haarlem visited by local and international tourists.

- 4.1 List EIGHT entrepreneurship qualities that Mac has and give examples of how she has used these qualities. (8)
- 4.2 List THREE factors that contribute to a person being a successful manager. (3)
- 4.3 Use the following information to draw a schematic diagram to illustrate the distinct phases of the entrepreneurial process. The phases of the entrepreneurial process are: starting and managing the enterprise, developing the business plan, identifying and evaluating the opportunities, determining the resources required. (4)

Unit 7 Agri-business plan

Short questions

1. Various possible answers are provided for the following questions. Write only the correct letter (A–D) next to the question number.
 - 1.1 A SWOT analysis is
 - A a strategic planning tool that helps the farmer evaluate the workers' attitudes
 - B a cash flow tool that helps the farmer evaluate the business
 - C paperwork that helps evaluate the business
 - D a strategic planning tool that helps evaluate the business or a business idea
 - 1.2 One of the items an entrepreneur needs when sourcing funding for a new business venture is a
 - A balance sheet
 - B SWOT analysis
 - C business plan
 - D marketing chain
 - 1.3 The first step in the development of a strategic business plan is
 - A the setting of goals
 - B the development of vision
 - C the development of a mission
 - D the evaluation of the process
2. Give ONE word or term for each of the following parts of a business plan:
 - 2.1 The section of the plan that describes the type of industry or business
 - 2.2 The part of the plan that is also called the operating or manufacturing plan
 - 2.3 The plan that describes the staff
 - 2.4 A tool that is effective in identifying your strengths and weaknesses and for examining the opportunities and threats

3 × 2 (6)

4 × 2 (8)

Longer questions

3. A commercial farmer wants to use electronic resources to upgrade his book-keeping practice. As an advisor, provide the farmer with information on the electronic resources needed to draw up a business plan. (5)
4. A business plan explains how an entrepreneur will make money and what the costs of starting a business will be. Give FIVE reasons why you think it is necessary to draw up a business plan. (5)
5. Your neighbour tried to draw up a business plan but found it difficult. He asked you to help him identify the possible mistakes that he made. Mention FIVE common mistakes that are usually made in drawing up business plans. (5)

Memorandum

Unit 6

Short questions

- | | | | | | |
|----------------------|------------------|-------------------|----------------|-------|------|
| 1.1 B | 1.2 A | 1.3 C | 1.4 D | 1.5 D | |
| 1.6 C | 1.7 D | 1.8 B | | | (16) |
| 2.1 Entrepreneurship | 2.2 Entrepreneur | 2.3 Market survey | 2.4 Confidence | | (8) |
| 3.1 F | 3.2 A | 3.3 D | 3.4 B | 3.5 C | (10) |

Longer questions

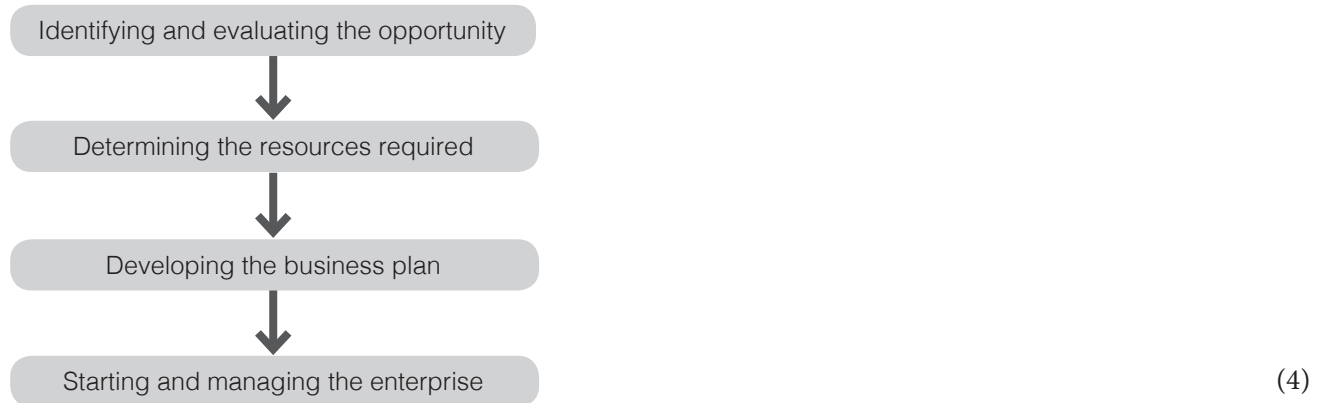
- 4.1 Mac's entrepreneurship qualities:
 - Confidence – believed she could be successful at catering for the World Cup Junior Bokkies
 - Takes risks – guest houses and community centre developed
 - Responsible – empowering people

- Energetic – is a teacher, farmer and initiated various education and cultural groups
- Identifies opportunities – trained 120 unemployed people
- Organised – catering service and guest houses run well
- Achievement – learners came fourth in first cooking competition; 120 people trained and many started successful businesses of their own
- Immediate feedback – visited by local and international tourists (8)

4.2 Managerial success factors:

- Knowledge
- Contracts
- Funds (3)

4.3



Unit 7

Short questions

- 1.1 D 1.2 C 1.3 A (6)
- 2.1 Marketing plan 2.2 Production plan 2.3 Human resources plan
- 2.4 SWOT analysis (8)

Longer questions

3. There are a number of electronic resources available and some are online resources such as the internet. A number of websites provide sample business plans that can be downloaded, which the farmer can adapt for his/her own purposes. Once the farmer has completed the plan, the computer programme will generate a business plan document, suitable for the farmer's needs. Software can be loaded onto the farmer's computer that will allow him or her to prepare spreadsheets or charts. (5)
4. Reasons for drawing up a business plan (any five):
- To test the feasibility and economic viability of the business idea
 - To determine your financial needs
 - To guide daily operations
 - To ensure effective business management
 - To allow you to foresee problems
 - To gain knowledge about marketing opportunities
 - To reposition the business (5)
5. Common mistakes made in drawing up a business plan (any five):
- Insufficient research
 - Learning gaps being vague
 - Insufficient technical details
 - Unrealistic assumptions
 - Incomplete financial statements
 - Not highlighting potential competition
 - Hiding weaknesses
 - Using the incorrect format (5)