 Province of the

EASTERN CAPE

EDUCATION

**DIRECTORATE SENIOR CURRICULUM MANAGEMENT (SEN-FET)**

**HOME SCHOOLING SELF-STUDY ANSWER SHEET**

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| **SUBJECT** | **BUSINESS STUDIES** | **GRADE** | **12** | **DATE** | **04/06/2020** |
| **TOPIC** | **BUSINESS VENTURES** | **TERM 1**  **REVISION** |  | **TERM 2 - 3 CONTENT** | **X** |

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| **QUESTION 1: BUSINESS VENTURES** | | |  |
| EC/SEPT 2018 | | |  |
| 1.1 | **Non-verbal presentation methods**. | |  |
|  | * Tables √ * Graphs/bar graph/line graph/histogram/pie graph √ * Diagrams √ * Illustrations/Pictures/Photographs/Scenarios √ * Written/Business reports √ * Flip charts √ - Handouts √ * Slide shows √   Any other relevant examples of non-verbal presentation methods.  **NOTE: Mark the first THREE (3) only**. (3 x 1) | | (3) |
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|  | 1.2.1 | **Aspects for designing a multimedia presentation**   * Use legible font and font size. √√ * Start with the text. √√ * Keep the text/images/language simple. √√ * Structure information in logical order. √√ * Limit information on a slide. √√ * Make sure there are no spelling mistakes. √√ * Use bright colours to increase visibility. √√ * Use pictures to make it interesting for the audience. √√ * Select a relevant/appropriate background. √√ * Choose images that help communicate your message. √√ * Create clear/relevant graphics. √√ * Add special effects, e.g. sound/animation. √√ * Create hyperlinks to allow access to files/other slides/video clips. √√   Any other relevant answer related to the aspects that must be considered when designing a multimedia presentation.  **NOTE: Mark the first THREE (3) only**. Max. (6) | (6) |
|  |  | |  |
|  | 1.2.2 | **Advantages of a PowerPoint presentation.**   * Graphic programmes have the capacity to convey ideas √ and support what the presenter says. √ * Easy to combine √ with sound/video clips. √ * Simple/Less cluttered slides √ may capture the interest of the audience. √ * Video clips can provide variety √ and capture the attention of the audience. √ * Variations of colour/background/sound immediately capture the attention of the audience √ and retain their interest throughout the presentation. √ * Slides should only be used √ where they can enhance the facts or summarise information. √ * PowerPoint slides can help to convey a large amount of facts √ in a short time. √   Any other relevant answer related to the advantages of PowerPoint slides as a type of visual aid. Max. (6) | (6) |
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|  | 1.2.3 | **Factors to be considered during a presentation**   * Roland must make eye contact with the audience √ and look in all directions. √ * Be audible √ to all listeners/the audience. √ * He should adjust his voice level/tone √ to avoid monotony. √ * Add some appropriate humour √ to the presentation. √ * Use visuals effectively √ to enhance the presentation. √ * Roland should state the aims/main points of the presentation √ in the introduction. √ * Put the most important information first √ to capture the audience’s attention. √ * Summarise the presentation √ in the conclusion. √ * He should stand upright √ during his presentation √/Avoid hiding himself √ behind the equipment. √ * Pace himself/do not rush/talk √ too slowly. √ * Keep it short √ and simple. √ * Make appropriate use of gestures e.g. hands, √ to emphasise points. √   Any other relevant answer related to the factors to be considered during a presentation.  Max. (6) | (6) |
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| 1.3 | **Leadership styles** | |  |
|  |  | |  |
|  | 1.3.1 | Transactional √√ |  |
|  | 1.3.2 | Democratic √√ |  |
|  | 1.3.3 | Charismatic √√ |  |
|  | 1.3.4 | Bureaucratic √√ (4 x 2) | (8) |
|  |  |  |  |
| 1.4 | **Role of personal attitude in successful leadership.**   * Positive attitude√ releases leadership potential. √ * A leader’s good/bad attitude √ can influence the success/failure of the business. √ * Leaders must know their strengths and weaknesses √ to apply their leadership style effectively. √ * Great leaders understand that the right attitude √ will set the right atmosphere. √ * Leaders’ attitude can influence employees’/teams’ thoughts √ and behaviour. √ * Leaders should model the behaviour √ that they want to see in team members. √ * Leaders must know/understand their teams √ to be able to allocate tasks/roles effectively. √ * Enthusiasm √ produces confidence in a leader. √ * A positive attitude is critical for good leadership √ because good leaders will stay with the task regardless of difficulties/challenges. √ * Successful employees and leaders have a constant desire to work √ and achieve personal and professional success. √ * Leaders with a positive attitude know that there is always more to learn √ and space to grow. √   Any other relevant answer related to the role of personal attitude in successful leadership.  Max. (6) | | (6) |
|  |  |  |  |
| 1.5 | **Impact of autocratic leadership style on business.**  **Positives**   * Quick decisions can be taken √ without consulting/considering followers/ employees. √ * Work gets done √ in time/on schedule. √ * Line of command/communication is clear √ as it is top-down/followers know exactly what to do. √ * Direct supervision and strict control √ ensure high quality products/service. √ * Provides strong leadership √ which makes new employees feel confident and safe. √ * Works well in large companies where consultation √ with every employee is impractical. √ * Clear guidance can be given √ to low-skilled/inexperienced/new staff. √ * Useful in a crisis/urgent situation, √ e.g. after an accident/meeting tight deadlines. √   Any other relevant answer related to a positive impact of an autocratic leadership style on business.  AND/OR  **Negatives**   * Leaders and followers may become divided √ and may not agree on ways to solve problems. √ * Workers can be demotivated √ as their opinions/ideas are not considered. √ * De-motivated workers √ impact negatively on productivity. √ * New/Creative/Cost reducing ideas √ may not be used/implemented/never be considered. √ * Followers may feel that they are not valued √ resulting in high absenteeism and high employee turnover. √ * Experienced and highly skilled workers will resist an autocratic leadership style √ because it results in less growth, participation and creativity. √ * Any other relevant answer related to a negative impact of an autocratic leadership style on business. Max. (8) | | (8) |
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| 1.6 | **Non-profit company (NPC)** | |  |
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|  | 1.6.1 | |  |  | | --- | --- | | **CAPITAL** |  | | **Success** | **Failures** | | * Unlimited number of founders √ may contribute more capital to the company. √ * More capital may be raised √ through donations/sponsorships for operation/expansion. √ * It is easy to raise funds/capital, √ as donors enjoy tax benefits. √   Any other relevant answer related to the contribution of capital to the success of an NPC. | * Founders may contribute limited capital/may not contribute capital √ which may not be sufficient for the establishment/operation of the company. √ * The company depends/relies on donations as their main source of capital √ which may hamper its operation/expansion. √ * NPC may struggle to raise enough capital/funds √ if they fail to convince donors/donations are misused. √   Any other relevant answer related to the contribution of capital to the failure of an NPC. |   Max. | (4) |
|  |  |  |  |
|  | 1.6.2 | |  |  | | --- | --- | | **MANAGEMENT** |  | | **Success** | **Failures** | | * An NPC may be well managed √ as it requires a minimum of three directors. √ * More directors may be appointed to bring more skills/ideas/ innovations/expertise √ to the NPC. √ * The legally prescribed management structure √ ensures a well-organised company. √   Any other relevant answer related to the contribution of management to the success of an NPC. | * Large management structure √ can complicate/delay decisions. √ * Directors may mismanage business funds √ as they may not have a direct interest in the NPC. √ * Directors are liable √ for any loss/ damage/cost sustained by the company. √   Any other relevant answer related to the contribution of management to the failure of an NPC. |   Max. | (4) |
| 1.7 | **Benefits provided by Unemployment Fund**  **Unemployment benefits √√**   * Employees, who become unemployed/retrenched due to restructuring/ an expired contract, may claim within six months after becoming unemployed. √ * Unemployed employees may only claim if they contributed to UIF. √ * Unemployed employees enjoy these benefits until the allocated funds are exhausted. √ * If a worker voluntarily terminates his/her contract, he/she may not claim. √ * No tax is payable on unemployment benefits. √   Any other relevant answer related to unemployment benefits.  Benefit (2)  Explanation (1)  Submax. (3)  **Illness benefits √√**   * Employees may receive these benefits if they are unable to work for more than 14 days without receiving a salary/part of the salary. √ * Employees may not claim these benefits if they refuse medical treatment. √   Any other relevant answer related to illness benefits.  Benefit (2)  Explanation (1)  Submax. (3)  **Maternity benefits √√**   * Pregnant employees receive these benefits for up to 17 weeks/4 months/ 121 days. √ * If a person had a miscarriage, she can claim for up to six weeks/42 days. √   Any other relevant answer related to maternity benefits.  Benefit (2)  Explanation (1)  Submax. (3)  **Adoption benefits √√**   * Employees may receive these benefits if they adopt a child younger than two (2) years. √ * Employees who take unpaid leave/may receive part of their salary while caring for the child at home. √ - Only one parent/partner may claim. √   Any other relevant answer related to adoption benefits  Benefit (2)  Explanation (1)  Submax. (3)  **Dependants’ benefits √√**   * Dependants may apply for these benefits if the breadwinner, who has contributed to UIF, dies. √ * The spouse of the deceased may claim, whether he/she is employed or not. √   Any other relevant answer related to dependant benefits.  Benefit (2)  Explanation (1)  Submax. (3)  **NOTE: 1. Mark the first THREE (3) only.**  **2. The benefit could be integrated in the explanation.** (Any 3 x 3) | | (9) |
|  |  |  | **[60]** |
|  |  | |  |  | | --- | --- | | **BREAKDOWN OF MARKS** | | | **1.1** | **3** | | **1.2.1** | **6** | | **1.2.2** | **6** | | **1.2.3** | **6** | | **1.3** | **8** | | **1.4** | **6** | | **1.5** | **8** | | **1.6.1** | **4** | | **1.6.2** | **4** | | **1.7** | **9** | | **TOTAL** | **60** | |  |