

KZN DEPARTMENT OF EDUCATION

GREENBURY SECONDARY SCHOOL

SEPTEMBER CONTROL TEST 2019

GRADE 11

BUSINESS STUDIES

EXAMINER: S SINGH	MODERATOR: R GOVENDER
DURATION: 90 MINS	MARKS: 100
NAME/SURNAME:	GRADE/DIV:

INSTRUCTIONS AND INFORMATION

READ THE FOLLOWING INSTRUCTIONS CAREFULLY BEFORE ANSWERING THE QUESTIONS:

1. This paper consists of 5 printed pages
2. This question paper consists of **THREE** sections:
 - Section A: **COMPULSORY**
 - Section B: Consists of **THREE** questions. ANSWER any **TWO** questions in this section.
 - Section C: **ESSAY** question. Consists of **TWO** questions. ANSWER any **ONE** question in this section.
3. Use the special answer sheet for Section A
4. Start EACH question on a NEW page, for example; QUESTION 2- NEW PAGE, QUESTION 3- NEW PAGE, ETC.
5. **Tick (v)** the question that you have completed on the special answer sheet.
6. Except where other instructions are given, answers must be in full sentences.
7. Use the table below as a guide for mark and time allocation when answering each question.
8. Write neatly and legibly.

SECTION A	QUESTION	MARKS	TIME
A COMPULSORY	1	20	15 MINS
	2	20	20 MINS
B ANSWER ANY TWO	3	20	20 MINS
	4	20	20 MINS
C ANSWER ANY ONE	7	40	35 MINS
	8	40	35 MINS

SECTION A: COMPULSORY

QUESTION ONE

1.1. CHOOSE THE CORRECT WORD/S FROM THE TEXTBOX BELOW:

LOANS	SOCIAL RESPONSIBILITY	CBO'S	SHORT-TERM OBJECTIVES
VISION STATEMENT	ACTION PLAN	CSO'S	

- 1.1.1. Organisations that serve the direct needs of specific communities in response to specific problems and conditions.
- 1.1.2. An ethical viewpoint that says every individual/ organisation has an obligation to benefit society as a whole.
- 1.1.3. The interim steps needed to achieve long-term goals.
- 1.1.4. This explains where and how you see your business in the future.
- 1.1.5. Money borrowed from a lender that must be repaid at a particular time, usually with interest.

(5×2=10)

1.2. MATCH COLUMN A WITH THE TERMS IN COLUMN B. WRITE ONLY THE CORRECT ALPHABET (A-F) FROM COLUMN B NEXT TO THE NUMBER (1.2.1- 1.2.5). EXAMPLE: 1.2.6. B

COLUMN A	COLUMN B
1.2.1. Written summary of a business venture containing goals of the business as well as the strategies necessary to achieve these goals.	A) VIDEO-CONFERENCING
1.2.2. An audio-visual aid that makes use of web cameras and a TV screen.	B) KEY SUCCESS FACTOR
1.2.3. These are part of a person's personality that makes him/her suitable to be an entrepreneur.	C) BUSINESS PLAN
1.2.4. This is an indication that a business goal has been reached/measures the success of a business.	D) ENTREPRENEURIAL QUALITIES
1.2.5. This is an example of a non-verbal presentation method.	E) AREA FOR IMPROVEMENT
	F) TABLES

(5×2=10)

(TOTAL SECTION A= 20 MARKS)

SECTION B
ANSWER ANY TWO QUESTIONS FROM THIS SECTION

QUESTION TWO: BUSINESS VENTURES

2.1. Classify the following statements into VERBAL OR NON-VERBAL presentations: (6)

- 2.1.1. Production figures for 2018-2019 on a histogram.
- 2.1.2. A short video explaining the steps to complete an application form is conducted by Diana.
- 2.1.3. Printed copies of financial statements to support an electronic presentation on this year's financial results are given to the audience.

2.2. Analyse the Gantt Chart below and answer the questions that follow:

KAITLYN'S BEAUTY SPA					
ACTIVITIES	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5
Acquiring capital					
Registration of business					
Recruitment of staff					
Selection of successful candidates					
interviewing of successful candidates					
Placing of successful candidates					

2.2.1. Tabulate the difference between PARELELL and SEQUENTIAL activities and provide an example for each from the above Gantt chart. (6)

2.2.2. Explain TWO (2) advantages of OWN CAPITAL. (4)

2.2.3. Discuss any source of funding that Kaitlyn could use to start her business. (4)

(20 marks)

QUESTION THREE: BUSINESS ROLES

3.1. Read the scenario below and answer the questions that follow:

Teddy and Tim own a bed and breakfast guest house in a local township. They are not only interested in running a business but also wants to be involved in the upliftment of the community in which they operate. Tom believes that being honest in all business dealings is what all entrepreneurs should focus on.

3.1.1. Identify, from the scenario, the principle of good corporate citizenship. Motivate your answer by quoting from the scenario. (3)

3.1.2. Explain the THREE aspects of CSR. (6)

3.1.3. Outline ways individuals can play a positive role in the community. (6)

3.2. "The Society of Prevention of Cruelty to Animals is a dedicated team of individuals who devote extra hours of care and attention to stray animals. They also believe in educating society on ways to report cruelty of animals."

3.2.1 Define **NON-GOVERNMENTAL ORGAINSATIONS**. (2)

3.2.2. Identify the NGO that is being referred to, from the extract above. Motivate your answer by quoting from the extract. (3)

(20 marks)

QUESTION FOUR: MISCELLANEOUS

BUSINESS VENTURES

4.1. Read the statement below and answer the following questions

Mike is conducting a presentation using a transparency/slide as a visual aid. He is experiencing some trouble in designing it and needs some assistance.

4.1.1. Explain, to mike, how to use a transparency/slide correctly. (4)

4.1.2. Recommend aspects to consider when using a transparency/slide. (6)

BUSINESS ROLES

4.2. State whether the following statements are part of CSR or CSI. Write only the correct term. (8)

Example 4.2.5. CSI

4.2.1. Focuses on how businesses manage their expenditure on projects.

4.2.2. Is the way companies manage their business operations.

4.2.3. Focuses on the commitment from businesses to act ethically.

4.2.4. This is direct investments in projects that will benefit the community.

4.3. Explain the term "SOCIAL RESPONSIBILITY". (2)

(20 marks)

SECTION C
ANSWER ANY ONE QUESTION FROM THIS SECTION

QUESTION FIVE: BUSINESS VENTURES

Sammy is a jewellery designer and wants to sell her new range of costume jewellery to teenagers and students.

Sammy has to make a sales presentation to the directors of her company. They agreed to give her this opportunity to present her plan at their next board meeting. She decided that a verbal presentation supported by visual aids would be most suitable.

You are required to assist Sammy to prepare a successful presentation. You must make sure the following are included:

- Tabulate the difference between a verbal and non-verbal presentation
- Explain the factors that Sammy should consider when preparing for the presentation
- Suggest ways in which Sammy may respond to feedback in a professional manner
- Advise Sammy on how she can improve on her next presentation

(40 marks)

QUESTION SIX: BUSINESS ROLES

KFC LTD

There's more to KFC than great food. We promote education and diversity in a number of ways. KFC runs a number of programmes as part of their social responsibility. They maintain positive relationship with their customers and are always mindful in all their business operations.

Write a report to the board of directors of KFC in which you will include the following aspects:

- Differentiate between CSR and CSI
- Recommend ways on how KFC can play a role in the community
- Discuss the relationship between the triple bottom line and social responsibility
- Explain the principles of good corporate citizenship that KFC strongly believes in

(40 marks)

ALL THE BEST!!!

KZN DEPARTMENT OF EDUCATION

GREENBURY SECONDARY SCHOOL

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GRADE 11

BUSINESS STUDIES

MEMORANDUM

SECTION A

1.1. CHOOSE THE CORRECT WORD/S FROM THE TEXTBOX BELOW:

1.1.1. CBO'S //

1.1.2. SOCIAL RESPONSIBILTY //

1.1.3. SHORT-TERM OBJECTIVES //

1.1.4. VISION STATEMENT //

1.1.5. LOAN //

1.2. MATCH COLUMN A WITH THE TERMS IN COLUMN B. WRITE ONLY THE CORRECT ALPHABETH FROM COLUMN B NEXT TO THE NUMBER. FOR EXAMPLE: 1.2.6. B

1.2.1. C //

1.2.2. A //

1.2.3. D //

1.2.4. B //

1.2.5. F //

GREENBURY SECONDARY SCHOOL
DEPARTMENT OF COMMERCE
M.O.M. MRS C. MAHARAJ



SECTION B

ANSWER ANY TWO QUESTIONS FROM THIS SECTION

QUESTION TWO: BUSINESS VENTURES

2.1.1. Non-verbal //

2.1.2. Verbal //

2.1.3. Non-verbal //

2.2.1.

PARELELL ACTIVITIES	SEQENUTIAL ACTIVITIES						
Activities that can be done at the same time as other activates are being carried out //	Activities that are dependent on the completion of other activities //						
<p>EXAMPLE:</p> <table border="1"> <tr> <td>Selection of successful candidates ✓</td> </tr> <tr> <td>interviewing of successful candidates</td> </tr> </table>	Selection of successful candidates ✓	interviewing of successful candidates	<p>EXAMPLE:</p> <table border="1"> <tr> <td>Acquiring capital ✓</td> </tr> <tr> <td>Registration of business</td> </tr> <tr> <td>Recruitment of staff</td> </tr> <tr> <td>Placing of successful candidates</td> </tr> </table>	Acquiring capital ✓	Registration of business	Recruitment of staff	Placing of successful candidates
Selection of successful candidates ✓							
interviewing of successful candidates							
Acquiring capital ✓							
Registration of business							
Recruitment of staff							
Placing of successful candidates							

2.2.2. BENEFITS/ADVANTAGES OF OWN CAPITAL

- The owner has full control over own capital ✓
- Own capital generates income for the owner in the form of interest/ dividends ✓
- When the business dissolves, own capital is the last to be paid out to owners. ✓
- Own capital is of a permanent nature as compared to other sources. ✓
- Businesses must have a budget to ensure that they make optimal use of their resources and stay profitable. ✓ *Mark first Two ONLY!* (4)

2.2.3.

Overdraft //	When money is withdrawn from a bank account after it is empty. High rates of interest may be charged on an overdraft. ✓	(4)
Trade credit //	This is the credit that a supplier grants to its customers for a particular period of time. Businesses should try and get their customers to pay them before they have to pay their suppliers. ✓	(4)
Factoring of debts //	This occurs when a business sell its debts to another business, at a discount. The business loses part of what it is owed in debt factoring, but it has access to cash which allows it to continue to operate. ✓	(4)

Grants ✓✓	These are amounts of money provided by the government for a specific project or a business in a certain area. Grants are normally made to people who would otherwise struggle to find funding, or to businesses in area where development is needed. This money does not need to be repaid. ✓	(4)
Venture capital ✓✓	This is money invested by a business in a start-up company with high growth potential in exchange for a share/position in the business. ✓	(4)
Angel funding ✓✓	This is the same as venture capital, except individuals provide the capital. This money is non-refundable. ✓	(4)
Bank loans ✓✓	Money borrowed from a bank which has an interest rate attached to it. The borrowed money will be paid back in instalments over a certain period of time. The instalments include interest and the repayment of some of the capital amount of the loan. ✓	(4)

QUESTION THREE: BUSINESS ROLES

3.1.1. Integrity ✓✓

"Tom believes that being honest in all business dealings is what all entrepreneurs should focus on." ✓ (3)

3.1.2. THREE MAIN ASPECTS OF CSR

1.	How the business uses its products to promote health and well-being and increase the quality of life. ✓	(6)
2.	How the business operates and includes social and environmental responsibility in its planning and strategic management. ✓	
3.	Equity within the company and the incorporation of different communities in the production and distribution process. ✓	

3.1.3. THE ROLE OF AN INDIVIDUAL IN THE BUSINESS COMMUNITY

- Individuals can play a positive role in their business community by:

- ✓ Being honest and trustworthy ✓✓
- ✓ Forming good relationships with the community ✓✓
- ✓ Respecting the environment ✓✓
- ✓ Creating opportunities for the community and its members ✓✓
- ✓ Supporting the wellness of employees ✓✓
- ✓ Being proactive and getting involved ✓✓
- ✓ Supporting the community ✓✓
- ✓ Contributing time and effort towards an identified cause ✓✓

(6)

3.2.1 Operate without a profit motive and instead mostly aim at developing and serving civil society. ✓✓

3.2.2. Society of Prevention of Cruelty to Animals/ SPCA. ✓✓

"The Society of Prevention of Cruelty to Animals is a dedicated team of individuals who devote extra hours of care and attention to stray animals." ✓

QUESTION FOUR: MISCELLANEOUS

BUSINESS VENTURES

4.1.1.

- It reflects the image onto a whiteboard. ✓
- Use with a transparency (which can be in colour). ✓
- Prepare manually (using OHP pens) or electronically by means of a photocopier or printer. ✓ (4)
- Project diagrams and tables onto the transparency ✓

4.1.2.

- Use key words on a slide, not full sentences. //
- Slides should only be used where they can enhance what you are saying or summarize information to make it more memorable. //
- The slides must never be the focus. The focus should be on what you are saying, with the slides aiding you in getting the message across. //
- The presenter must not look at the slides, but at the audience, when speaking. //

BUSINESS ROLES

4.2.1. CSI //

4.2.2. CSR //

4.2.3. CSR //

4.2.4. CSI //

4.3. SOCIAL RESPONSIBILITY

- An ethical viewpoint that says every individual/ organisation has an obligation to benefit society as a whole. ✓
-

SECTION C

ANSWER ANY ONE QUESTION FROM THIS SECTION

QUESTION FIVE: BUSINESS VENTURES

INTRODUCTION

- It is essential for business-related information to be presented and validated effectively. ✓
- The information can be presented verbally or non-verbally, and it can be effectively validated through the proper use of tables, graphs, diagrams and illustrations and other appropriate visual aids. ✓ (2)

BODY

DIFFERENCE BETWEEN VERBAL AND NON-VERBAL PRESENTATION

VERBAL	NON-VERBAL
<ul style="list-style-type: none">• This is a very common method of exchanging information and used for workshops, seminars, conferences, public speaking, political gatherings and information sessions. //• It is not a good idea to conduct an entire presentation verbally since it is likely to become boring and will lack variety; the audience might become restless and lose interest. // <p style="text-align: right;"><i>Submax 4</i></p>	<ul style="list-style-type: none">• These are presentations that use mostly printed media to communicate information. They take the form of printed hand-outs, charts and slides. //• Often the presenter makes use of both verbal and non-verbal formats methods. // <p style="text-align: right;"><i>Submax 4</i></p>

(2)

(8)

FACTORS TO CONSIDER WHEN PREPARING FOR A PRESENTATION

- Clear purpose /intentions ✓ an main points of the presentation ✓
 - Main aims captured ✓ in the introduction/ opening statement of the presentation. ✓
 - Information presented ✓ should be relevant and accurate. ✓
 - Consider the time frame ✓ of your presentation e.g. 15 minutes.
 - Rehearse ✓ to ensure a condiment presentation ✓
 - Prepare for feedback ✓ session by anticipating possible questions. ✓
 - Prepare a rough draft of the presentation with a logical structure/format with an introduction, body and conclusion. ✓
 - The conclusion must summarise ✓ the key facts and how it related to the objectives/show that all aspects have been addressed. ✓
- max 12*

WAYS TO RESPOND TO FEEDBACK IN A PROFESSIONAL MANNER

- You should stand upright throughout the feedback session. //
- You should be polite/ confident/ courteous. //
- Ensure that you understand each question/ comment before responding. //
- Listen and then respond. //
- Provide feedback as soon a possible after the observed event. //
- You should be direct/ honest/ sincere. //

- Use simple language/ support what you are say with an example/ keep answers short and to the point. //
- Always address questions and not the person. //
- Acknowledge good questions. //
- Rephrase questions if uncertain. //
- Do not get involved in a debate. //
- Do not avoid the question if you do not know the answer; but rather refer it to a senior management member. //
- Address the whole audience and not only the person asking the question. //

max 16

HOW TO IMPROVE ON A NEXT PRESENTATION

- Revise objectives that were not achieved. ✓
- Use humour appropriately. ✓
- Always be prepared to update/ keep the information relevant. ✓
- Reflect on any problem/ criticism and avoid it in future presentation. ✓
- Any information that is received as feedback from a presentation should be analysed and where relevant, incorporated/ used to update/ amend the next presentation. ✓
- Reflect on the time/length of the presentation to add/remove content. ✓
- Increase/decrease the use of visual aids or replace/remove aids that did not work well. ✓
- Reflect on the logical flow of the format/slides/application of visual aids. ✓

max 10

CONCLUSION

Every entrepreneur must consider the factors discussed above when deciding to conduct a presentation. These aspects should provide you with a successful well-designed presentation. //

max 2

MARK ALLOCATION

INTRODUCTION	2
1. DIFFERENVCE BETWEEN VERBAL AND NON VERBAL PRESENTATION	8
2. FACTORS TO CONSIDER WHEN PREPARING FOR A PRESENTATION	12
3. WAYS TO RESPOND TO FEEDBACK IN A PROFESSIONAL MANNER	16
4. HOW TO IMPROVE ON A NEXT PRESENTATION	10
CONCLUSION	2
LAYOUT	2
ANAYLSIS	2
SYNTHESIS	2
ORIGNALITY	2
TOTAL	40

QUESTION SIX: BUSINESS ROLES

INTRODUCTION

- Corporate social responsibility/ CSR is the way a business conducts its operations ethically and morally, regarding the use of human, physical and financial resources. ✓
- Businesses should consider the impact of the businesses operations on the environment in their decision making. ✓ max 2

BODY

DIFFERENCE BETWEEN CSR AND CSI

CSR	CSI
<ul style="list-style-type: none">• Refers to strategies used by business to take responsibility for their impact on society/ the environment. //• Aims at improving the quality of life for employees/ their families and the community in which the business operates. //• It is the way in which companies manage their business operations so that it impacts on all stakeholders. //• Focus is on the commitment from business to act ethically by contributing to social/ economic development. // submax 4	<ul style="list-style-type: none">• Refers to any project undertaken by business which is not directly aimed at increasing profitability. //• Regarded as direct investments in projects that will benefit the community. //• CSI projects are developmental of nature and business resources are used to benefit /uplift communities. // (8)• CSI focuses on how businesses manage their expenditure on CSI projects. // submax 4

HOW A BUSINESS CAN PLAY A ROLE IN THE COMMUNITY

- Businesses should improve the general quality of life of employee's families in their community, e.g. develop skills in the community/ invest in education. //
- Ensure that the product they supply do not harm consumers/the environment. //
- Refrain from engaging in illegal/harmful practices such as employing children under the legal age/ selling illegal substances. //
- Make ethically correct business decisions, e.g. not engage in unfair/ misleading advertising. //
- Participate in community projects involving HIV/AIDS/ education/ counselling/ other meaningful causes. //
- Donate money to a community project/ run a project to uplift the community. //
- Provide recreational/ sport facilities to promote social cohesion/healthy activities. //
- Businesses can also invest in or get involved in community organisations as a part of their CSR //

(max 14)

RELATIONSHIP BETWEEN TRIPLE BOTTOM LINE AND SOCIAL RESPONSIBILITY

<p>PROFIT/ ECONOMIC //</p>	<ul style="list-style-type: none"> • Triple bottom line means that businesses should not only focus on profit/charge high process, but should also invest in CSI projects. ✓ • Businesses should not make a profit at the expense of its community. ✓ 	<p>Sub max (4)</p>
<p>PEOPLE/ SOCIAL //</p>	<ul style="list-style-type: none"> • Business operations should not have a negative impact on/ exploit people/employees/customers/community. ✓ • 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. ✓ 	<p>Sub max (4)</p>
<p>PLANET/ ENVIRONMENT //</p>	<ul style="list-style-type: none"> • Businesses should not exhaust resources/ harm the environment for production/ profit purposes. ✓ • They may support energy- efficient/ eco-friendly products/ production methods. ✓ • Recycle/ re-use waste, e.g. packaging from recycled material. ✓ 	<p>Sub max (4)</p>

(Max 12)

PRINCIPLES OF GOOD CORPORATE CITIZENSHIP

- **GOOD RELATIONS** //
 - A business should develop and maintain good relationships with key stakeholders such as investors, employees and suppliers. ✓
 - A business can play its role as a citizen effectively only if it is on good terms with these groups of people. ✓

- **MINDFULNESS** //
 - A business should be aware of the impact of its decisions and practices, both in and outside the office. ✓
 - Mindfulness is important as the business must be careful to consider how to minimise any negative impact, but also how to promote any positive impact. ✓

CONCLUSION

When businesses give back to the community in which they operate, it leads to the holistic development of the area and could create positive public relations for the firm. ✓

(2)

MARK ALLOCATION

INTRODUCTION	2
1. DIFFERENCE BETWEEN CSR AND CSI	8
2. HOW A BUSINESS CAN PLAY A ROLE IN THE COMMUNITY	14
3. RELATIONSHIP BETWEEN TRIPLE BOTTOM LINE AND SOCIAL RESPONSIBILITY	12
4. PRINCIPLES OF GOOD CORPORATE CITIZENSHIP	12
CONCLUSION	2
LAYOUT	2
ANALYSIS	2
SYNTHESIS	2
ORIGINALTY	2
TOTAL	40

