GAUTENG PROVINCE
EDUCATION
REPUBLIC OF SOUTH AFRICA

BUSINESS STUDIES

GRADE 10

TERM THREE

PAPER 2

CHAPTER 13

PRESENTATION OF BUSINESS INFORMATION

REVISED NOTES

2025

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CONTENT DETAILS FOR TEACHING, LEARNING AND ASSESSMENT PURPOSES

Learners must be able to:

- Outline/Explain/Discuss the importance of business reports.
- Outline/Explain guidelines on writing an effective business report.
- Outline/Explain/Discuss the importance, advantages and disadvantages of graphs/diagrams, symbols/pictures
- Outline/Explain/Discuss factors that must be considered when preparing for a verbal presentation.
- Explain/Discuss/ Describe the different visual aids
    - PowerPoint/Data projector/Slides
    - Hand-outs/flyers/brochures
    - Flip charts
    - Interactive white boards/Smartboards
    - Posters/signs/banners/portable advertising stands/flags
- Explain the purpose of visual aids
- Identify visual aids from given scenarios/case studies/pictures/cartoons. Support your answer by quoting from given scenarios/case studies/pictures/cartoons.
- Outline/Explain/Discuss factors that must be considered when designing a presentation.

TERMS AND DEFINITIONS

TERMS	DEFINITIONS
Business report	It is a written document that communicates information to assist business decision making. a key communication tool that provides an evaluation of a particular issue relating to the performance of the business.
Graphs	Two-dimensional drawing showing a relationship between two set of variables by means of a line/curve/bars.
Presentation	The act of communicating information/data to an audience/stakeholder in an organization.
Verbal Presentation	The presentation is delivered through word of mouth or in words.
Non-verbal Presentation	Presentation is delivered through writing or supporting material. the transfer of information through the use of business reports, handouts, charts, and posters with the support of visual aids.
Visual Aid	Refers to charts/pictures/images that help to clarify a point/enhance a presentation.
Audio Visual Aid	It is material or tool directed to both sense of hearing and sight, e.g., projector
Data Projector	Is a devise that projects images from a computer onto a screen.
Interactive whiteboard	It's a devise that has a data projector attached to it. It also has special pens that a presenter can write on it.

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Overhead Projector	It is a devise that shines light through a glass on which a translucent slide is places on it.
Handout	Printed information provided to the audience to accompany a presentation. a written summary of information dealt with in a presentation.
Diagrams	A drawing showing the appearance/structure/workings of data in a schematic representation.
Flip Chart	A large pad of paper, bound so that each page can be turned over at the top to reveal the next page, used on a stand.
Tables	a data structure that organises information into rows and columns.

1. The importance of business reports

- A business report aims to provide a critical analysis of how the business is performing in all business functions of the organization.
- Business reports are used to guide decision making in the business.
- Business reports enable management to keep track of every activity done in each department.
- It allows business owners and senior management the opportunity to investigate and solve any identified issues.
- It enables senior management with information on how each department is doing.
- Business reports provide information for management that is timely and factual.

2. Presentations may be done verbally or non-verbally

- Verbal presentation means a presentation is delivered through speech or
- orally. Delivering effective verbal presentations involves what you say (verbal), how you say it with your voice (vocal), and everything the audience can see about you (visual). One could say that it is the verbal and visual equivalent of a written report.
- Non-verbal presentation is the transfer of information through the use of business reports, handouts, charts, and posters with the support of visual aids.
- A business report is a key communication tool that provides an evaluation of a particular issue relating to the performance of the business.
- A handout is a written summary of information dealt with in a presentation.
- Charts (referred to as newsprint) are used to record and visually display
- information that will engage and stimulate audience participation.
- Posters are usually large, printed sheets that contain pictures and posted in a
- public place.

3. Guidelines on writing an effective business report.

- Determine the scope of the report.
- Determine the target audience of the report.
- Determine how the report should be presented.
- Collect the necessary information.
- Prepare an overview of what the audience to know and details that should be included in the report.
- Write concisely/briefly and only include important information.
- Use regular/basic language/simple grammar and clear short sentences.

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- Use accurate/meaningful visual aids such as tables, graphs, drawings etc.
- Spend time revising the report and correct spelling mistakes and grammatical errors.
- Get someone to look at the report and to make suggestions for improvement.

4. The importance, advantages and disadvantages of graphs, diagrams, symbols, pictures

- Graphs, diagrams and symbols/pictures are visual aids that help a reader, audience see what you are talking about in a business report or when giving a presentation
- Graphs are more likely to be used to present date in a form that is easy for the reader/audience to understand.
- Images and diagrams are typically used to explain concepts or theories.

4.1 The importance of graphs/diagrams, symbols, pictures (visual aids)

- Diagrammatic data presentation allows understanding of data more easily.
- It helps illustrate points to the reader/audience more easily and effectively.
- It also helps maintain the audience's interest during the presentation.
- It engages the audiences with the presentation, making them remember it afterward.
- Diagrams are interesting, relevant, and support the presentation.
- Visual aids will effectively help convey the message.
- It helps to clarify the message and provides a point of reference for the mind.

4.2 Advantages and disadvantages of graphs, diagrams, symbols/pictures (visual aids)

Advantages

- Graphical representation of information helps with understanding and identifying patterns and trends in data.
- It enables quick analysis of large amounts of data at one time and assists in making predictions and informed decisions.
- A lot of information can be displayed in an easy-to-understand format.
- Graphs do not require much explanation.
- Visual aids simplify the presentation when using complex information.

Disadvantages

- Too many diagrams and graphs can be confusing to the audience.
- Information can easily be manipulated, causing false interpretations.
- It may distract the audience from the speech as they pay more attention to the visual aids.
- Preparation of graphs and diagrams is time-consuming.

5 Factors that must be considered when preparing for a verbal presentation

Several aspects need to be considered when preparing for a verbal presentation.

These are:

- Write down the purpose and main points of the presentation
- capturing the main aim in the introduction of the presentation
- Relevant and accurate presentation of the information
- Being fully conversant with the content of the presentation
- knowing the background of the audience to determine the appropriate visual aids

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- Preparing a structure of the presentation with an introduction, body, and conclusion
- Summarizing the key facts in the conclusion, and showing that all aspects have been addressed.
- Creating visual aids that will assist in getting the point across effectively
- Visiting the venue and ensuring that the equipment provided is working and suitable
- Considering the time frame for the presentation
- Practicing the presentation and note how long it takes
- Practicing in front of a person who will give an honest opinion of the presentation
- Preparing for the feedback session by anticipating possible questions.
- Information to be presented should be relevant and accurate.
- Prepare your support material to enhance your presentation.
- Prepare for the feedback session by anticipating possible questions/comments.

6. Types of visual aids

- Handouts/flyers/brochures.
- Interactive Whiteboard/ Smart board
- Posters/Signs/ Banners/ Flags
- Overhead projector.
- Flip Charts.
- Graphs.

7. Definition of visual aids

Visual aid	Definition
Power Point/Data projector/Slides	It is usually used for large groups -Projects images from a computer to a screen -Shows summaries/ graphs/relationships/diagrams /process steps etc. -Can be used to create a mood through showing images and videos -Slides summarises information to increase understanding
Handouts	-Use for small or large groups -Used to give summary of the presentation and provides follow-up activities -Contains summary of the most important points -They are given to the audience when they leave after the presentation -Provide details that cannot be included in the presentation such as financial statement -They provide structure and focus for the presentation
Interactive whiteboard	-Can be used for small or large groups -Can be used in brainstorming sessions to capture feedback and ideas -Can be linked to other whiteboards in other venues. Use coded pens to write new information and feedback
Flyers/Brochures	-Can be used for as effective marketing tool. -Can be used for attracting people to an advert
Posters/signs/banners/Flags	-Are used to communicate with potential customers

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	-Can be used as a marketing strategy -They summarise information and discussions to stakeholders -It can be decorated to attract attention to the information on it.
Charts/Flip Charts	-A flip chart is a board with a paper attached at the top and can be flipped over to present information sequentially Charts can be used for a small group. -Used to summarise discussions -Record ideas and feedback given by the group --it does not need electricity and therefore cheaper visual aid. -Management may show the organisation' s structure in the form of an organisational chart.

8. The purpose of audio-visual aids

- They add value and clarity of the presentation.
- They make the presentation more interesting and memorable.
- Visual aids reinforce what the presenter has said.
- They create an atmosphere such as showing videos.
- Helps get the message across more easily.
- Keeps the audience engaged during the presentation.
- They add power and punch to the presentation.
- Enhance presentation.
- Create excitement.
- Help the audience to remember the presentation

9. Factors to consider when preparing/designing a presentation

The following factors must be considered when designing a presentation:

- Start with the text and heading
- Use large, clear fonts that are easy to read.
- Selecting a suitable background that would not distract from the content
- choosing images that may help to communicate the message
- Including graphics and images related to the content
- Adding special effects to support the message
- Creating hyperlinks to allow quick access to other files
- Keeping images and graphics simple
- Use outlines on slides and keep detailed explanations for the verbal presentation.
- Limit each slide to five or six lines.
- Make sure the grammar is correct.
- Proofread carefully.
- End with a closing message that the audience will remember.
- Be colourful and grab attention.
- Be meaningful and appropriate.
- Select a suitable background.
- Structuring information in a logical sequence
- Limiting the information on each slide.
- Avoid long sentences and keep it simple.
- Avoid fancy decorations.

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CHAPTER 14

NOTES ON BUSINESS PLAN

REVISED NOTES

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