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GAUTENG PROVINCE
Department: Education
REPUBLIC OF SOUTH AFRICA



BUSINESS STUDIES

GRADE: 11

TERM :3

ASSESSMENT TASK: PROJECT

YEAR: 2024

This task consists of 13 pages

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Terms of reference for all tasks

CASE STUDY

- Teachers must provide learners with the topics on which the case study will be based for assessment.
- Learners are to be given one week to collect resources on the topics.
- The case study must be administered and completed within two hours under controlled conditions.
- Case studies are a very good way of keeping the subject up-to-date and relevant.
- Learners are presented with a real-life situation, a problem, or an incident related to the topic.
- Each formal assessment task must consist of only one assessment activity.
- They should draw on their own experience or prior learning to interpret, analyse and solve a problem or set of problems and make suggestion/s and or recommendation/s to defend their arguments.
- Case studies may be taken from newspaper articles, magazine articles, video clips, or radio recordings and all sources must be acknowledged.



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BUSINESS STUDIES

Grade 11 **Term: 3**

School: _____ **Task: PROJECT**

Marks: 50

Issue Date: _____Submission Date: _____

Surname of Learner: _____

Name of Learner : _____

BUSINESS VENTURES:

ENTREPRENEURIAL QUALITIES.

TRANSFORMATION OF A

BUSINESS PLAN INTO ACTION PLAN

SETTING UP A BUSINESS

PRESENTATION OF BUSINESS INFORMATION

FINAL MARK

/50

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INSTRUCTIONS AND INFORMATION TO LEARNERS

1. You are required to complete this project on your own to indicate your understanding of the following topics:
   BUSINESS VENTURES AND BUSINESS ROLES

2. Read the instructions for each question and respond appropriately.

3. Select a successful business that you know/have read about, or you can find information on the internet to obtain marks for QUESTION 1.1.2
   Collect pictures of SIX visual aids to answer QUESTION 4.1.1

4. Submit your final project to your teacher for assessment.

5. You must adhere to the deadline for submission of your project.



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QUESTION 1

1.1 ENTREPRENEURIAL QUALITIES IN BUSINESS.

1.1.1 Name any FIVE entrepreneurial qualities. (5)

1.1.2 Select a successful business that you know/ have read about, or you can find information on the internet. Discuss any FIVE key success factors that contributed to the success of the business (10)

QUESTION 2

TRANSFORMATION OF A BUSINESS PLAN INTO AN ACTION PLAN.

As your business grows, you have created a new product to add to your flyer. During the launch of this new product, you want to know if your existing customer base will find it appealing and purchase it.

2.1.1 Outline any FIVE steps to follow when drawing an action plan. (5)

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2.2 Read the scenario below and answer the question that follows.

WANKY SHUTTLE SERVICES (WSS)

Wanky Shuttle will be doing the following activities during the month of August 2024. Beatrice will register the business in the first week. During the second week, Thabo will organise a building for rental. In the third week, Naidoo will recruit an accountant for the business.

Draw up a Gantt chart using the information given in the scenario above. (4)

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QUESTION 3

START A BUSINESS VENTURE BASED ON AN ACTION PLAN.

3.1 Read the scenario below and answer the question that follows.

BAMJEE TRADERS (BT)

Bamjee traders is a newly established business that specialises in selling unique office furniture. The management at BT conducted research to identify the target market. They also changed some of his original business plans, due to new technology. BT devised a suitable strategy to manage a large group of employees.

Identify TWO factors BT considered before starting up the business.
Motivate your answer by quoting from the scenario above.

Use the table below a GUIDE to answer QUESTION 3.1

FACTORS CONSIDERED BEFORE STARTING THE BUSINESS	MOTIVATIONS
1.	
2.	

(4)

3.2 Discuss any SIX sources of funding. (6)

QUESTION 4

PRESENTATION OF BUSINESS INFORMATION

4.1. Use the internet, business magazines, newspapers, and business journals to collect any SIX visual aids in preparing a presentation.

4.1.1 Explain EACH visual aid collected. (6)

4.2 Recommend factors that the presenter must consider when preparing a presentation. (5)

4.3 An important part of a presentation is the feedback session after the presentation to ensure presenters can improve on their next presentation.

4.3.1 Discuss ways in which the presenter can handle feedback in a non-aggressive and professional manner. (5)

TOTAL [50]

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CRITERIA	0 MARKS	1 MARK	2 MARKS	3 MARKS	4 MARKS	5-6 MARKS	TOTAL
Name any FIVE entrepreneurial qualities.	The learner did not name entrepreneurial qualities.	The learner named ONE entrepreneurial quality.	The learner named TWO entrepreneurial qualities.	The learner named THREE entrepreneurial qualities.	The learner named FOUR entrepreneurial qualities.	The learner named FIVE entrepreneurial qualities.	5
Discuss any FIVE key success factors that contributed to the success of the business	0 The learner did not discuss the success factors that contributed to the success of the business.	1-2 The learner named and discussed ONE success factor that contributed to the success of the business	2-4 The learner named and discussed TWO success factors that contributed to the success of the business	3-6 The learner named and discussed THREE success factors that contributed to the success of the business	4-8 The learner named and discussed FOUR success factors that contributed to the success of the business	5-10 The learner named and discussed FIVE success factors that contributed to the success of the business	10
Outline any FIVE steps to follow when drawing an action plan.	The learner did not outline steps to follow when drawing an action plan.	The learner outlined ONE step to follow when drawing an action plan.	The learner outlined TWO steps to follow when drawing an action plan.	The learner outlined THREE steps to follow when drawing an action plan.	The learner outlined FOUR steps to follow when drawing an action plan.	The learner outlined FIVE steps to follow when drawing an action plan.	5
Draw up a Gantt chart using the information given in the scenario above.	The learner did not draw the Gantt chart for the information provided.	The learner used ONE activity to draw the Gantt chart from the information provided.	The learner used TWO activities to draw the Gantt chart from the information provided.	The learner used THREE activities to draw the Gantt chart from the information provided.	The learner used FOUR activities to draw the Gantt chart from the information provided.		4
Identify TWO factors BT considered before starting up the business. Motivate your answer by quoting from the scenario.	The learner did not identify factors that BT considered before starting up the business. And no motivation was provided from the scenario.	The learner identified ONE factor that BT considered before starting up his business. Did not motivate the answer.	The learner identified ONE factor that BT considered before starting up the business. Motivate the answer by quoting from the scenario.	The learner identified TWO factors that BT considered before starting up the business. Motivated ONE-factor answer by quoting from the scenario.	The learner identified TWO factors that BT considered before starting up the business. Motivated TWO-factor answer by quoting from the scenario.		4
Discuss any SIX sources of funding.	The learner did not discuss the SIX sources of funding.	The learner discussed ONE sources of funding.	The learner discussed TWO sources of funding.	The learner discussed THREE sources of funding.	The learner discussed FOUR sources of funding.	The learner discussed FIVE and SIX sources of funding.	6

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Explain EACH visual aid collected.	The learner did not collect and explain any visual aids.	The learner explained ONE visual aid with a picture.	The learner explained TWO visual aids with pictures.	The learner explained THREE visual aids with pictures.	The learner explained FOUR visual aids with pictures.	The learner explained FIVE /SIX visual aid pictures.	**6**
Recommend factors that the presenter must consider when preparing a presentation.	The learner did not recommend factors that the presenter must consider when preparing a presentation.	The learner recommended ONE factor that the presenter must consider when preparing a presentation.	The learner recommended TWO factors that the presenter must consider when preparing a presentation.	The learner recommended THREE factors that the presenter must consider when preparing a presentation.	The learner recommended FOUR factors that the presenter must consider when preparing a presentation.	The learner recommended FIVE factors that the presenter must consider when preparing a presentation.	**5**
Discuss ways in which the presenter can handle feedback in a non-aggressive and professional manner.	The learner did not discuss how the presenter can handle feedback in a non-aggressive and professional manner.	The learner discusses ONE way in which the presenter can handle feedback in a non-aggressive and professional manner.	The learner discusses TWO ways in which the presenter can handle feedback in a non-aggressive and professional manner	The learner discusses THREE ways in which the presenter can handle feedback in a non-aggressive and professional manner	The learner discusses FOUR ways in which the presenter can handle feedback in a non-aggressive and professional manner	The learner discusses FIVE ways in which the presenter can handle feedback in a non-aggressive and professional manner	**5**
							50

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GAUTENG PROVINCE
Department: Education
REPUBLIC OF SOUTH AFRICA



SUBJECT : BUSINESS STUDIES

GRADE : 11

TASK : PROJECT

YEAR : 2024

MARKING GUIDELINE

This marking guideline consists of 6 pages

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QUESTION 1

1.1.1 FIVE entrepreneurial qualities

- Desire for responsibility
- Taking calculated risks.
- Good management and leadership skills
- High levels of energy
- Dreams with a clear vision
- Confidence in one's ability to succeed.
- Flexibility
- Willpower to overcome obstacles.
- Recognising opportunities
- Showing perseverance
- Organisational skills
- Passion
- A high degree of commitment
- Product and customer focus
- Being creative
- Any other relevant answer related to entrepreneurial qualities

(5)

1.1.2 FIVE key success factors that contribute to the success of a business.

Strategic focus	• Strategic focus includes leadership, management, and planning.
Profitability	• Successful businesses effectively manage financial matters to ensure a return on investment. • A profitable business attracts more investors that can lead to the business expanding.
Sustainability	• Successful businesses are sustainable. • The business must be able to continue without doing damage to the environment and the community in which it works.
Market knowledge	• Having market knowledge is knowing about the various aspects that could possibly impact on the business. • It includes a detailed study of activities that a company can include in its core activities so that value can be delivered to the market.
Strong customer base	• Successful businesses have a strong customer base and keep looking for ways to expand their customer base. • This can only happen when they meet the needs of customers consistently and supply excellent service.
Good leadership	• A good leader is a source of inspiration, and a motivator. • Good leaders also bring energy, enthusiasm, and urgency to the workplace, which filters through the business and motivates staff.
Ethics, controls, and good governance	• Business ethics is the application of moral norms to business. • An unethical, corrupt business is not sustainable. Staff and customers get to know a business' reputation and will not continue to support a business with poor governance.

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Stable workforce	• A stable workforce that are experts in their fields is productive. • A motivated, happy, well-trained staff supports a successful business.
Unique product or service	• A successful business offers unique products. • Goods and services must fulfil the needs and desires of the consumers.

Any other relevant answer related to the key success factors that contribute to the success of a business
Mark Each factor as follows :

Heading (1)
Explanation (1)
Max (2)
(5x2) (10)

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QUESTION 2
TRANSFORMATION OF A BUSINESS PLAN INTO AN ACTION PLAN.

2.1.1 FIVE steps to follow in drawing up an action plan

- Strategic planning of the business (know where you want to go)
- Create measurable goals
- List the tasks to be performed
- Divide the big tasks into smaller , more manageable parts and list the tasks
- Decide on deadlines for every activity
- Create a visual representation of the action plan
- Regularly check the progress.
- Any other relevant answer related to the steps in drawing up an action plan. (5)

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2.1.2 Drawing a GANTT chart

Task	Start date	End date
Registration of the business	1 August 2024	7 August 2024
Rental of a building	8 August 2024	15 August 2024
Recruitment of an accountant	16 August 2024	23 August 2024

(4)

QUESTION 3
START A BUSINESS VENTURE BASED ON AN ACTION PLAN.

3.1.1 TWO factors from the scenario before starting a business.

FACTOR	MOTIVATIONS
Market research	Peter the owner of TP conducted research to identify his target market
Environmental changes	He also changed some of his original business plans, due to new technology
Business growth	Bhamjee devised a suitable strategy to manage a large group of employees

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(4)

Mark first TWO factors only.

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3.2 Sources of funding

Equity Capital

- Equity capital is the total amount of money and assets invested in a business by the owner that comes from own sources.
- Capital that is contributed by the owner is referred to as the owner's interest.
- Owner's equity increases when the owner puts in additional funds to expand the business.
- The benefits of putting own capital into the business is that it encourages a commitment from the owner.
- Any other relevant answer related to issuing of shares as a sources of funding.

Issuing of shares

- New companies can issue shares to obtain capital.
- Shareholders receive a share certificate as proof of ownership
- The Memorandum of Incorporation and prospectus list the details of the shares that are offered for sale
- Ordinary shares are the most type of share offered by companies to shareholders
- All shareholders receive a portion of the profits called a dividend.
- Any other relevant answer related to issuing of shares as a sources of funding.

Debt Capital

- Many businesses need to borrow funds.
- The business plan will indicate how much a debt capital is crucial for business funding.
- The following sources of finance are available to the entrepreneur:
- Any other relevant answer related to debt capital as a sources of funding.

Bank loan

- The business can borrow money from the bank.
- The amount will be specified for a set period.
- Interest is payable on the loan.
- The period can be fixed for the time of the loan or variable in line with the current interest rate.
- Any other relevant answer related to bank loan as a sources of funding.

Trade Credit

- This is the time which a business has before it has to settle a debt.
- Suppliers usually allow a small business a period between buying materials and paying for them.
- Any other relevant answer related to trade credit as a sources of funding.

Bank overdraft

- This is when a bank allows a business to draw more than what is deposited in the bank account.
- The bank decides on the maximum amount to be drawn known as the overdraft limit
- The business pays interest on the amount of money they withdraw and for the period they have overdrawn.
- Any other relevant answer related to bank overdraft as a sources of funding.

Leasing and hire purchase

- Businesses can lease certain assets from suppliers.
- Assets such as machinery/vehicles/computer systems can be leased.

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- A fixed amount of money is paid monthly for the use of the asset
- The lease agreement can be renewed when the asset is returned/replaces.
- Any other relevant answer related to issuing of shares as a sources of funding.

Grants

- Grants are funds that are received from government departments/local development agencies and other organisations that support small business developments.
- The business can qualify for government support to help get started.
- The main advantage of grants is that it is cheap financing.
- Any other relevant answer related to grant as a sources of funding.

Venture capital

- Financing is given in exchange for a share in the business at its start up.
- Some venture capitalists also request a position in management or on the board.
- Any other relevant answer related to venture capital as a sources of funding.

Angel funding

- These are often wealthy entrepreneurs who offer financing in exchange for a share in the business.
- This carries a high risk for the investor.
- Any other relevant answer related to Angel funding as a sources of funding.

Max (6)

QUESTION 4

4.1 Visual aids

Tables

- A set of facts/figures systematically displayed, especially in columns.
- They are usually used to compare or contrast different things or ideas.

Graphs

- These are visual illustrations to provide information in a clear and concise way.
- Two-dimensional drawing showing a relationship between two sets of variables by means of a line/curve/bars
- These can be inclusive of types of graphs such as line graphs/bar graphs/pie graphs etc.
- Information in the graphs requires interpretation and comparisons must be made to see the relationship between different sets of data.

Diagrams

- A drawing showing the appearance/structure/workings of data in a schematic representation.
- Diagrams and illustrations are used for making verbal descriptions clearer.

Posters

- They are used to advertise something or act as a reminder of something.
- They are effective when they are bold and eye-catching.

Hand-outs

- Printed information is provided to the audience to accompany a presentation.
- People attending a verbal presentation prefer to handouts at the end of the presentation to remind them of the key points of the presentation.

Data projector

- A slide projector is used to display images to an audience.
- It is usually used for large audiences.

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PowerPoint

- A collection of pages arranged in a sequence that contains text and images for presenting to an audience.
- Video clips can provide variety and capture the attention of the audience.

Interactive Whiteboards/Smartboards

- An interactive display in the format of a whiteboard that reacts to user input either directly or through other devices.
- It is useful to note down the most important points before or during a presentation.
- Useful to capture feedback and new ideas.

Flip charts/Whiteboards

- 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.
- Additional notes that were added during the presentation can be captured on the computer after the presentation.

Note: Mark any one fact under each of the FIRST SIX visual aids (6)

4.2 Factors to consider when preparing a presentation

- Know your audience.
- The presentation should include an introduction, body and conclusion.
- State the aims of the presentation in your introduction.
- Outline the most important information first.
- Use visual aids/tables/graphs/charts/diagrams/pictures effectively.
- Use suitable section titles/headings, sub-headings, and bullets.
- Summarise key findings/Conclude by indicating how goals were met.
- Consider external factors, e.g., noisy surroundings, which may influence the presentation.
- Keep to the time limit to prevent boredom.
- Be well prepared/Research the topic in depth
- Any other relevant answer related to factors to consider when preparing a presentation (5)

4.3.1 **Handling feedback in a non-aggressive and professional manner after a presentation**

- Note/write down the questions asked to be able to respond correctly.
- Be polite, confident, and courteous/humorous.
- Address questions in an orderly manner.
- Listen to the whole question and then respond.
- Respond honestly and as best as you can
- Encourage questions from the audience.
- Repeat the question so that everyone can understand the basis of your response
- Acknowledge good questions to motivate the audience to ask more questions.
- Rephrase questions if uncertain and if you do not know the answer then admit
- Limit question time so that it does not make you go over your time limit.
- Remain professional, polite, and calm
- Pause and consider your answer before responding
- Apologise for the error that you have made
- Always address the questions and not the person/Address questions in an orderly manner
- Be assertive when answering questions and avoid being aggressive
- Do not make a second presentation when answering a question
- Any other relevant answer related to handling feedback in a non-aggressive and professional manner after the presentation. (5)

TOTAL 50

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