 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) |
|  |  |  |
|  | 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) |
|  |  |  |
| 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 |

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| **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 |

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| **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]** |
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| **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** |

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