



LIMPOPO
PROVINCIAL GOVERNMENT
REPUBLIC OF SOUTH AFRICA

DEPARTMENT OF
EDUCATION

VHEMBE EAST DISTRICT

GRADE 11

BUSINESS STUDIES
TERM 3 PROJECT
MARKING GUIDELINES
15 AUGUST 2023

This marking guidelines consists of 6 pages including cover page.

QUESTION 1: BUSINESS VENTURES

1.1 Qualities of a successful entrepreneur

- Risk taking/Willingness to take risks and to make difficult decisions√√
- Creativity and innovation√√
- Confidence and adaptability√√
- Passion and energy√√
- Product and customer focus√√
- Perseverance√√
- Recognition of opportunities√√
- Responsibility√√
- Good management & organisation√√
- Honesty and ethics√√
- Vision and communication skills√√
- Any other relevant answer related to the qualities of a successful entrepreneur.

NOTE: Mark the first THREE (3) only. (3x2) (6)

1.2 Factors that influence the choice of funding

Nature of finance√√

- This depends on the owners if he/she wants to use own or borrowed capital√ as well as short- or long-term loan. √

Heading: 2

Explanation: 1

Submax (3)

Amount of capital needed√√

- Business owners usually use their own capital√ if a small amount is needed. √
- The larger the amount of capital that is needed√ the owners will have to look at borrowed capital as well. √

Heading: 2

Explanation: 1

Submax (3)

Risk✓✓

- Providers of own capital are usually willing to accept greater risks✓ than providers of borrowed capital✓
- Interest on loan is legally compulsory and may lead to the liquidation of a business✓ in bad economic circumstances✓

Heading: 2

Explanation: 1

Submax (3)

Cost of finance✓✓

- Businesses will generally choose the funding with lower costs/interest✓
- The income earned on borrowed capital must exceed its cost✓ otherwise it will be to the disadvantages of the holders of own capital. ✓
- Borrowed capital may be cheaper✓ because the holders of own capital require a higher income owing to the higher risk✓

Heading: 2

Explanation: 1

Submax (3)

Period of financing✓✓

- If needed for a long period might rather use own capital✓ because borrowed would be too expensive over a long period. ✓

Heading: 2

Explanation: 1

Submax (3)

Availability✓✓

- If more own capital is not available✓, the business might be forced to use borrowed or other way around. ✓

Heading: 2

Explanation: 1

Submax (3)

Tax considerations✓✓

- Interest on borrowed capital is tax deductible. ✓Dividends on own capital are not deductible. ✓

Heading: 2

Explanation: 1

Submax (3)

Max (8)
[14]

QUESTION 2

2.1.1 Aspects to be considered when initiating a business

- Strategy✓
- Operations✓
- Productivity✓
- Size of the business✓
- Culture, training, and quality of staff✓
- Risk and change✓
- Customer service✓
- Market research✓
- Business cycles✓

NOTE: Mark the first FOUR (4) only.

(4 x 1) (4)

2.1.2 Factors that must be considered before a business start-up

2.1.2.1 Culture of the organisation

- Establish an organisational culture✓ so that the staff is familiar with what is acceptable.✓
- Ensure that a code of conduct is in place✓ and enforce it from the start✓
- The staff must know the dress code✓ and the code of conduct of the business from the start. ✓
- Provided ongoing training✓ to ensure that the staff remain skilled and able.✓

Submax (3)

2.1.2.2 Customer service

- Make an effort to satisfy the needs of customers. ✓
- Change the action plan accordingly✓ to accommodate the needs of customers✓
- Establish a good relationship with customers. ✓

Submax (3)

Max (6)

2.1.3 Strategies that businesses can use to remain profitable and sustainable

- Thorough planning ✓✓
- Sound managing finances ✓✓
- Maintaining a solid client base ✓✓
- Effective management of scarce resources and employees ✓✓
- Behaving ethically and being social responsible ✓✓
- Taking care of the environment ✓✓
- Any relevant answer related to strategies that businesses can use to remain profitable and sustainable.

NOTE: Mark the first THREE (3) only.

Max (6)

[16]

3.1 Meaning of an action plan:

- An action plan is a record of activities√ showing how those activities will be organised to achieve the goals set out in the business plan.√
- Is a planning and a monitoring tool√ that specifies what tasks must be done by whom,√ when and with what resources in order to reach specific goals.√
- Is a process that will help to focus ideas√ and to decide on the steps to achieve a particular goal.√

Max (4)

3.2 Gantt Chart

Activity	Week 1	Week 2	Week 3	Week4	Person responsible
Develop a concept		√			Sipho √
Establish a target audience		√			Sipho and Nozipho √
Establish a budget		√			Anton √
Research venues			√		Kgomotso √
Research vendors				√	Amalda √
Book venue				√	Christopher √
Book equipment				√	Zelda √
Hold the event/ meeting			√		Gail √

(16)

[20]

GRAND TOTAL: 50