

**BUSINESS STUDIES****MARKING RUBRIC      PROJECT 2024      GRADE 11****NAME OF LEARNER..... NAME OF SCHOOL.....****DATE.....**

| <b>CRITERIA</b>                                                                 | <b>DESCRIPTORS</b>                               |                                                          |                                                           |                                                             |                                                            |                                       |          |  |
|---------------------------------------------------------------------------------|--------------------------------------------------|----------------------------------------------------------|-----------------------------------------------------------|-------------------------------------------------------------|------------------------------------------------------------|---------------------------------------|----------|--|
|                                                                                 | <b>LEVEL 0</b>                                   | <b>LEVEL 1</b>                                           | <b>LEVEL 2</b>                                            | <b>LEVEL 3</b>                                              | <b>LEVEL 4</b>                                             | <b>LEVEL 5-6</b>                      |          |  |
| 1.1. Two entrepreneurial qualities and motivation.                              | NO ATTEMPT to name any entrepreneurial qualities | One quality identified. Wrong motivation                 | TWO qualities correctly identified. Wrong motivation.     | TWO qualities identified. One motivation correct.           | TWO qualities identified and TWO correct motivations       |                                       | <b>6</b> |  |
| 1.2. Strategies to remain profitable and sustainable.                           | NO ATTEMPT to name any strategies.               |                                                          | ONE strategy correctly named. No explanation.             | ONE strategy named and explained                            | TWO strategies named and explained.                        | THREE strategies named and explained. | <b>6</b> |  |
| 2.1 Key success factors that can be considered to make her business successful. | NO ATTEMPT to list any factors.                  | ONE factor listed.                                       | TWO factors listed.                                       | THREE factors listed.                                       | Four factors listed.                                       |                                       | <b>4</b> |  |
| 2.2 Sources of funding.                                                         | NO ATTEMPT to list or explain any sources.       | ONE source listed. No explanation.                       | TWO sources listed. No explanation.                       | Two sources listed. One correct explanation.                | TWO sources listed with correct explanations.              |                                       | <b>6</b> |  |
| 3 Gantt chart. Correct start and end dates.                                     | NO ATTEMPT made to draw up a Gantt chart.        | ONE start and end date correctly plotted on Gantt chart. | TWO start and end dates correctly plotted on Gantt chart. | THREE start and end dates correctly plotted on Gantt chart. | FOUR start and end dates correctly plotted on Gantt chart. |                                       | <b>8</b> |  |
|                                                                                 |                                                  |                                                          |                                                           |                                                             |                                                            |                                       |          |  |

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|------------------------------------------------------------------------------------------------------|------------------------------------------------------|-------------------------------------------------------------|--------------------------------------------------------------|----------------------------------------------------------------|-------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|-----------|--|
| 4.1 Four types of visual aids                                                                        | NO ATTEMPT to state any types of visual aids         | ONE type of visual aid stated.                              | TWO types of visual aids stated.                             | THREE types of visual aids stated.                             | FOUR types of visual aids stated.                     |                                                                                                                                         | <b>4</b>  |  |
| 4.2 Factors to consider when designing a presentation.                                               | NO ATTEMPT to discuss any factors.                   | ONE factor named but no explanation.                        | TWO factors listed but no explanation.                       | THREE factors named but no explanation.                        | ONE factor named and correctly explained              | TWO factors named and correctly explained. THREE factors named and correctly explained. (THREE MENTIONED AND EXPLAINED FOR FULL MARKS.) | <b>6</b>  |  |
| 4.3 Explain how to handle feedback in a non-aggressive and professional manner after a presentation. | NO ATTEMPT to explain how to handle feedback.        | ONE correct way to handle feedback. Incomplete explanation. | TWO correct ways to handle feedback. Incomplete explanation. | THREE correct ways to handle feedback. Incomplete explanation. | ONE correct way to handle feedback. Good explanation. | TWO or THREE ways to handle feedback. Good explanations. (THREE MENTIONED AND EXPLAINED FOR FULL MARKS.)                                | <b>6</b>  |  |
| 4.4 Steps in report writing.                                                                         | NO ATTEMPT to recommend any steps in report writing. | ONE step recommended writing a report.                      | TWO steps recommended writing a report.                      | THREE steps recommended writing a report.                      | FOUR steps recommended writing a report.              |                                                                                                                                         | <b>4</b>  |  |
|                                                                                                      |                                                      |                                                             |                                                              |                                                                |                                                       | <b>TOTAL</b>                                                                                                                            | <b>50</b> |  |
|                                                                                                      |                                                      |                                                             |                                                              |                                                                |                                                       |                                                                                                                                         |           |  |