



LIMPOPO
PROVINCIAL GOVERNMENT
REPUBLIC OF SOUTH AFRICA

DEPARTMENT OF
EDUCATION

**NATIONAL SENIOR
CERTIFICATE**

GRADE 12

**BUSINESS STUDIES
TERM 3: PROJECT
MARKING GUIDELINE**

MARKS: 50

This marking guideline consists of **07 pages** including the cover page.

QUESTION 1: HUMAN RIGHTS, INCLUSIVITY & ENVIRONMENTAL ISSUES**1.1 TWO human rights in the workplace.**

- Privacy ✓
- Dignity ✓
- Equity ✓
- Freedom of speech and expression ✓
- Information ✓
- Safety, security and protection of life ✓

NOTE: Mark the first TWO (2) only.**(2 x 1) (2)****1.2 Diversity issue and benefits of diversity.****1.2.1 Identify the diversity issues from the scenario.**

- Disability ✓✓

(2)**1.2.2 The benefits of diversity in the workplace.**

- Workforce diversity improves the ability of businesses ✓ to solve problems/innovate/cultivate diverse markets. ✓
- Employee's value each other's diversity ✓ and learn to connect/communicate across lines of difference. ✓
- Diversity in the workforce improves ✓ the morale/motivation amongst employees. ✓
- Employees demonstrate greater loyalty to businesses ✓ because they feel respected/accepted/understood. ✓
- Diversified workforce can give businesses a competitive advantage, ✓ as they can render better services. ✓
- Being respectful of differences/demonstrating diversity ✓ makes good business sense/improves profitability. ✓
- Diverse businesses ensure that their policies/practices empower every employee ✓ to perform at his/her full potential. ✓
- Stakeholders increasingly evaluate businesses ✓ on how they manage diversity in the workplace. ✓
- Employees from different backgrounds ✓ can bring different perspectives to businesses. ✓
- A diversified workforce stimulates debate ✓ on new/improved ways of getting things done. ✓
- Employees represent various groups ✓ and are therefore better able to recognise customer needs/satisfy consumers. ✓
- Businesses with a diverse workforce are more likely to have a good public image ✓ and attract more customers. ✓
- Any other relevant answer related to the benefits of diversity in the workplace.

Max (6)

1.3 Strategies businesses may use to protect the environment and human health.

- Machines must be serviced/maintained regularly in the workplace. ✓✓
- Educate people about hygiene issues. ✓✓
- Encourage employees to do regular health checks. ✓✓
- Minimise pollution, by re-using, reducing and recycling. ✓✓
- Become involved in environmental awareness programmes. ✓✓
- Water for human consumption should be tested before it is used. ✓✓
- Physical working conditions should always be worker friendly, safe and promote occupational health. ✓✓
- Physical working conditions such as adequate lighting/ventilation should be available and functional. ✓✓
- Reduce consumption of goods/services which are environmentally unfriendly. ✓✓
- Laws and regulations should be adhered to so that profits are not generated at the expense of the environment. ✓✓
- Pollution and other environmental issues should always be considered in all business activities, such as safe disposal of waste/dumping of toxic waste. ✓✓
- The environment can be protected by altering production techniques in favour of cleaner and greener technologies. ✓✓
- Register/Engage with recognised institutions/bodies that promote green peace. ✓✓
- Promote nature conservation by looking after natural resources. ✓✓
- Any other relevant answer related to strategies businesses may use to protect the environment and human health.

Max (4)

[14]

QUESTION 2: SOCIAL RESPONSIBILITY, CSR & CSI

2.1 Corporates Social Investment (CSI) focus areas.

- Community✓
- Rural development✓
- Employees✓
- Environment✓

NOTE: 1. Mark the first TWO (2) only.

(2 x 1) (2)

2.2 Corporate social responsibility/CSR

2.2.1 Advantages of corporate social responsibility/CSR for businesses from the scenario.

- MJ's employees feel that they are making a difference in working for the business. ✓
- MJ also attracts experienced employees, which increases productivity. ✓

NOTE: 1. Mark the first TWO (2) only.

2. Only award marks for responses that are quoted from the scenario.

(2 x 1) (2)

2.2.2 Other advantages of CSR for businesses.

- Positive/Improved image as the business looks after employees/conducts itself√ in a responsible way. √
- Promotes customer loyalty√ resulting in more sales. √
- CSR projects may be used as a marketing strategy√ to promote their products. √
- Businesses may have a competitive advantage, √ resulting in good publicity/an improved reputation. √
- CSR projects promote teamwork√ within businesses. √
- Gives businesses tax advantages√ such as tax reduction/-rebates. √
- The business enjoys the goodwill/support of communities. √
- CSR helps to attract investors√ because of increased profits/income/growth. √
- Assists in solving socio-economic issues√ like poverty/ unemployment. √√
- The government is less likely to enforce issues√ through legislation to businesses that voluntarily participate in CSR projects. √
- It helps to retain staff/lower staff turnover √ as employees' health and safety are considered. √
- Improves the health of its employees√ through focused CSR projects. √
- Any other relevant answer related to the advantages of CSR for businesses.

NOTE: Do not award marks for responses that were quoted in QUESTION 2.2.1.

Max (4)

2.3 Dealing with HIV/Aids as a socio- economic issue.

- Businesses should offer counselling programmes/train counsellors √ to support infected and affected persons/employees. √√
- Develop counselling programmes for infected/affected persons/employees.√√
- Conduct workshops on HIV/Aids programmes/campaigns. √
- Roll out anti-retroviral (ARV) treatment programmes (ART) for the infected employees. √√
- Encourage employees to join HIV/Aids support groups. √ √
- Develop strategies to deal with stigma and discrimination. √√
- Participate in the HIV/Aids prevention programmes implemented in the community. √√
- Support initiatives provided by non-governmental organisations/ community-based organisations/non-profit HIV/Aids programmes. √√
- Any other relevant answer related to ways in which businesses can deal with HIV/AIDS as a socio-economic issue.

Max (4)

[12]

QUESTION 3: PRESENTATION AND DATA RESPONSE**3.1 Examples of non-verbal presentations**

- Tables✓
- Graphs/bar graph/line graph/histogram/pie chart/-graph✓
- Diagrams ✓
- Illustrations/Pictures/Photographs/Scenarios /Models✓
- Written/Business reports✓
- Flip charts ✓
- Handouts/Print outs✓
- Slide shows/Power Point✓

NOTE: 1. Mark the first TWO (2) only.**(2 x 1) (2)****3.2 Presentation.****3.2.1 Factors to be considered when preparing for a presentation.**

- To ensure effective time management, she rehearsed her presentation precisely ✓
- Sekete used visual aids to strategically combine and convey facts to the board of directors. ✓

NOTE: 1. Mark the first TWO (2) only.**2. Only award marks for responses that are quoted from the scenario.****(2 x 1) (2)****3.2.2 Factors to be considered by the presenter while presenting.**

- Establish credibility by introducing yourself as the presenter at the start.✓✓
- Mention/Show most important information first. ✓✓
- Make the purpose/main points of the presentation clear at the start of the presentation. ✓✓
- Use suitable section titles/headings/sub-headings/bullets. ✓✓
- Summarise the main points of the presentation to conclude the presentation. ✓✓
- Stand in a good position/upright, where the audience can clearly see the presenter/presentation. ✓✓
- Avoid hiding behind equipment. ✓✓
- Do not ramble on at the start, to avoid losing the audience/their interest✓✓
- Capture listeners' attention/Involve the audience with a variety of methods, e.g. short video clips/sound effects/humour, etc. ✓✓
- Maintain eye contact with the audience. ✓✓
- Be audible to all listeners/audience. ✓✓
- Vary the tone of voice/tempo within certain sections to prevent monotony.✓✓
- Make the presentation interesting with visual aids/anecdotes/ examples /Use visual aids effectively. ✓✓
- Use appropriate gestures, e.g. use hands to emphasize points. ✓✓

- Speak with energy and enthusiasm. ✓✓
- Pace yourself/Do not rush or talk too slowly. ✓✓
- Keep the presentation short and simple. ✓✓
- Conclude/End with a strong/striking ending that will be remembered.
- Ensure that the audience will leave with/take away specific information/benefits. ✓✓
- Include a statement/quote that will allow a professional/striking ending. ✓✓
- Manage time effectively to allow time for questions. ✓✓
- Any other relevant answer related to factors to be considered by the presenter while presenting.

Max (4)**3.3 Impact of hand-outs as a type of visual aid.****Positives/Advantages**

- Meaningful hand-outs may be handed out at the start of the presentation ✓
to attract attention/encourage participation. ✓
- Notes/Hard copies of the slide presentation can be distributed at the end of the presentation ✓ as a reminder of the key facts of the presentation. ✓
- It is easy to update hand-outs ✓ with recent information/developments. ✓
- Notes may be compared with electronic slides/PowerPoint ✓ to validate/compare the accuracy of the information. ✓
- Extra information such as contact details/price lists may be handed out ✓ to promote the services of the business. ✓
- Useful information for improving the next presentation may be obtained, ✓
when the audience completes feedback questionnaires after the presentation. ✓
- Any other relevant answer related to the positive impact/advantages of hand-outs as a type of visual aid.

AND/OR**Negatives/Disadvantages**

- Handing out material at the start of the presentation ✓ may distract/lose audience attention. ✓
- Summarises key information, ✓ and some details might be lost/
Omitted ✓ / Limited information ✓ may not capture the detailed objectives of the presentation. ✓
- Printed material is expensive ✓ and it is easy to lose hard copies. ✓
- Increases the risk of unauthorised duplication ✓ and the use of confidential information. ✓
- Hand-outs cannot be combined with audio material, ✓ it only focuses on the visual aspects of the support material. ✓
- Any other relevant answer related to the negative impact/disadvantages of hand-outs as a type of visual aid.

Max (4)**[14]****QUESTION 4: FORMS OF OWNERSHIP**

4.1 Unlimited liability

- The owner's personal assets maybe seized✓ to pay for the debts of the business.✓ (2)

4.2 Forms of Ownership.**4.2.1 Identify the form of Ownership from the scenario.**

- Non-Profit Company ✓✓ (2)

4.2.2 The disadvantages of a Non-Profit Company.

- Need professional assistance✓ to set up this organisation. ✓
- Does not generate enough capital✓ to cover their expenses. ✓
- Donations✓ may not always be enough. ✓
- Assets are not distributed✓ to the members upon closing. ✓
- Creating a non-profit company takes time/effort/money.
- Obtaining grants can be a slow✓ and tiring process. ✓
- Incorporators cannot take along the assets accumulated by the NPC✓ if they decide to leave. ✓
- They are not allowed to pay✓ bonuses to members. ✓
- Any other relevant answer related to the disadvantages of a non-profit company.

Max (4)**4.3 Contribution of capital to the success and/or failure of a private company.**

	SUCCESS FACTORS	AND/OR	FAILURE FACTORS
Capital	- Large amount of capital can be raised since there is no limit on the number of shareholders. ✓✓		- It cannot grow into a very large business since it cannot invite the public to buy shares. ✓✓
	- The company can access long term capital and therefore has good long term growth opportunities. ✓✓		- Restrictions on transferability of shares may not attract financially strong investors. ✓✓
	- Even though shares are not freely transferable, large private companies can raise considerable amount of capital. ✓✓		- Large amount of capital cannot be obtained as capital contribution is only limited to private shareholders. ✓✓
	- More capital can be raised by issuing shares to shareholders. ✓✓		
	- Any other relevant answer related to how capital can contribute to the success of a private company.		- Any other relevant answer related to how capital can contribute to the failure of a private company.

NOTE: 1. The answer does not have to be in tabular format.

2. Mark either success AND/OR failure.

**Max (4)
[12]**

TOTAL: 50