



Western Cape  
Government

Education

Directorate: Curriculum FET

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# **TELEMATICS 2019**

## **BUSINESS STUDIES**

### **Grade 12**

## BUSINESS STUDIES TELEMATICS SCHEDULE

| SESSION | DATE             | TIME          | TOPIC                                      |
|---------|------------------|---------------|--|
| 1       | 25 February 2019 | 16:00 – 17:00 | Developing Strategies                      |
| 2       | 17 April 2019    | 15:00 – 16:00 | Corporate Social Responsibility            |
| 3       | 22 July 2019     | 16:00 – 17:00 | Investment: Securities                     |
| 4       | 05 August 2019   | 16:00 – 17:00 | Examination Preparation: Trial Examination |

### BUSINESS STUDIES – GRADE 12: MAIN TOPICS & TOPICS

|   | Business Environment                     | Business Ventures   | Business Roles  | Business Operation       |
|---|--|---|---|--------------------------|
| 1 | Impact of recent legislation on business | Management and leadership                                     | Professionalism and ethics                                | Human Resources function |
| 2 | Devise strategies                        | Investment: Securities  | Creative thinking   | Quality of performance   |
| 3 | Business sectors and their environments  | Investment: Insurance   | Concept of corporate social responsibility.               |                          |
| 4 |  | Forms of ownership and their impact on the business operation | Team performance<br>Assessment and conflict<br>Management |                          |
| 5 |  | Presentation of information and data response                 | Human Rights, Inclusivity and Environmental issues        |                          |

## SESSION 1

### DEVELOPING STRATEGIES

#### WHAT THE LEARNER MUST KNOW

- Define a strategy.
- Outline/Describe/Explain/Discuss the strategic management process.
- Apply the strategic management process to solve business-related problems.
- Identify business challenges from given case studies.
- Identify and describe/explain/discuss the different types of business strategies.
- Devise/Develop/Analyse/Formulate strategies to overcome challenges from given scenarios and make recommendations for improvement.
- Explain how/when businesses can apply each type of business strategy.
- Evaluate the effectiveness (positives) of each type of business strategy.
- Analyse case studies and apply the following industrial analysis tools to analyse the challenges

of the business environment:

- SWOT analysis
- Porter's Five Forces
- PESTLE analysis
- Recommend business strategies to address challenges identified from given case studies/scenarios.
- Outline/Explain/Recommend activities/steps in strategy evaluation.

### 1. Cognitive Level Questioning:

| Lower Order   | Middle order                      | Higher Order  |
|---|-----------------------------------|---|
| Define, Outline, Describe, Explain, Discuss, Identify | Explain, Apply, Identify, Analyse | Discuss, Devise, Develop, Formulate, Evaluate, Recommend, |

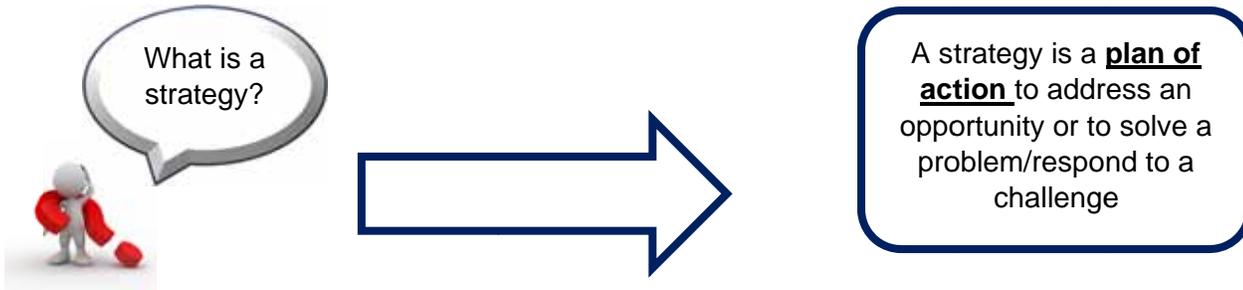
### 2. Content Map

| GRADE 10   | GRADE 11   | GRADE 12   |
|--|--|--|
| Components, features and Interrelationship between micro; market & <b>macro environments</b> | Influences, Control Factors, Challenges and adaptation of the micro (internal), market and <b>macro environments</b> . | Devise, evaluate and recommend strategies, in response to challenges of the <b>macro environment</b> . |

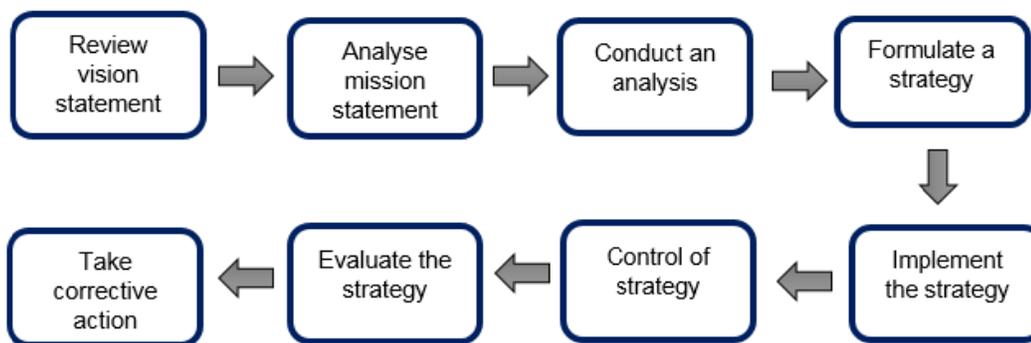
### 3. Terminology

| TERM                                 | DEFINITION  |
|--------------------------------------|---|
| <b>Formulation of strategies</b>     | To devise/develop a strategy.   |
| <b>Implementation of strategies</b>  | It takes place after the formulation of the strategy and involves all the activities that are required for putting the strategy into action |
| <b>Evaluation of strategies</b>      | It takes place after the implementation of the strategy and determines whether the implemented strategy resolved the challenge.             |
| <b>Industry analysis tools</b>       | SWOT, Porter's Five Forces model and PESTLE analysis are used to analyse the challenges within the business environments.                   |
| <b>Suppliers</b>                     | Include factories/providers of goods/services that businesses would obtain/buy from in order to operate their business.                     |
| <b>Buyers</b>                        | The final users of the product/services.  |
| <b>Competitors</b>                   | All other businesses selling the same/similar products/services.  |
| <b>Substitute product or service</b> | Different products/services that at least partly satisfy the same needs of consumers and can be used to replace one another.                |
| <b>New entrants</b>                  | Businesses that are selling the same/similar products in the existing market for the first time.  |

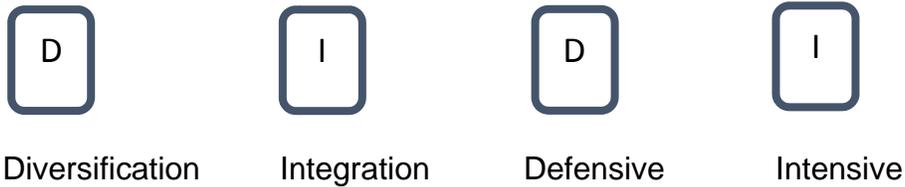
## 4. Developing strategies



### The strategic management process



### Types of business strategies



| Business Strategy | Description   |
|-------------------|---|
| Diversification   | A business adds related products to its current product.  |
| Integration       | It involves taking over or merging with other businesses to increase growth potential.                                  |
| Defensive         | Management tools that can be used to fend off an attack from a potential competitor.                                    |
| Intensive         | It involves increasing sales and market share by making use of existing products and resources through extreme efforts. |

## Examples of different Business Strategies

| TYPES               |   | DIVERSIFICATION                                 |  |
|---------------------|---|---|--|
| Concentric          | Example: A business selling fried chicken may add fried chips to the chicken and sell a new product fried chicken & chips |   |  |
| Horizontal          | Example: A car dealer selling cars and offering financing of the car or insurance of the car to the customer              |   |  |
| Conglomerate        | Example: General Electric known for its electrical appliances are also engaged in oil drilling and computer manufacturing |   |  |
| TYPES               |   | INTEGRATION                                     |  |
| Vertical            | Forward   | Example: Farmer taking control over Fruit & Veg |  |
|                     | Backward  | Example: Fruit & Veg gains control over a Farm  |  |
| Horizontal          |   | Example: Macro taking over Game                 |  |
| TYPES               |   | DEFENSIVE                                       |  |
| Divestiture         | Example; Clothing store selling the children's toy section that is running at a loss                                      |   |  |
| Retrenchment        | Example: Telkom reducing its workforce by 3000 employees  |   |  |
| Liquidation         | Example VBS Bank after the bank heist by corrupt employees and directors  |   |  |
| TYPES               |   | INTENSIVE                                       |  |
| Market penetration  | Example: Decrease the prices of products to ensure higher sales levels  |   |  |
|                     | Example: Run an aggressive marketing campaign aimed at existing customers   |   |  |
| Market development  | Example: Exporting products; MTN providing cell-phone services in Nigeria   |   |  |
| Product development | Example: Modifying packaging of a product to appeal to current customers  |   |  |
|                     | Example: Packing cooking oil in retail pouches for household consumption  |   |  |

## ACTIVITY 1

Identify a business strategy represented by EACH statement below.

1. The owner of Wavecrest Express decides to also sell freshly baked bread in her shop.
2. Y2K Fisheries has opened new branches in the Western Cape to increase market share.
3. Mosselbos grape farm bought Juicy Stores.
4. Below Zero Stores reduced the prices of all their winter stock to encourage sales.
5. Parkland Bricks sold all its assets to pay creditors and closed down the business. (10)

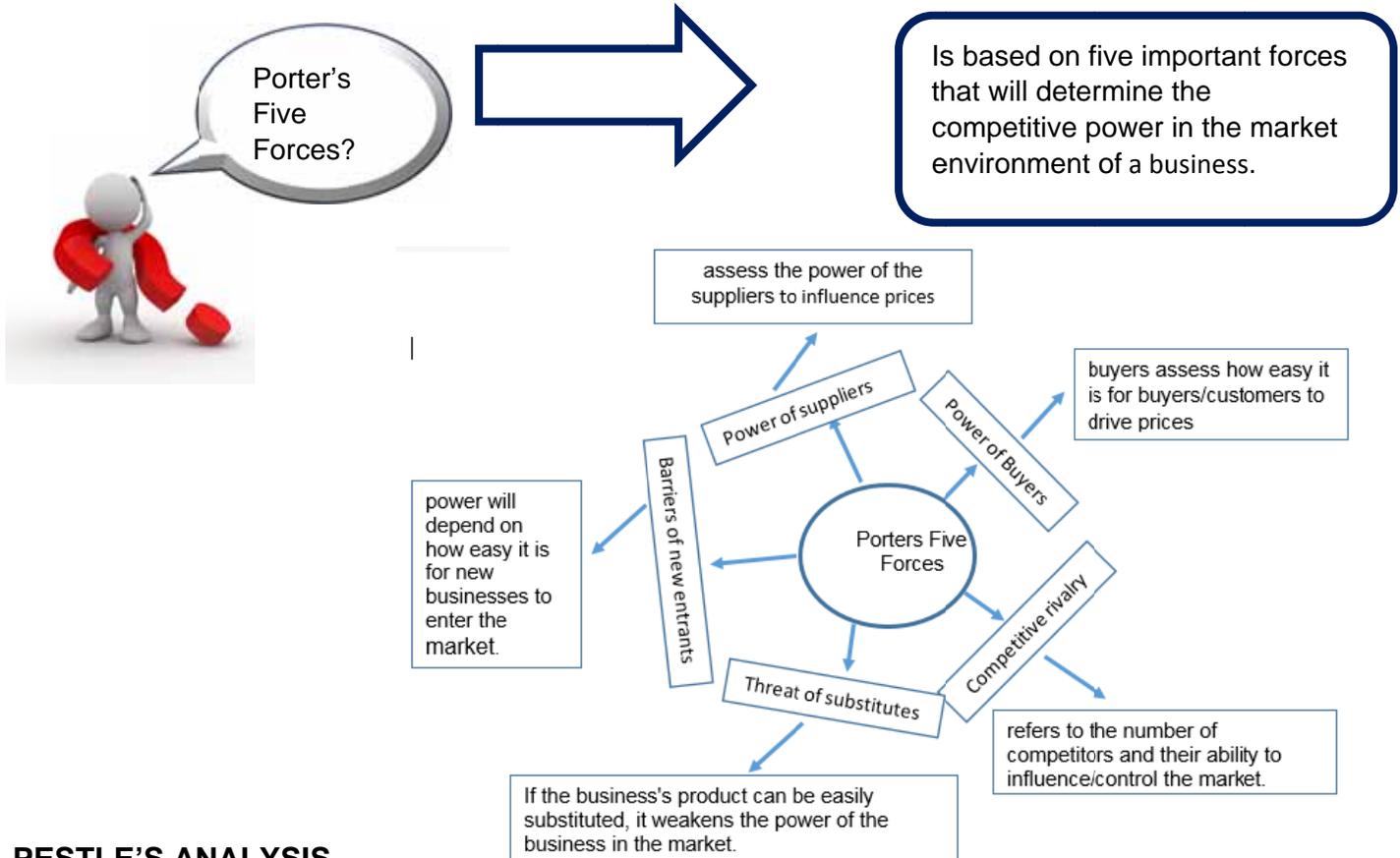
### 5. Industrial analysis tools



## SWOT ANALYSIS

|                      |  |                                 |
|----------------------|--|---------------------------------|
| <b>Strength</b>      | It is positive and within the control of the business      | Internal [inside the business]  |
| <b>Weaknesses</b>    | It is negative but within the control of the business.     |                                 |
| <b>Opportunities</b> | It is positive and not within the control of the business. | External [Outside the business] |
| <b>Threats</b>       | It is negative but not within the control of the business  |                                 |

## PORTERS FIVE FORCES



## PESTLE'S ANALYSIS

| PESTLE ELEMENT | CHALLENGES  |
|----------------|---|
| Political      | Trade agreements that prevent imports.                              |
| Economic       | High inflation/interest rates.                                      |
| Social         | Low income of customers.  |
| Technological  | Difficulties in keeping up with the latest technology.              |
| Legislation    | Paying fines for non-compliance of legislation.                     |
| Environmental  | Harmfulness of products/processes to the customers and environment. |

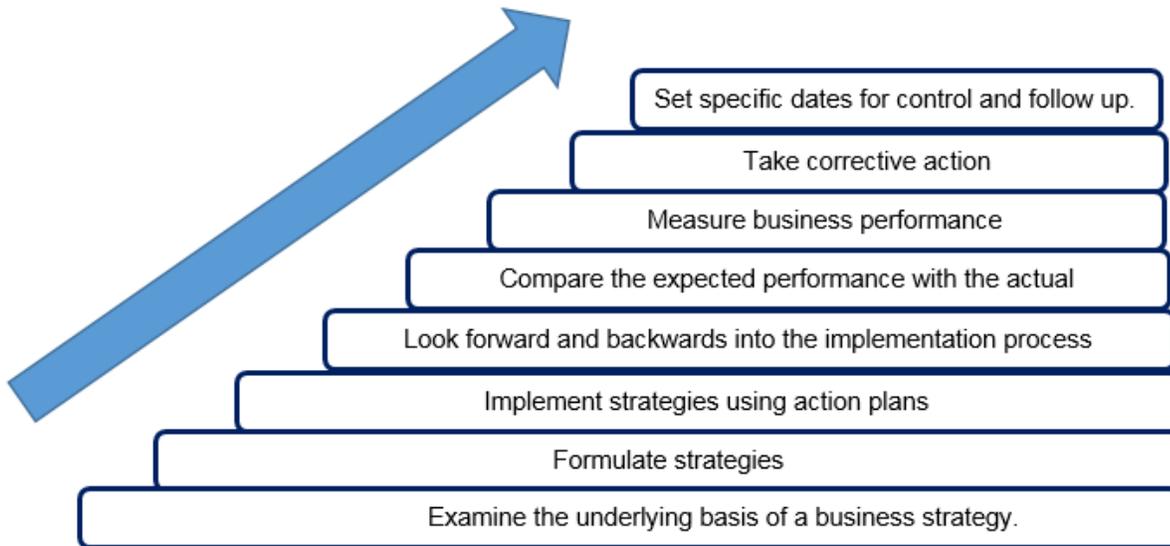
## EVALUATION

## 6. STEPS IN

## STRATEGY

Industrial Tools

<http://wcedportal.co.za/eresource/64471>



## SESSION 2

### CORPORATE SOCIAL RESPONSIBILITY

#### WHAT THE LEARNER MUST KNOW

- Explain/describe the relationship/link between social responsibility and triple bottom line.
- Define/describe the nature of CSR & CSI
- Explain/Discuss/Analyse the impact of CSR & CSI on businesses and communities.
- Name/State the components of CSR, e.g. environment, ethical corporate social investment, health and safety.
- List practical examples of projects.
- Name the CSI focus areas, e.g. community, rural development, employees, environment.
- Recommend/Suggest ways to address socio-economic issues that challenge social responsibility, e.g. HIV/Aids, unemployment, poverty & human rights aspects.
- Explain/Discuss the implication of the following legislative requirements on CSI and CSR programmes:
  - EEA
  - Skills Development Act (SDA)
  - BEE
  - The National Skills Development Strategy (i.e. Sector Education and Training Authorities)

#### 1. Cognitive Level Questioning:

| Lower Order  | Middle order | Higher Order                |
|--|--------------|-----------------------------|
| Explain, Describe, Define, Discuss, Name, State, List, | Explain      | Discuss, Recommend, Suggest |

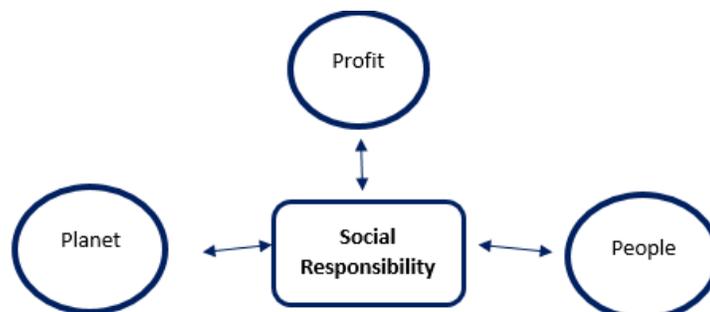
## 2. Content Map

| GRADE 10  | GRADE 11  | GRADE 12   |
|---|---|--|
| Contribute towards immediate community social responsibility and <b>corporate social responsibility</b> | The <b>citizenship roles and responsibilities</b> | <b>Corporate Social Responsibility &amp; Corporate Social Investment</b> |

## 3. Terminology

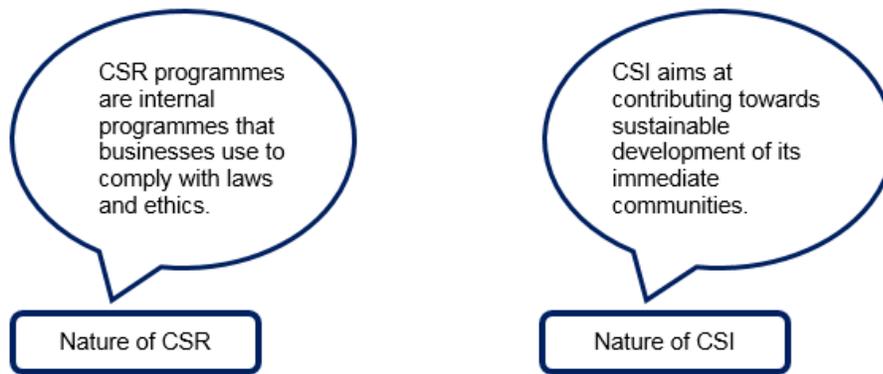
| Term                                  | Definition  |
|---------------------------------------|---|
| Social responsibility                 | An ethical view point that says every individual/organisation has an obligation to benefit society as a whole.  |
| Corporate                             | Refers to businesses/firms/organisations.   |
| Corporate social responsibility (CSR) | The continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the local community and society at large. |
| Corporate social investment (CSI)     | The investment of corporate funds/other assets for the primary purpose of achieving social outcomes.  |
| Contemporary Socio-economic issues    | Current societal and economic factors that impact on the business.  |
| Triple bottom line                    | Refers to the 3Ps that businesses should always consider in their operations, namely; PROFIT, PEOPLE and PLANET.  |
| Sustainability                        | Using the resources in such a manner that future generations will be able to use them.  |
| Well being                            | Caring for the needs of employees and the communities.  |
| Demographics                          | Statistical data of the population in term of race, age and income.   |
| Staff turn-over                       | Rate at which the employer has to replace their employees.  |

## 4. Relationship / link between social responsibility and triple bottom line

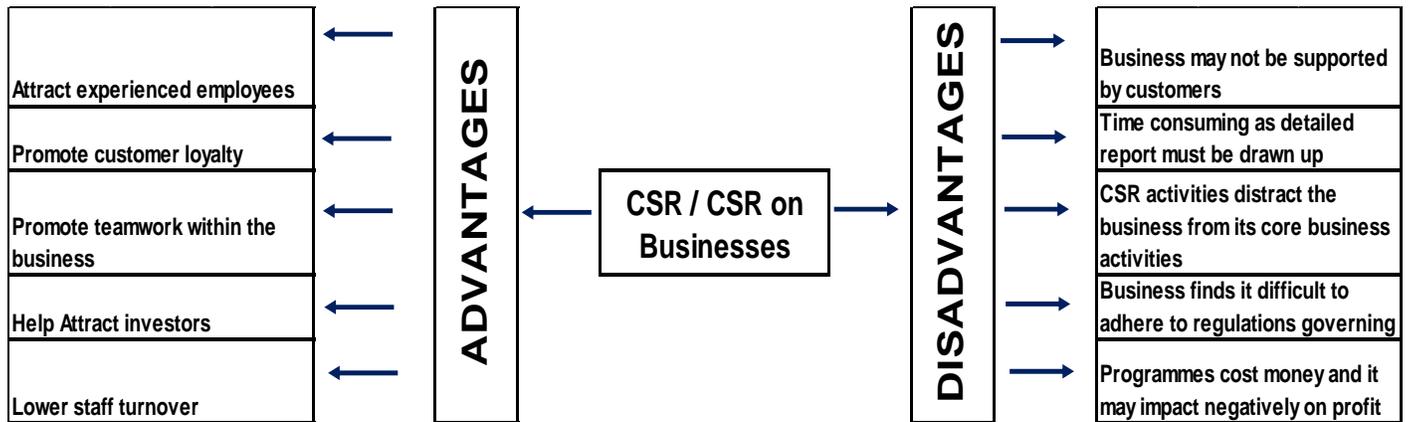


|                              |               |   |
|------------------------------|---------------|---|
| <b>Social Responsibility</b> | <b>Profit</b> | <ul style="list-style-type: none"> <li>Invest profits in CSR projects</li> <li>Businesses should not make a profit at the expense of its community and employees</li> </ul>   |
|                              | <b>People</b> | <ul style="list-style-type: none"> <li>Business should not exploit employees and customers</li> <li>Business must aim to improve the quality of life of employees</li> <li><b>Example:</b> Subsidise food in the canteen</li> </ul> |
|                              | <b>Planet</b> | <ul style="list-style-type: none"> <li>Business should not exhaust the resources</li> <li>Avoid harmful production techniques</li> <li>Support energy efficient production techniques</li> </ul>                                    |

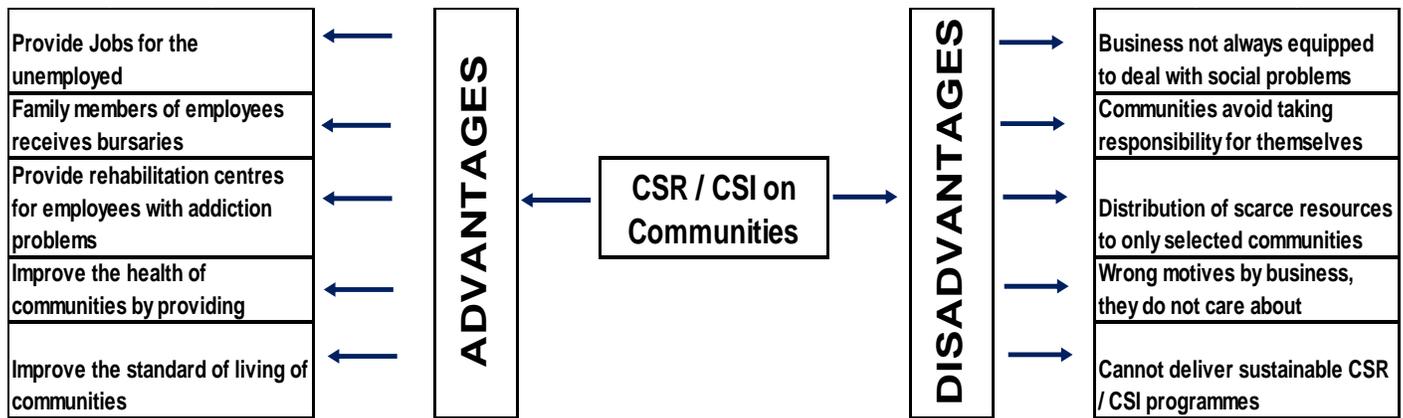
**Nature of CSR & CSI**



**5. Impact of CSR and CSI on businesses**



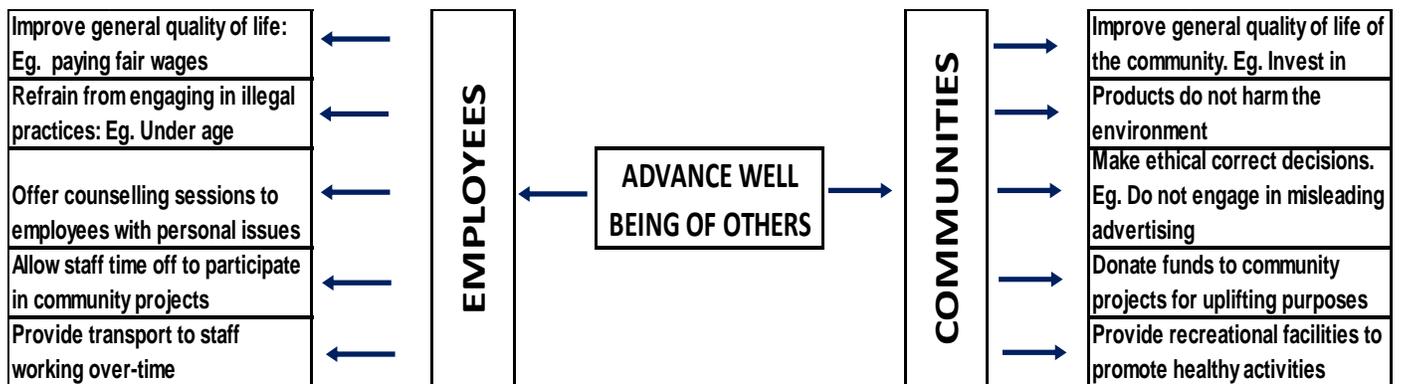
### 6. Impact on CSR and CSI on communities



### 7. Components of CSR, focus areas of CSI and practical examples of projects of CSI

| Components of CSR   | Focus areas of CSI   | Practical examples of projects of CSI   |
|---|--|---|
| <ul style="list-style-type: none"> <li>Environment/Environmental awareness</li> <li>Ethical corporate social investment</li> <li>Health and safety</li> <li>Corporate governance</li> <li>Business ethics</li> <li>Employment equity</li> </ul> | <ul style="list-style-type: none"> <li>Community</li> <li>Rural development</li> <li>Employees</li> <li>Environment</li> </ul> | <ul style="list-style-type: none"> <li>HIV/AIDS programmes</li> <li>Feeding schemes to under privileged schools</li> <li>Sponsorships of events</li> <li>Funding CSI programmes such as repairs to buildings/sports and uniforms</li> <li>Funding for additional lesson, for example Mathematics and Science</li> </ul> |

### 8. Businesses can contribute time and effort to advance the wellbeing of others in a business context



## ACTIVITY 2

### 2.1 Read the scenario below and answer questions that follow:

#### **JOKO CHEMICAL SOLUTIONS (JCS)**

Joko Chemical Solutions is producing chemical for mining businesses. The business has built a secured water storage where they clean their toxic water. JCS pays for a gym subscription for their employees. The local schools are allowed to use the workplace laboratory for their practical lessons.

2.1.1 Identify the component of Triple bottom line from the scenario above. (6)

2.1.2 Explain how JCS has linked triple bottom line with the social responsibility by quoting from the scenario. (3)

Use the table below as a guide to present your answer.

| <b>TRIPLE BOTTOM LINE COMPONENT</b><br>2.1.1 | <b>SOCIAL RESPONSIBILITY</b><br>2.1.2 |
|--|---------------------------------------|
|  |                                       |
|  |                                       |
|  |                                       |

### 2.2 Suggest ways in which businesses can address the following socio-economic issues:

2.2.1 HIV/Aids (4)

2.2.2 Unemployment (4)

# SESSION 3

## INVESTMENT: SECURITIES

### WHAT THE LEARNER MUST KNOW

- Outline/Describe/Explain/Discuss the functions of the JSE.
- Explain a range of available business investment opportunities e.g.:
  - Government/RSA retail savings bonds
  - Unit trusts
  - Shares
  - Fixed deposit
  - Managed portfolio
  - Debentures
  - Fixed property
  - Mutual funds/Stokvel
  - Business ventures/venture capital
  - Endowment/Life insurance policies/Retirement Annuities.
  - 32-day notice accounts/Call Deposits
- Analyse the risk factor for each type of investment opportunity.
- Name/Describe/Explain/Discuss the types of shares.
- Explain the difference/Differentiate between ordinary and preferences shares.
- Outline/Describe/Explain the rights of preferences shareholders
- Explain/Describe the types of preference shares.
- Describe and evaluate (positives/negatives) of the following forms of investment:
  - Government/RSA retail
  - Savings bonds
  - Unit trusts
  - Shares
  - Fixed deposit
- Define/Explain the meaning of debentures, dividends, capital gain, simple interest, compound interest.
- Outline/Explain/Discuss the factors that must be considered when making investment decisions.
- Explain the differences between/Distinguish between compound interest and simple interest.
- Calculate simple interest and compound from given scenarios.
- Recommend types/forms of investment based on the calculations

### 1. Cognitive Level Questioning:

| Lower Order                                       | Middle order                             | Higher Order                  |
|---|--|-------------------------------|
| Define, Outline, Describe, Explain, Discuss, Name | Explain, Analyse, Distinguish, Calculate | Discuss, Evaluate, Recommend, |

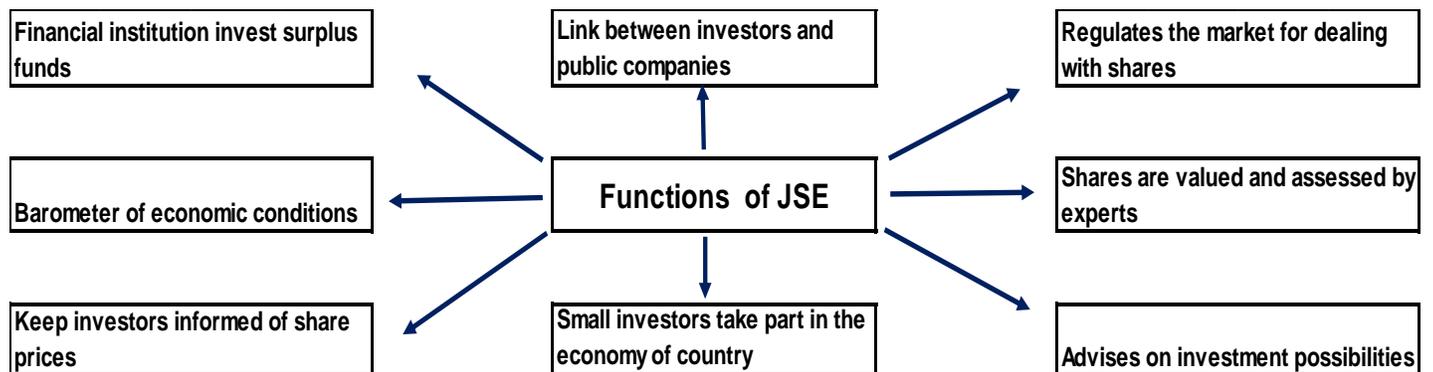
### 2. Content Map

| GRADE 10                    | GRADE 11   | GRADE 12  |
|-----------------------------|--|---|
| <b>Business Opportunity</b> | <b>Business Plan and starting a business venture based on an action plan</b> | <b>Business investment opportunities and Risk associated with investments</b> |

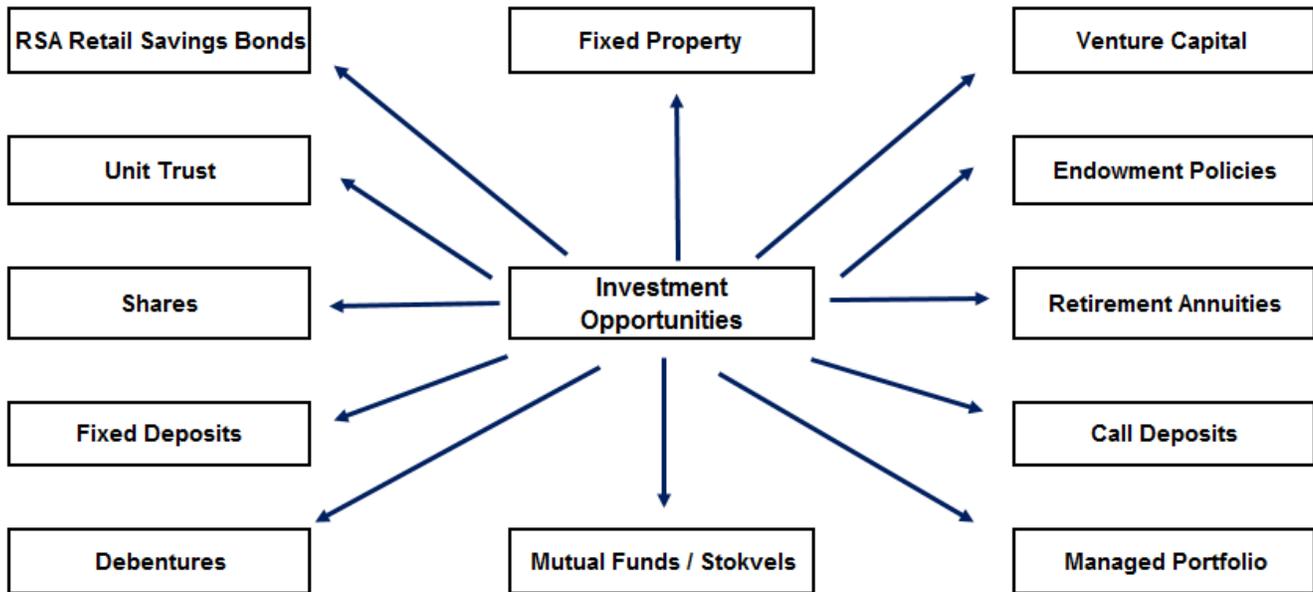
### 3. Terminology

| TERM                               | DEFINITION  |
|------------------------------------|---|
| Investment                         | Investing/Saving money in order to yield better returns.  |
| JSE/Johannesburg Security Exchange | Is a formal market, trading in shares and comprises of all the public companies that have been listed.                                  |
| Share                              | It gives investors the opportunity to obtain a part ownership of a company.   |
| Capital Market / securities market | It is the market for securities/shares where companies and the government can raise long-term funds.                                    |
| Short term investment              | An investment for a period shorter than one year.   |
| Long term investment               | An investment for a period for longer than one year.  |
| Fixed rate                         | The rate of return stays the same for the period of time.   |
| Accumulated                        | Interest earned over the investment period.   |
| Simple interest                    | Calculated on the original/principal amount invested.   |
| Compound interest                  | Calculated each period on the original/principal amount including all interest accumulated during past periods.                         |
| Risk                               | Refers to the chance that the invested amount may reduce in value/lost in total over a period of time, due to unforeseen circumstances. |

### 4. Functions of the JSE



## 5. Investment opportunities



| <b>Types of investment opportunities</b> | <b>Description</b>   |
|--|--|
| Government/RSA retail savings bonds      | <ul style="list-style-type: none"> <li>The SA Government offers SA citizens the opportunity to invest in saving bonds, to encourage saving.</li> </ul>   |
| Unit trusts                              | <ul style="list-style-type: none"> <li>A collection of investment options/methods made up of shares in different companies.</li> <li>The investments of a number of investors are pooled together in a unit trust fund, managed by a fund/portfolio manager/expert.</li> </ul>                             |
| Shares                                   | <ul style="list-style-type: none"> <li>A portion of ownership of a company is sold to shareholders in the form of shares.</li> </ul>   |
| Fixed deposit                            | <ul style="list-style-type: none"> <li>A conservative method of investment at a fixed rate for a fixed period/at a financial institution/bank.</li> </ul>  |
| Managed portfolio                        | <ul style="list-style-type: none"> <li>An investor instructs a financial institution/bank/financial advisor to manage his/her various investments/assets in one portfolio.</li> </ul>  |
| Debentures                               | <ul style="list-style-type: none"> <li>It is issued to raise borrowed capital from the public and most types of debentures can be traded on the JSE.</li> <li>The lender/debenture holder agrees to lend money to the company subject to certain conditions for a certain period.</li> </ul>               |
| Fixed property                           | <ul style="list-style-type: none"> <li>Buying a house/piece of land is usually suitable as a long term investment only.</li> <li>Return on property is earned in the form of rental/sales/capital gains at a higher price than what it was bought for (including the transfer costs and taxes).</li> </ul> |

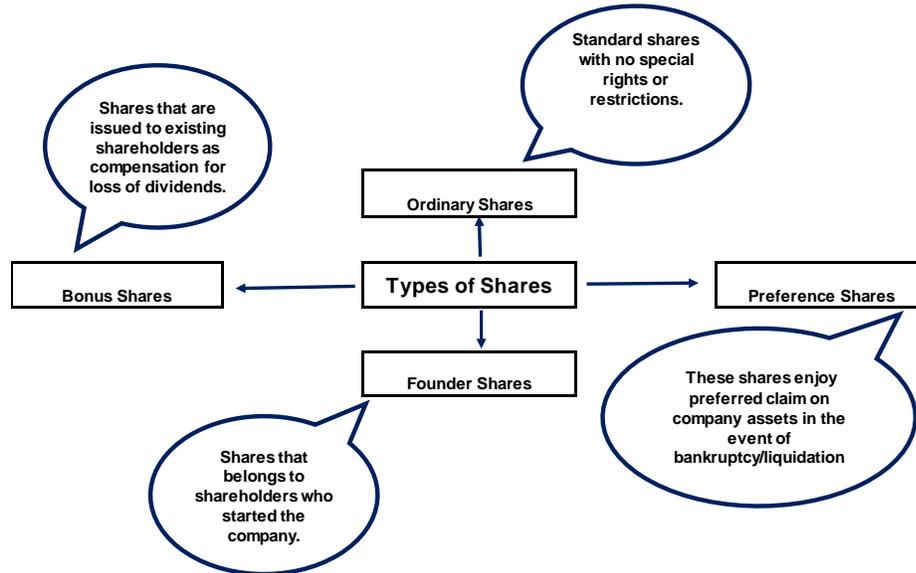
|                                      |  |
|--------------------------------------|--|
| Mutual funds/stokvels                | <ul style="list-style-type: none"> <li>• An informal savings scheme to which a relatively small group of people contribute.</li> <li>• A stokvel is usually managed by a trustworthy chairman/treasurer, who will be responsible for keeping records and managing the bank account.</li> </ul> |
| Business ventures/venture capital    | <ul style="list-style-type: none"> <li>• Venture capital is given by an investor/businesses to start up/expand a business in return to have a share in the new/expanded business.</li> </ul>   |
| Endowment/Life insurance policies    | <ul style="list-style-type: none"> <li>• A monthly payment to an insurance company with the expectancy of receiving a pre-determined amount on a date in the future.</li> </ul>  |
| Retirement Annuities                 | <ul style="list-style-type: none"> <li>• A monthly payment to an insurance company in return for a certain amount of money at retirement age.</li> </ul>   |
| 32-day notice accounts/Call Deposits | <ul style="list-style-type: none"> <li>• Money is invested at a fixed rate, although withdrawals may be made provided the bank is given 32 days' notice of the withdrawal.</li> </ul>  |

## 6. Analyse Risk of Investment opportunities

| Types of investment opportunities   | Risk factor   |
|-------------------------------------|---|
| Government/RSA retail savings bonds | <ul style="list-style-type: none"> <li>• Risk is very low, as an investment is made in the government</li> <li>• It is a safe investment, as it cannot be sold on the open market</li> </ul>  |
| Unit trusts                         | <ul style="list-style-type: none"> <li>• Investment may be made in high and low risk shares, which spread the risk.</li> </ul>  |
| Shares                              | <ul style="list-style-type: none"> <li>• Shares have low/medium risk over a long term/investment period depending on the type of shares invested in. e.g. <ul style="list-style-type: none"> <li>○ Ordinary shares have the highest risk as the investor may lose the full or part of the investment</li> <li>○ Preference shareholders' risk is lower, as they have preferential claims on the assets of the liquidated company</li> </ul> </li> </ul> |
| Fixed deposit                       | <ul style="list-style-type: none"> <li>• Very low as the investor will receive what was agreed to.</li> <li>• The interest rate is usually fixed; the return will not be affected by market fluctuations.</li> </ul>  |
| Managed portfolio                   | <ul style="list-style-type: none"> <li>• Risk is lower over a longer term/period.</li> <li>• Investments are made in various sectors/companies, therefore the risk is spread and better managed by the portfolio manager.</li> </ul>  |
| Debentures                          | <ul style="list-style-type: none"> <li>• Debentures have a low risk as they must be paid back.</li> </ul>   |
| Fixed property                      | <ul style="list-style-type: none"> <li>• Low risk over a long term.</li> <li>• Risk may be determined by economic conditions which may influence the value of property.</li> </ul>  |
| Mutual funds/stokvels               | <ul style="list-style-type: none"> <li>• Money in a savings account is a safe investment, but with low interest rates.</li> </ul>   |
| Business ventures venture capital   | <ul style="list-style-type: none"> <li>• High risk for the investor(s) if the history of the company is not well researched.</li> </ul>   |
| /Retirement Annuities               | <ul style="list-style-type: none"> <li>• Low risk, as the insured amount will be paid out regardless of circumstances.</li> </ul>   |

|   |   |
|---|---|
| <p>32-day notice accounts/Call Deposits</p> | <ul style="list-style-type: none"> <li>• Low risk, as investment plus interest will be paid out on the maturity date of the investment.</li> <li>• Interest is calculated on the daily balance, accelerating the value/return on the investment/lowering the risk.</li> </ul> |
|---|---|

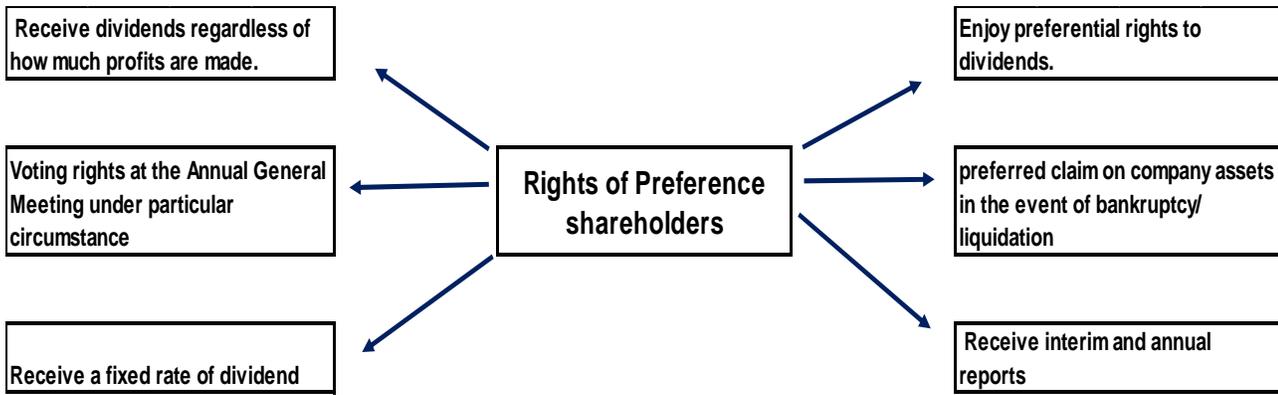
## 7. Types of Shares



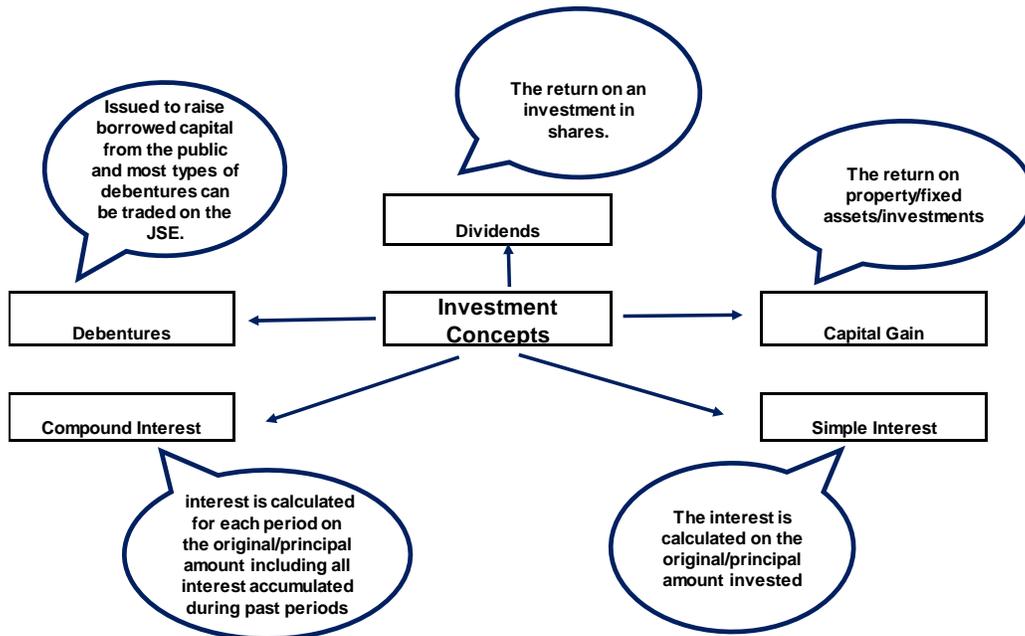
### Differences between ordinary and preference shares

| Ordinary shareholders  | Preferences shareholders  |
|--|---|
| <ul style="list-style-type: none"> <li>• Ordinary shares only receive dividends when profit is made.</li> </ul>                | <ul style="list-style-type: none"> <li>• Some of these types of shares receive dividends regardless of profit made.</li> </ul>        |
| <ul style="list-style-type: none"> <li>• Normally the higher the profit the higher the dividends.</li> </ul>                   | <ul style="list-style-type: none"> <li>• A fixed rate of return is paid on these type of shares.</li> </ul>                           |
| <ul style="list-style-type: none"> <li>• Shareholders are the last to be paid, if the company is declared bankrupt.</li> </ul> | <ul style="list-style-type: none"> <li>• Shareholders have a preferred claim on company assets in the event of bankruptcy.</li> </ul> |

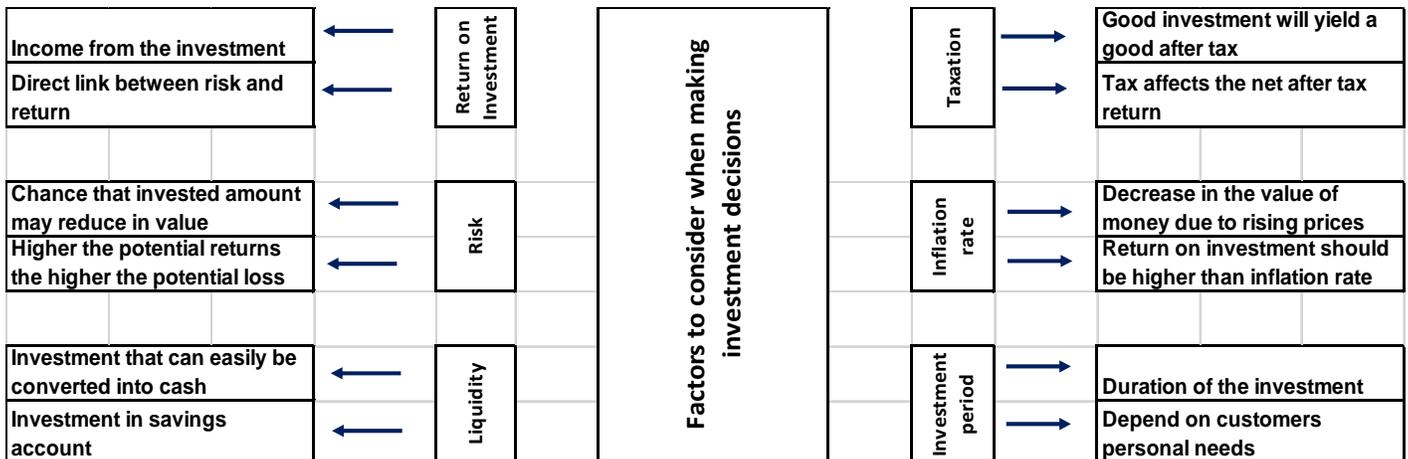
## 8. Rights of preference share holders



**9. Investment concepts**



**10. Factors to be considered when making investments decisions**



**11. Differences/Distinction between simple interest and compound interest**

| <b>SIMPLE INTEREST</b>  | <b>COMPOUND INTEREST</b>  |
|---|---|
| <ul style="list-style-type: none"> <li>Calculated on the original/principal amount invested.</li> </ul>   | <ul style="list-style-type: none"> <li>Calculated each period on the original/principal amount including all interest accumulated during past periods.</li> </ul>           |
| <ul style="list-style-type: none"> <li>Accumulated interest from prior periods is not used in calculations for the following period.</li> </ul> | <ul style="list-style-type: none"> <li>Accumulated interest from prior periods is used in calculations for the following period.</li> </ul>                                 |
| <ul style="list-style-type: none"> <li>Interest charged remain fixed for the full period of investment.</li> </ul>                              | <ul style="list-style-type: none"> <li>Based on the concept of adding accumulated interest to the original/ principal amount and interest is earned on interest.</li> </ul> |

## 12. Calculation of Simple Interest & Compound Interest

| <b>SIMPLE INTEREST</b>  | <b>COMPOUND INTEREST</b>   |
|---|--|
| Simple interest is calculated on the original / principal amount invested   | Compound interest is calculated each period on the original/principal amount including/plus all interest accumulated during past periods.  |
| <p><b>FORMULA:</b> Interest = <math>P \times r \times t</math></p> <p><b>Where:</b></p> <p>P = Principal amount (Initial investment)<br/> r = Percentage interest rate<br/> t = Time period (years or months)</p> | <p><b>FORMULA:</b> Interest = <math>P (1+i)^n - P</math></p> <p><b>Where:</b></p> <p>P = Principal amount (initial investment)<br/> i = percentage interest rate<br/> n = number of years/number of interest periods</p> |



## Activity 3

### 3.1 Read the scenario below and answer the questions that follow.

#### INVESTMENT OPTIONS

Caleb and Riley both invested R 100 000 at Wavecrest on a fixed deposit.at 8.5% for two years. Caleb invested at simple interest and Riley at compound interest.

- 3.1.1 Calculate the interest amount Caleb will receive after 2 years. (4)
- 3.1.2 Calculate the interest amount Riley will receive after 2 years. (4)
- 3.1.3 Identify the better investment option and motivate the answer.
- 3.1.4 Calculate the interest amount that Riley will receive if interest is compounded half yearly

## SESSION 4

### EXAMINATION PREPARATION

#### WHAT THE LEARNER MUST KNOW

- Structure of Question paper
- General Tips for writing Business Studies
- Structure of Question Paper
- Answering Section, A-type Questions
- Answering Section B-type Questions
- Answering Section C-type Questions

#### 1. STRUCTURE OF QUESTION PAPER

| SECTION  | QUESTION | MARKS      | TIME               |
|--|----------|------------|--------------------|
| A: Objective-type of questions<br><b>COMPULSORY</b>                                    | 1        | 40         | 30 minutes         |
| B: Answer any THREE of the five questions.<br>CHOICE QUESTIONS                         | 2        | 60         | 30 minutes         |
|  | 3        | 60         | 30 minutes         |
|  | 4        | 60         | 30 minutes         |
|  | 5        | 60         | 30 minutes         |
|  | 6        | 60         | 30 minutes         |
| C: Essay type questions      Answer any TWO of the four questions.<br>CHOICE QUESTIONS | 7        | 40         | 30 minutes         |
|  | 8        | 40         | 30 minutes         |
|  | 9        | 40         | 30 minutes         |
|  | 10       | 40         | 30 minutes         |
| <b>TOTAL</b>   |          | <b>300</b> | <b>180 minutes</b> |

#### 2. GENERAL TIPS FOR WRITING BUSINESS STUDIES

- The Business Studies curriculum consist of 4 main topics, namely Business Environments, Business Ventures, Business Roles and Operations. Each main topic consists of different subtopics.
- Ensure that you keep all subtopics under a main topic together and study the topics as a unit. Do not leave out any subtopics when studying a main topic.
- Use your textbook and/or the Gr 12 Business Studies Core Content. Read through the content carefully with insight. Make a list of all the subject terminology used in that topic and write down the meaning thereof. Make sure you know the meaning of each concept or term.
- Obtain past examination papers from 2014 to 2018 and work through the questions in Sections A, B and C. Regularly practice answering the different types of questions in each of the three sections in the question paper.

### 3. COGNITIVE VERBS

| Instructional verb                | Explanation   |
|-----------------------------------|---|
| <b>Quote</b>                      | Use word/s from the scenario/case study (1 mark per quote) <b>Example:</b> Quote <i>THREE</i> challenges for YSKOM from the scenario.   |
| <b>Suggest</b>                    | Write your suggestion in a full sentence (2 marks each) <b>Example:</b> Suggest <i>THREE</i> practical ways in which businesses can comply with the National Credit Act (NCA).  |
| <b>Recommend</b>                  | Write full sentences, suggesting possible solutions (positive of nature) (2 marks per recommendation)<br>Only the first 3 will be marked where the number of facts are indicated. <b>Example:</b> Recommend <i>THREE</i> ways in which NMT can deal with <i>EACH</i> challenge.                   |
| <b>Discuss</b>                    | Name✓ and explain the fact✓ (2 marks per discussed fact) Only the first 3 will be marked if the number of facts is indicated. <b>Example:</b> Discuss <i>THREE</i> types of defensive strategies.   |
| <b>Analyse/critically analyse</b> | Name the fact✓ give an opinion about the fact✓ (2 marks per analysis) [ <i>Critically analyse:</i> add an example or an extended explanation✓]<br>(3 marks for critical analysis). <b>Example:</b> Analyse the effectiveness of the SDA in supporting the successful implementation of the BBBEE. |
| <b>Name/List</b>                  | Only name or list the facts briefly below each other (1 mark each) <b>Example:</b> List the <i>THREE</i> business sectors.<br><b>Example:</b> Name <i>FIVE</i> factors that could be considered when making investment decisions  |
| <b>Explain</b>                    | Give a clear description in full sentences (2 marks each) <b>Example:</b> Explain the role of personal attitude in successful leadership  |
| <b>Describe</b>                   | Write a detailed breakdown of the meaning of the required facts in full sentences (2 marks per description) <b>Example:</b> Describe the criteria for assessing successful team performance.  |
| <b>Distinguish</b>                | The differences must be clearly mentioned next to or below each other. Differences must be linked to each other. If link is not clear, no marks will be awarded.<br><b>Example:</b> Distinguish between corporate social responsibility (CSR) and   |

|                 |   |
|-----------------|---|
| <b>Advise</b>   | Write positive 'solutions' in full sentences (2 marks each). <i>Example: Advise Thabo on the aspects to consider when designing a multimedia presentation.</i>  |
| <b>Evaluate</b> | Give ADVANTAGES and DISADVANTAGES in full sentences (2 marks each)<br><i>Example: Evaluate the impact of BBBEE on businesses.</i>   |
| <b>Identify</b> | Give the word/s or term (2 marks each). You have to apply your knowledge of the term on the given scenario/statement to make the identification.<br><i>Example: Identify the leadership style applied by NMT Ltd in the scenario.</i> |
| <b>Motivate</b> | Supply reasons for your opinion. <i>Example: Motivate why a state owned company (SOC) is important.</i>   |

#### 4. TIPS FOR ANSWERING SECTION A TYPE QUESTIONS

- 30 minutes to complete this question
- Time yourself

#### MULTIPLE CHOICE QUESTIONS:

- Read the statement carefully and then read the options given in A, B, C, or D.
- Eliminate the most incorrect answer first
- Then look for the most correct answer
- Write your answer clearly next to the number on your answer script
- If you use the prepared sheet in the answer book, make only one cross per number.

#### COMPLETING THE STATEMENT BY CHOOSING THE CORRECT WORD FROM LIST GIVEN:

You are required to select the correct term from the list given

- Read through the five statements given.
- Match the most appropriated term to each statement.
- Write the correct term next to the correct number.
- Practice question' from available past papers

#### CHOOSE A DESCRIPTION FROM COLUMN B THAT MATCHES A TERM IN COLUMN A.

- Read through the concepts in Column A
- Read through the descriptions in Column B.
- Match the most appropriated term to each description
- Write the correct term next to the correct number.
- Practice question' from available past papers

#### 5. TIPS FOR ANSWERING SECTION B TYPE QUESTIONS

- Read through all the questions carefully
- Select three questions that you have studied
- Clearly mark the question at the top of the page

- Work through the questions systematically - do not leave out any answer
- If you do not know an answer, leave sufficient space and move on to the next question.
- Keep your numbering correct
- Remember to go back to the question where you omitted the answer



## 6. TIPS FOR ANSWERING SECTION C TYPE QUESTIONS

- Read through all the essay questions carefully
- Choose the two questions that you can answer best
- Write the question number on the top of the page
- The essay must have an introduction, body and conclusion
- Begin each essay by writing the word Introduction
- Follow this heading with two sentences relevant to the selected question

### STRUCTURE OF THE ESSAY

- The body of the essay must be divided into paragraphs
- The heading for each paragraph is taken from the question.
- Ensure that all the bullets of the question forms part of the body of your essay
- Conclude your essay by writing the word conclusion, and a sentence, related to the topic, to conclude your essay.

#### Example:

Essay Question  
always starts with  
scenario

Melotronics Ltd is a large business that sells a variety of electronics to other businesses as well as to the public. They try to satisfy the needs of their customers by implementing all aspects of **TQM**.

#### Write an essay to:

- Explain the **benefits** Melotronics Ltd would enjoy through the implementation of a **good quality management system**.
- Discuss the **impact** of the following elements of **Total quality management** on Melotronics Ltd as a large business:
  - Total client satisfaction

Answer the  
questions  
below the

- Continuous skills development and training
- Continuous improvement to processes and systems
- Advise the business on the impact of **TQM if poorly implemented**

Use information in  
bullets as headings and  
sub-headings in essay

QUESTION 10

**TWO** facts in  
bullet form

Essay writing techniques:  
Section C Type Questions



[http://wcedportal.co.za/  
eresource/67106](http://wcedportal.co.za/eresource/67106)

|  |
|--|
| <b>INTRODUCTION</b>  |
| <ul style="list-style-type: none"> <li>• Define TQM or any other concept related to Quality ✓</li> <li>• Refer to the Importance of TQM to the business ✓</li> </ul> |
| <b>BODY</b>  |
| <b>1. Benefits of good quality management system</b>   |
| •  |
| •  |
| •  |
| •  |
| <b>2. Impact of TQM Elements</b>   |
| <b>Total client satisfaction</b>   |
| <b>Advantages:</b>   |
| •  |
| •  |
| <b>Disadvantages</b>   |
| •  |
| •  |
| <b>Example:</b>  |
| <b>Continuous skills development training</b>  |
| <b>Advantages:</b>   |
| •  |
| •  |
| <b>Disadvantages:</b>  |
| •  |
| •  |
| <b>Continuous Improvement to processes and systems on large business</b>   |
| <b>Advantages:</b>   |
| •  |
| •  |
| <b>Disadvantages:</b>  |
| •  |
| •  |
| <b>2. TQM if poorly implemented</b>  |
| •  |
| •  |
| •  |
| •  |
| <b>Example:</b>  |
| <b>CONCLUSION</b>  |
| <ul style="list-style-type: none"> <li>• It is important that large businesses have proper systems for managing quality, for example, quality circles. ✓✓</li> </ul> |

Write the word "Conclusion"

ONE fact in bullet form