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**GRADE 12**

**SEPTEMBER 2022**

**BUSINESS STUDIES P2  
MARKING GUIDELINE**

**MARKS: 150**

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This marking guideline consists of 32 pages.

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## NOTES TO MARKERS

### 1. PREAMBLE

The notes to markers are provided for quality assurance purposes to ensure the following:

- (a) Fairness, consistency and reliability in the standard of marking
- (b) Facilitate the moderation of candidates' scripts at the different levels
- (c) Streamline the marking process considering the broad spectrum of markers across the country
- (d) Implement appropriate measures in the teaching, learning and assessment of the subject at schools/institutions of learning

2. Candidates' responses must be in full sentences for SECTIONS B and C. However, this would depend on the nature of the question.
3. A comprehensive marking guideline has been provided but this is by no means exhaustive. Due consideration should be given to an answer that is correct but:
  - Uses a different expression from that which appears in the marking guideline
  - Comes from another credible source
  - Original
  - A different approach is used

**NOTE: There is only ONE correct answer in SECTION A.**

4. Take note of other relevant answers provided by candidates and allocate marks accordingly. (In cases where the answer is unclear or indicates some understanding, part-marks should be awarded, for example, one mark instead of the maximum of two marks.)
5. The word 'Sub-max' is used to facilitate the allocation of marks within a question or sub-question.
6. The purpose of circling marks (guided by 'max' in the breakdown of marks) on the right-hand side is to ensure consistency and accuracy in the marking of scripts as well as for calculation and moderation purposes.
7. Subtotals to questions must be written in the right-hand margin. Circle the subtotals as indicated by the allocation of marks. This must be guided by 'max' in the marking guidelines. Only the total for each question should appear in the left-hand margin next to the appropriate question number.
8. In an indirect question, the theory as well as the response must be relevant and related to the question.
9. Correct numbering of answers to questions or sub questions is recommended in SECTIONS A and B. However, if the numbering is incorrect, follow the sequence of the candidate's responses. Candidates will be penalised if the latter is not clear.

10. No additional credit must be given for repetition of facts. Indicate with an 'R'.
11. The differentiation between 'evaluate' and 'critically evaluate' can be explained as follows:

11.1 When 'evaluate' is used, candidates are expected to respond in either a positive/negative manner or take a neutral (positive and negative) stance, e.g. **Positive:** *'COIDA eliminates time and costs spent ✓ on lengthy civil court proceedings.'* ✓

11.2 When 'critically evaluate' is used, candidates are expected to respond in either a positive/negative manner or take a neutral (positive and negative) stance. In this instance candidates are also expected to support their responses with more depth, e.g. *'COIDA eliminates time and costs spent ✓ on lengthy civil court proceedings, ✓ because the employer will not be liable for compensation to the employee for injuries sustained during working hours as long as it can be proved that the business was not negligent.'* ✓

- NOTE:**
1. The above could apply to 'analyse' as well.
  2. Note the placing of the tick (✓) in the allocation of marks.

12. The allocation of marks must be informed by the nature of the question, cognitive verb used, mark allocation in the marking guideline and the context of each question.

Cognitive verbs, such as:

12.1 Advise, name, state, outline, motivate, recommend, suggest, (*list not exhaustive*) do not usually require much depth in candidates' responses. Therefore, the mark allocation for each statement/answer appears at the end.

12.2 Define, describe, explain, discuss, elaborate, distinguish, differentiate, compare, tabulate, analyse, evaluate, critically evaluate (*list not exhaustive*) require a greater depth of understanding, application and reasoning. Therefore, the marks must be allocated more objectively to ensure that assessing is conducted according to established norms so that uniformity, consistency and fairness are achieved.

13. Mark only the FIRST answer where candidates offer more than one answer for SECTION B and C questions that require one answer.

## 14. SECTION B

14.1 If for example, FIVE facts are required, mark the candidate's FIRST FIVE responses and ignore the rest of the responses. Indicate by drawing a line across the unmarked portion.

**NOTE:** 1. This applies only to questions where the number of facts is specified.  
2. The above also applies to responses in SECTION C (where applicable)

14.2 If two facts are written in one sentence, award the candidate FULL credit. Point 14.1 above still applies.

14.3 If candidates are required to provide their own examples/views, brainstorm this to finalise alternative answers.

### 14.4 Use of the cognitive verbs and allocation of marks:

14.4.1 If the number of facts are specified, questions that require candidates to 'describe/discuss/explain' may be marked as follows:

- Fact 2 marks (or as indicated in the marking guideline)
- Explanation 1 mark (two marks will be allocated in SECTION C)

The 'fact' and 'explanation' are given separately in the marking guideline to facilitate mark allocation.

14.4.2 If the number of facts required is not specified, the allocation of marks must be informed by the nature of the question and the maximum mark allocated in the marking guideline.

14.5 **ONE mark may be awarded for answers that are easy to recall, requires one-word answers or is quoted directly from a scenario/case study. This applies to SECTIONS B and C in particular (where applicable).**

## 15. SECTION C

15.1 The breakdown of the mark allocation for the essays is as follows:

Introduction	<b>Maximum: 32</b>
Content	
Conclusion	
Insight	<b>8</b>
<b>TOTAL</b>	<b>40</b>

15.2 Insight consists of the following components:

Layout/Structure	Is there an introduction, paragraphs and a conclusion?	<b>2</b>
Analysis and interpretation	Is the candidate able to break down the question into headings/subheadings/interpret it correctly to show understanding of what is being asked?  Marks to be allocated using this guide: All headings addressed: 1 (One 'A') Interpretation (16 to 32 marks): 1 (One 'A')	<b>2</b>
Synthesis	Are there relevant decisions/facts/responses made based on the questions? Marks to be allocated using this guide:  Option 1: <b>Only relevant facts: 2 marks (No '-S')</b> Where a candidate answers 50% or more (two to four sub-questions) of the question with only relevant facts; no '-S' appears in the left margin. Award the maximum of TWO (2) marks for synthesis.  Option 2: <b>Some relevant facts: 1 mark (One '-S')</b> Where a candidate answers less than 50% (only one sub-question) of the question with only/some relevant facts; one '-S' appears in the left margin. Award a maximum of ONE (1) mark for synthesis.  Option 3: <b>Some relevant facts: 1 mark (One '-S')</b> Where a candidate writes FOUR questions, but one/two/three sub-question of the question with no relevant facts; one '-S' appears in the left margin. Award a maximum of ONE (1) mark for synthesis.  Option 4: <b>No relevant facts: 0 marks (Two '-S')</b> Where a candidate answers less than 50% (only one sub-question) of the question with no relevant facts; two '-S' appear in the left margin. Award a ZERO mark for synthesis.	<b>2</b>
Originality	Is there evidence of two examples, not older than two (2) years that are based on recent information, current trends and developments?	<b>2</b>
<b>TOTAL FOR INSIGHT:</b>		<b>8</b>
<b>TOTAL MARKS FOR FACTS:</b>		<b>32</b>
<b>TOTAL MARKS FOR ESSAY (8 + 32):</b>		<b>40</b>

- NOTE:**
- 1. No marks will be awarded for contents repeated from the introduction and conclusion.**
  - 2. The candidate forfeits marks for layout if the words INTRODUCTION and CONCLUSION are not stated.**
  - 3. No marks will be awarded for layout, if the headings INTRODUCTION and CONCLUSION are not supported by an explanation.**

- 15.3 Indicate insight in the left-hand margin with a symbol e.g. ('L, A, -S and/or O').
- 15.4 The breakdown of marks is indicated at the end of the suggested answer/marking guideline to each question.
- 15.5 Mark all relevant facts until the SUB MAX/MAX mark in a subsection has been attained. Write SUB MAX/MAX after maximum marks have been obtained but continue reading for originality "O".
- 15.6 At the end of each essay indicate the allocation of marks for facts and marks for insight as follows: (L – Layout, A – Analysis, S – Synthesis, O – Originality) as in the table below.

<b>CONTENT</b>	<b>MARKS</b>
Facts	<b>32 (max.)</b>
L	<b>2</b>
A	<b>2</b>
S	<b>2</b>
O	<b>2</b>
<b>TOTAL</b>	<b>40</b>

- 15.7 When awarding marks for facts, take note of the sub-maxima indicated, especially if candidates do not make use of the same subheadings. Remember, headings and subheadings are encouraged and contribute to insight (structuring/logical flow/sequencing) and indicate clarity of thought. (See MARK BREAKDOWN at the end of each question.)
- 15.8 If the candidate identifies/interprets the question INCORRECTLY, then he/she may still obtain marks for layout.
- 15.9 If a different approach is used by candidates, ensure that the answers are assessed according to the mark allocation/subheadings as indicated in the marking guideline.
- 15.10 15.10.1 Award TWO marks for complete sentences. Award ONE mark for phrases, incomplete sentences and vague answers.
- 15.10.2 With effect from November 2015, the TWO marks will not necessarily appear at the end of each completed sentence. The ticks (√) will be separated and indicated next to each fact, e.g. 'Product development is a growth strategy, √ where businesses aim to introduce new products into existing markets.' √
- This will be informed by the nature and context of the question, as well as the cognitive verb used.
- 15.11 With effect from November 2017, the maximum of TWO (2) marks for facts shown as headings in the marking guidelines, will not necessarily apply to each question. This would also depend on the nature of the question.

**SECTION A**

**QUESTION 1**

1.1 1.1.1 B ✓✓  
 1.1.2 D ✓✓  
 1.1.3 A ✓✓  
 1.1.4 C ✓✓  
 1.1.5 B ✓✓ (5 x 2) (10)

1.2 1.2.1 reinstatement ✓✓  
 1.2.2 charismatic ✓✓  
 1.2.3 ethics ✓✓  
 1.2.4 disability ✓✓  
 1.2.5 indecisive ✓✓ (5 x 2) (10)

1.3 1.3.1 G ✓✓  
 1.3.2 J ✓✓  
 1.3.3 H ✓✓  
 1.3.4 C ✓✓  
 1.3.5 I ✓✓ (5 x 2) (10)

**TOTAL SECTION A: 30**

**BREAKDOWN OF MARKS**

<b>QUESTION 1</b>	<b>MARKS</b>
<b>1.1</b>	<b>10</b>
<b>1.2</b>	<b>10</b>
<b>1.3</b>	<b>10</b>
<b>TOTAL</b>	<b>30</b>



**SECTION B**

Mark the **FIRST TWO** answers only.

**QUESTION 2: BUSINESS VENTURES****2.1 Factors that should be considered when making investment decisions**

- Return on investment ✓
- Risk ✓
- Investment term/period ✓
- Inflation rate ✓
- Taxation ✓
- Liquidity ✓

**NOTE:** Mark the first **THREE (3)** only.

(3 x 1) (3)

**2.2 Functions of the Johannesburg Security Exchange/JSE**

- Gives opportunities to financial institutions such as insurance companies to invest their surplus funds in shares. ✓✓
- Serves as a barometer/indicator of economic conditions in South Africa. ✓✓
- Keeps investors informed by publishing share prices daily. ✓✓
- Acts as a link between investors and public companies. ✓✓
- Shares are valued and assessed by experts. ✓✓
- Small investors are invited to take part in the economy of the country through the buying/selling of shares. ✓✓
- Venture capital market is made possible on the open market. ✓✓
- Strict investment rules ensure a disciplined/orderly market for securities. ✓✓
- Raises primary capital by encouraging new investments in listed companies. ✓✓
- Mobilises the funds of insurance companies and other institutions. ✓✓
- Regulates the market for trading in shares. ✓✓
- Plans, researches and advises on investment possibilities. ✓✓
- Ensures that the market operates in a transparent manner. ✓✓
- Provides protection for investors through strict rules/legislation. ✓✓
- Encourages short-term investment as shares can be sold at any time. ✓✓
- Facilitates electronic trading of shares/STRATE. ✓✓/Channels financial resources and facilitates trading. ✓✓
- Enhance job creation and increases economic growth/development. ✓✓
- Any other relevant answer related to the functions of the Johannesburg Securities Exchange/JSE.

**Max.** (6)

### 2.3 Leadership styles from the scenario

	LEADERSHIP STYLES	MOTIVATIONS
1. Zwide	Transactional ✓✓	Zwide's employees work hard as they receive rewards for good performance. ✓
2. Jane	Laissez-faire/Free-reign ✓✓	Jane made the decision to delegate tasks to experienced employees who can accept responsibility for their actions. ✓
	Sub-max. (4)	Sub-max. (2)

- NOTE:**
1. Mark the first TWO (2) only
  2. The answer does not have to be in tabular format.
  3. Award marks for the leadership styles even if the quotes were incomplete.
  4. Do not award marks for motivations if the leadership styles were incorrectly identified.
  5. Accept responses in any order.

**Max. (6)**

### 2.4 Advantages of a state-owned company

- Profits may be used ✓ to finance other state departments. ✓
- Offer essential services which may not be offered ✓ by the private sector. ✓
- Prices are kept reasonable/Create sound competition ✓ to make services affordable to more citizens. ✓
- Wasteful duplication of services ✓ is eliminated. ✓
- Planning can be co-ordinated ✓ through central control. ✓
- Generates income ✓ to finance social programmes. ✓
- Jobs are created ✓ for all skills levels. ✓
- Any other relevant answer related to the advantages of a state-owned company.

**Max. (6)**

## 2.5 Distinction between ordinary and preference shares

ORDINARY SHARES	PREFERENCE SHARES
- Ordinary shares only receive dividends ✓ when profit is made. ✓	- Some of these types of shares receive dividends ✓ regardless of profit made. ✓
- Normally the higher the profit, ✓ the higher the dividend. ✓	- A fixed rate of return is paid ✓ on this type of shares. ✓
- Shareholders are the last to be paid, ✓ if the company is declared bankrupt/liquidated. ✓	- Shareholders have a preferred claim on company assets ✓ in the event of bankruptcy/liquidation. ✓
- Ordinary shares are standard shares ✓ with no special rights or restriction. ✓	- These shares enjoy preferential rights ✓ to dividends/repayment over ordinary shares. ✓
- Dividends vary from year to year according to profits made ✓ as determined by the company. ✓	- Dividends are payable ✓ according to the type of preference share. ✓ - Non-cumulative preference shareholders ✓ will not receive any outstanding dividends from previous years. ✓ <b>OR</b> - Cumulative shareholders ✓ will receive outstanding dividends from previous years. ✓
- Shareholders have a right to vote ✓ at the Annual General Meeting. ✓	- Voting rights are restricted ✓ to particular circumstances/resolutions. ✓
- Any other relevant answer related to ordinary shares.	- Any other relevant answer related to preference shares.
Sub-max. (2)	Sub-max. (2)

- NOTE:** 1. The answer does not have to be in tabular format.  
2. The distinction does not have to link but must be clear.  
3. Award a maximum of TWO (2) marks if the distinction is not clear/Mark either ordinary or preference shares only.

**Max. (4)**

## 2.6 Principles of insurance

## 2.6.1 Principle of insurance from the scenario

Indemnification/Indemnity ✓✓

(2)

**Motivation**

NE was compensated by Kevan Insurers because their loss was specified in the insurance contract. ✓

(1)

- NOTE:** Do not award marks for the motivation if the principle of insurance was incorrectly identified.

**Max. (3)**

2.6.2 Other principles of insurance

Security √√

- Applies to long-term insurance where the insurer undertakes to pay out an agreed upon amount in the event of loss of life. √
- A predetermined amount will be paid out when the insured reaches a pre-determined age/or gets injured due to a predetermined event. √
- Aims to provide financial security to the insured at retirement/dependents of the deceased. √
- Any other relevant answer related to security as a principle of insurance.

Principle (2)  
 Explanation (1)  
 Sub-max. (3)

Utmost good faith √√

- Insured has to be honest in supplying details when entering into an insurance contract. √
- Both parties/insurer and insured must disclose all relevant facts. √
- Insured must disclose everything that may affect the extent of the risk. √
- Details/Information supplied when claiming should be accurate/true. √
- Any other relevant answer related to utmost good faith as a principle of insurance.

Principle (2)  
 Explanation (1)  
 Sub max (3)

Insurable interest √√

- Insured must prove that he/she will suffer a financial loss if the insured is object is damaged/lost/ceases to exist. √
- An insurable interest must be expressed in financial terms. √
- Insured must have a legal relationship with the insured object in the contract. √
- Any other relevant answer related to insurable interest as a principle of insurance.

Principle (2)  
 Explanation (1)  
 Sub-max. (3)

NOTE: Mark the first TWO (2) only.

Max. (6)

**2.7 Situations in which an autocratic leadership style can be applied in the workplace**

- This leadership style can be applied when:
  - there is a crisis in the workplace, e.g. in the case of unforeseen challenges/accidents. √√
  - there are emergencies, where there is a shortage of time. √√
  - employees are motivated and the leader has already earned the trust of the followers. √√
  - dealing with employees who are not cooperative. √√
  - employees are new/not fully trained. √√
  - the leader has all the information available to solve the problem. √√
- Any other relevant answer related to the situations in which autocratic leadership style can be applied in the workplace.

**Max. (6)**  
**[40]**

**BREAKDOWN OF MARKS**

QUESTION 2	MARKS
<b>2.1</b>	<b>3</b>
<b>2.2</b>	<b>6</b>
<b>2.3</b>	<b>6</b>
<b>2.4</b>	<b>6</b>
<b>2.5</b>	<b>4</b>
<b>2.6.1</b>	<b>3</b>
<b>2.6.2</b>	<b>6</b>
<b>2.7</b>	<b>6</b>
<b>TOTAL</b>	<b>40</b>

**QUESTION 3: BUSINESS ROLES**

**3.1 Problem-solving steps**

- Identify the problem. ✓
- Define the problem. ✓
- Identify possible solutions to the problem. ✓
- Select the most appropriate alternative. ✓
- Develop an action plan. ✓
- Implement the suggested solution/action plan. ✓
- Monitor the implementation of the solution/action plan. ✓
- Evaluate the implemented solution. ✓
- Any other relevant answer related to the steps in problem-solving.

**NOTE:** 1. Mark the first TWO (2) only.  
 2. Steps may be in any order.

(2 x 1) (2)

**3.2 Purpose of corporate social responsibility/CSR**

- CSR aims at creating a safe working environment for employees. ✓✓
- CSR programmes are internal programmes that businesses use to comply with laws and ethics. ✓✓
- Businesses seek to promote public interest and do away with harmful practices without the need for any formal legislation. ✓✓
- Business operations address triple bottom line through CSR programmes by considering its impact on people, profit and the planet. ✓✓
- Key areas of concern are protecting the environment, the wellbeing of employees from the community and civil society in general. ✓✓
- CSR programmes and activities the business undertakes to contribute positively to the community in which the business operates. ✓✓
- CSR may take the form of a monetary donation to support local organisations. ✓✓
- Any other relevant answer related to the purpose of CSR.

**Max.** (4)

**3.2 Team performance assessment and conflict management**

**3.2.1 Stages of development from the scenario**

<b>STAGES OF TEAM OF DEVELOPMENT</b>	<b>MOTIVATIONS</b>
1. Storming ✓✓	Themba, confronted other team members' ideas as he wanted to be a team leader. ✓
2. Norming ✓✓	All team members came to an agreement and reached consensus. ✓
Sub-max. (4)	Sub-max. (2)

- NOTE:**
1. Mark the first TWO (2) only.
  2. The answer does not have to be in tabular format.
  3. Award marks for stages of team development even if the motivations were incomplete.
  4. Do not award marks for motivations if the stages of team developments were incorrectly identified.
  5. Accept responses in any order.

**Max. (6)**

### 3.3.2 Correct procedure to deal with grievances in the workplace

- An aggrieved employee must verbally report the incident/grievance to his/her supervisor/manager. √√
- Supervisor/manager needs to resolve the issue within 3 to 5 working days. √√
- Should the employee and supervisor not be able to resolve the grievance, the employee may take it to the next level of management. √√
- The employee may move to a more formal process where the grievance must be lodged in writing/completes a business grievance form. √√
- He/she must receive a written reply in response to the written grievance. √√
- A grievance hearing/meeting must be held with all relevant parties present. √√
- Minutes of the meeting must be recorded and any resolution passed must be recorded on the formal grievance form. √√
- Should the employee not be satisfied, then he/she could refer the matter to the highest level of management. √√
- The Top Management must organise a meeting with all relevant parties. √√
- Minutes of this meeting should be filed/recorded and the outcome/decision must be recorded on the formal grievance form. √√
- Should the employee still not be satisfied, he/she may refer the matter to the CCMA who will make a final decision on the matter. √√
- The matter can be referred to the Labour Court on appeal if the employee is still not satisfied with the decision taken by the CCMA. √√
- Any other relevant answer related to the correct procedure to deal with grievances in the workplace.

**NOTE: The procedure may be in any order.**

**Max. (6)**

## 3.4 Application of problem-solving techniques to solve business problems

### 3.4.1 Brainstorming

- State/Define the business problem clearly, √ so that all participants/stakeholders understand the problem. √
- Members state possible causes √ of the business problems. √
- Set a time limit √ for each brainstorming session. √
- Record/Write ideas down, where all participants can see it. √/Ideas may also be shared online during an E-brainstorming session. √
- Use each suggestion, √ to inspire new thoughts/ideas. √

- Do not judge/criticise/discuss the ideas, ✓ so that many ideas could be generated as quickly as possible. ✓
- All members of the group randomly ✓ make suggestions. ✓
- The group rates ideas according to its usefulness ✓/success/difficulty/ cost to implement. ✓
- The group evaluates all ideas, ✓ and combines similar ones/draw up a refined list. ✓
- Discuss a plan of action ✓ on how to implement the best ideas. ✓
- Any other relevant answer related to the application of brainstorming as a problem-solving technique.

**Max. (4)**

### 3.4.2 Nominal group technique

- Encourage the group to clearly define the problem ✓ or to improve the quality of their products due to various complaints so that all the small groups can work on the same problem. ✓
- The business must divide the employees ✓ into smaller groups. ✓
- Request each employee to silently brainstorm ✓/generate many ideas on his/her own, on how the quality of the product can be improved and to write it down. ✓
- Each employee in the small group has the opportunity to give one of his/her ideas ✓/solution with a short explanation. ✓
- Appoint one employee to write the ideas/solutions on a large sheet of paper ✓/capture solutions electronically on computer for all to see. ✓
- Allow each employee to give a second solution ✓ until all possible solutions have been recorded. ✓
- Encourage employees to ask ✓ clarity seeking questions. ✓
- Discourage criticism of ideas ✓ or solutions as this may prevent others from giving their solutions. ✓
- The business must eliminate ideas that are duplicated ✓ or similar. ✓
- Each employee must read through all the suggestions ✓ and anonymously rate them giving the highest points for the best solution. ✓
- Collect the ratings ✓ and calculate total points. ✓
- Small groups must present one solution to the large group ✓ that was deemed best according to the scores or votes in their small groups. ✓
- Any other relevant answer related to the application of nominal-group technique as a problem-solving technique.

**Max. (4)**

## 3.5 King Code principles

### 3.5.1 King Code principle from the scenario

(2)

Transparency ✓✓

#### Motivation

The management of LEL conducts regular audits to determine the effectiveness of the business. ✓

(1)

**NOTE: Do not award marks for the motivation if the King Code principle was incorrectly identified.**

**Max. (3)**



### 3.5.2 Application of other King Code principles for good corporate governance

#### Accountability ✓✓

- There must be regular communication between management and stakeholders. ✓
- Businesses should appoint internal and external auditors to audit financial statements. ✓
- Board should ensure that the company's ethics are effectively implemented. ✓
- Businesses should be accountable/responsible for their decisions/actions. ✓
- Businesses should present accurate annual reports to shareholders at the Annual General Meeting (AGM). ✓
- Top management should ensure that other levels of management are clear about their roles and responsibilities to improve accountability. ✓
- Any other relevant answer related to how businesses can apply the King Code principle of accountability for good corporate governance.

Principle (2)  
Explanation (1)  
Sub-max. (3)

#### Responsibility ✓✓

- The business/ board should develop and implement programmes that should be aimed at protecting the communities in which they operate. ✓
- The business/ board should develop remedial programmes to protect the environment for example, reduce air and water pollution. ✓
- Any other relevant answer related to how businesses can apply the King Code principle of responsibility for good corporate governance.

Principle (2)  
Explanation (1)  
Sub-max. (3)  
**Max. (3)**

**NOTE: Mark the FIRST answer only.**

### 3.6 Challenges posed by abuse of work time

- It may result in many employees ✓ often abusing work time. ✓
- Abuse of work time could result in losing customers ✓ or not meeting the deadlines/conflict amongst workers. ✓
- Wasting time costs the business money ✓ and affects productivity. ✓
- Abuse of work time results in a decline in profits ✓ which could damage the financial wealth of the business. ✓
- Effective customer services may not be rendered ✓ resulting in the negative image of the business. ✓
- Any other relevant answer related to how abuse of work time poses challenges to businesses.

**Max. (4)**

### 3.7 Ways in which professional, responsible, ethical business practices should be conducted

- Mission statement should include the values of equality/respect. √√
- Businesses should develop equity programmes/promote strategies to ensure that all employees are treated equally regardless of status/rank/power. √√
- Treat workers with respect/dignity by recognising work well done/the value of human capital. √√
- Plan properly and put preventative measures in place. √√
- Pay fair wages/salaries which are in line with the minimum requirements of the BCEA/Remunerate employees for working overtime/during public holidays. √√
- Engage in environmental awareness programmes/Refrain from polluting the environment, e.g. by legally disposing of toxic waste. √√
- Refrain from starting a venture using other businesses' ideas that are protected by law. √√
- Business decisions and actions must be clear/transparent to all stakeholders. √√
- Businesses should be accountable /responsible for their decisions and actions/ patent rights. √√
- Hire honest/trustworthy accountants/financial officers with good credentials. √√
- Regular/Timeous payment of taxes. √√
- All workers should have access to equal opportunities/positions/resources. √√
- Ensure that employees work in a work environment that is conducive to safety/fairness/free from embarrassment. √√
- Employers and employees need to comply with legislation with regard to equal opportunities/human right in the workplace. √√
- Training/Information/Business policies should include issues such as diversity/discrimination/harassment. √√
- Employers should respond swiftly and fairly to reported incidents of discrimination in the workplace. √√
- Orders/Tasks should be given respectfully and allow the recipient/employee to have a say in the way the task should be performed. √√
- Draw up a code of ethics/conduct. √√
- On-going development and training for all employees. √√
- Performance management systems/Appraisals should be in place. √√
- Adequate internal controls/monitoring/evaluation. √√
- Any other relevant answer related to ways in which professional, responsible, ethical and effective business practice should be conducted.

**Max. (4)**  
**[40]**

BREAKDOWN OF MARKS	
QUESTION 3	MARKS
3.1	2
3.2	4
3.3.1	6
3.3.2	6
3.4.1	4
3.4.2	4
3.5.1	3
3.5.2	3
3.6	4
3.7	4
<b>TOTAL</b>	<b>40</b>

#### QUESTION 4: MISCELLANEOUS TOPICS

##### BUSINESS VENTURES

#### 4.1 Types of benefits paid out by the Unemployment Insurance Fund

- Unemployment benefits ✓
- Illnesses/Sickness/Disability benefits ✓
- Maternity benefits ✓
- Paternity benefits ✓
- Adoption benefits ✓
- Dependants' benefits ✓
- Parental benefits ✓
- Covid-19 temporary employer-employee-relief-scheme/TERS ✓
- Any other relevant answer related to types of benefits paid out by the UIF.

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

(2 x 1) (2)

#### 4.2 Calculation of compound interest

##### OPTION 1

Year 1: R50 000 x 12% = R6 000 ✓

Year 2: R56 000 x 12% = R6 720 ✓

Year 3: R62 720 x 12% = R7 526,40 ✓

**Total interest:** = R20 246,40 ✓

**OR**

##### OPTION 2

FORMULA:  $P \times (1 + r)^n$  ✓

$R50\ 000 \times (1 + 0,12)^3$  ✓

$R50\ 000 \times (1,12)^3 = R70\ 246,40$  ✓

Total interest =  $R70\ 246,40 - R50\ 000$  ✓  
= R20 246,40 ✓

- NOTE:**
1. Award full marks (4) if the answer is correct and no workings are shown.
  2. If workings were shown correctly, but the final answer is wrong, award a maximum of TWO marks.
  3. If the answer is incorrect, award a maximum of ONE mark for the understanding of concept and method.

**Max. (4)**

**4.3 Situational leadership theory**

- Different leadership characteristics ✓ are needed for different situations. ✓
- The task/situation dictates the leadership style that should be applied, ✓ so leaders are adaptable/flexible/self-assured. ✓
- Effective application of this theory may enable leaders ✓ to accomplish their goals. ✓
- Relationships between leaders and employees ✓ are based on mutual trust/ respect/loyalty/integrity/honesty. ✓
- Leaders have the ability to analyse the situation/get the most suitable people in the right positions ✓ to complete tasks successfully. ✓
- Leaders analyse group members/objectives/time constraints, ✓ to adopt a suitable/relevant leadership style. ✓
- May lead to conflict ✓ when leaders use different leadership styles/when managing employees in different situations. ✓
- The success of this theory depends on the kind of relationship that exists ✓ between the leader and followers/subordinates/ employees. ✓
- Any other relevant answer related to the situational leadership theory.

**Max. (6)**

**4.4 Criteria contributing to the success and/or failure of a PLC**

4.4.1

<b>SUCCESS FACTORS AND/OR FAILURE FACTORS</b>		
<b>Legislation</b>	<ul style="list-style-type: none"> <li>• Procedures to form a personal liability company ✓ have been simplified by the new Companies Act 71 of 2008. ✓</li> </ul>	<ul style="list-style-type: none"> <li>• Formation procedures are time consuming ✓ as many legal documents need to be prepared/submitted. ✓</li> </ul>
	<ul style="list-style-type: none"> <li>• Auditing of financial statements (if required), gives shareholders the assurance ✓ that the business is being properly managed and supports raising additional funds. ✓</li> </ul>	<ul style="list-style-type: none"> <li>• Annual audit of financial statements ✓ (if required) is costly. ✓</li> </ul>
	<ul style="list-style-type: none"> <li>• There is no longer a limit ✓ on the number of shareholders in the personal liability company. ✓</li> </ul>	<ul style="list-style-type: none"> <li>• High formation/ establishment costs ✓ require a large start-up capital. ✓</li> </ul>
	<ul style="list-style-type: none"> <li>• A personal liability company can benefit from government programmes ✓ if they comply with the relevant legislation. ✓</li> </ul>	<ul style="list-style-type: none"> <li>• If a personal liability company does not comply with legislation ✓ its licence maybe withdrawn by the Companies and Intellectual Property Commission (CIPC). ✓</li> </ul>

<ul style="list-style-type: none"> <li>• A company which comply with legislation ✓ build a positive image, may attract investors. ✓</li> </ul>	<ul style="list-style-type: none"> <li>• Lengthy registration requirements may delay the actual operation of the business ✓ and shareholders can loose on profitable opportunities. ✓</li> </ul>
<ul style="list-style-type: none"> <li>• Has continuity of existence ✓ due to the legal personality of the company. ✓</li> </ul>	<ul style="list-style-type: none"> <li>• It is expensive to register a personal liability company ✓ which increases business expenses resulting in less profit. ✓</li> </ul>
<ul style="list-style-type: none"> <li>• The company and shareholders are separate entities, ✓ which may encourage more people to join the company. ✓</li> </ul>	<ul style="list-style-type: none"> <li>• The drafting of directors' performance contracts ✓ may be time consuming, expensive and increase costs. ✓</li> </ul>
<ul style="list-style-type: none"> <li>• Directors are forced to act responsibly ✓ and work harder to protect their personal assets. ✓</li> </ul>	<ul style="list-style-type: none"> <li>• Auditing is required only if the personal liability company meets the requisite tests for solvency and liquidity, ✓ which leads to extra auditing costs. ✓</li> </ul>
<ul style="list-style-type: none"> <li>• Directors sign performance contracts which will motivate them ✓ to act professionally and ethically. ✓</li> </ul>	
<ul style="list-style-type: none"> <li>• The rights and duties of shareholders are stipulated in the Companies Act, ✓ which minimises unethical and corrupt behaviour. ✓</li> </ul>	
<ul style="list-style-type: none"> <li>• May obtain government tenders ✓ as the PLC is properly registered in compliance with the Companies Act. ✓</li> </ul>	
<ul style="list-style-type: none"> <li>• Any other relevant answer related to how legislation could contribute to the success of a personal liability company.</li> </ul>	<ul style="list-style-type: none"> <li>• Any other relevant answer related to how legislation could contribute to the failure of a personal liability company.</li> </ul>

**Max.** (4)

4.4.2

<b>SUCCESS FACTORS AND/ OR FAILURE FACTORS</b>		
<b>Management</b>	<ul style="list-style-type: none"> <li>• Shareholders can vote for/appoint the most capable directors to manage their company.</li> </ul>	<ul style="list-style-type: none"> <li>• Some shareholders may not exercise their voting rights resulting in choosing the wrong person as a director.</li> </ul>
	<ul style="list-style-type: none"> <li>• Personal liability company is managed by a competent board of directors who may be experts in their fields.</li> </ul>	<ul style="list-style-type: none"> <li>• Directors may sometime act in their own interest, not in the company's best interest/ which can hamper growth and profit maximisation.</li> </ul>
	<ul style="list-style-type: none"> <li>• Quick decisions can be made even if there is only one director.</li> </ul>	<ul style="list-style-type: none"> <li>• Large management structure can result in decision-making taking time.</li> </ul>
	<ul style="list-style-type: none"> <li>• The management of the company can improve since directors are accountable to shareholders.</li> </ul>	<ul style="list-style-type: none"> <li>• The management of the company can improve since directors are accountable to shareholders.</li> </ul>
		<ul style="list-style-type: none"> <li>• Directors' fees increase the company's expenses which reduces the cash flow/net profit.</li> </ul>
	<ul style="list-style-type: none"> <li>• Any other relevant answer related to how management could contribute to the success of a personal liability company.</li> </ul>	<ul style="list-style-type: none"> <li>• Any other relevant answer related to how management could contribute to the failure of a personal liability company.</li> </ul>

**Max.** (4)

- NOTE:**
1. The answer does not have to be in tabular format.
  2. Mark either success AND/OR failure of EACH factor.

## BUSINESS ROLES

### 4.5 Examples of unfair advertising

- Giving goods deceptive names/False labelling. ✓
- Selling second hand goods as new goods. ✓
- Exaggerating the merits of the product/False promises. ✓
- Using fine print to conceal important information. ✓
- Criticising competitor's goods. ✓
- Exploitations of children's lack of understanding. ✓
- Misuse of people with disabilities in advertisements. ✓
- Advertising that encourages violence. ✓
- Advertising goods at a very low price to attract customers, but when the customer reaches the store the item is no longer there/Bait and switch. ✓
- Advertising a product showing additional items, but do not clearly state that these items are excluded. ✓
- Any other relevant answer related to the examples of unfair advertising.

**NOTE: Mark the first FOUR (4) only.**

(4 x 1) (4)

### 4.6 Dealing with HIV/Aids

#### Dealing with HIV/Aids from the scenario

- 4.6.1
- The management of SM encourages their employees to join HIV/Aids support groups programmes. ✓
  - SM developed strategies to deal with stigma and discrimination. ✓

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

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

(2 x 1) (2)

#### 4.6.2 Ways businesses can contribute time and effort in improving the well-being of communities

- Business should improve the general quality of life of their community ✓ such as invest in education. ✓
- Ensure that the products they supply ✓ do not harm consumers/the environment. ✓
- Refrain from engaging in illegal/harmful practices ✓ such as employing children under the legal age/selling illegal substances. ✓
- Make ethically correct business decisions ✓ such as not engage in unfair/misleading advertising. ✓
- Donate money to a community project/run a project ✓ to uplift the community. ✓
- Provide recreational/sport facilities ✓ to promote social cohesion/healthy activities. ✓
- Participate in community projects ✓ involving HIV/Aids/education/counselling/other meaningful causes. ✓
- Any other relevant answer related to ways in which businesses can contribute time and effort in improving the well-being of communities.

Max. (4)

#### 4.7 Advantages of creative thinking in the workplace

- Better/Unique/Unconventional ideas/solutions ✓ are generated. ✓
- May give the business a competitive advantage ✓ if unusual/unique solutions/ ideas/strategies are implemented. ✓
- Complex business problems ✓ may be solved. ✓
- Productivity increases as management/employees may quickly generate multiple ideas ✓ which utilises time and money more effectively. ✓
- Managers/Employees have more confidence ✓ as they can live up to their full potential. ✓
- Managers will be better leaders ✓ as they will be able to handle/manage change(s) positively and creatively. ✓
- Managers/Employees can develop a completely new outlook, ✓ which may be applied to any task(s) they may do. ✓
- Leads to more positive attitudes ✓ as managers/employees feel that they have contributed towards problem solving. ✓
- Improves motivation ✓ amongst staff members. ✓
- Managers/Employees have a feeling of great accomplishment ✓ and they will not resist/obstruct the process once they solved a problem/contributed towards the success of the business. ✓
- Managers/employees may keep up with fast changing technology ✓ which may lead to an increased market share. ✓
- Stimulates initiative from employees/managers, ✓ as they are continuously pushed out of their comfort zone. ✓
- Creativity may lead to new inventions ✓ which improves the general standard of living/attract new investors. ✓
- Any other relevant answer related to the advantages of creative thinking in the workplace.

**Max. (4)**

#### 4.8 Ways in which businesses could deal with age as a diversity issue in the workplace

- Promotions should not be linked to age, but rather to a specific set of skills. ✓✓
- A business may not employ children aged 16 or younger. ✓✓
- The ages of permanent workers should vary from 18 to 65 to include all age groups. ✓✓
- A business may employ a person who is older than the normal retirement age, provided that person is the most suitable candidate. ✓✓
- Businesses must encourage older employees to help young employees to develop their potential. ✓✓
- Young employees must be advised to respect and learn from older employees. ✓✓
- The business should encourage employees to be sensitive to different perspectives of various age groups. ✓✓
- Any other relevant answer related to ways in which businesses could deal with age as a diversity issue in the workplace.

**Max. (6)  
[40]**



**BREAKDOWN OF MARKS**

<b>QUESTION 4</b>	<b>MARKS</b>
4.1	2
4.2	4
4.3	6
4.4.1	4
4.4.2	4
4.5	4
4.6.1	2
4.6.2	4
4.7	4
4.8	6
<b>TOTAL</b>	<b>40</b>

**TOTAL SECTION B: 80**

**SECTION C**

Mark only ONE answer in this section.

**QUESTION 5: BUSINESS VENTURES (PRESENTATION AND DATA RESPONSE)****5.1 Introduction**

- Multimedia presentation provides different ways to present business information to various target audience. ✓
- Presenters should be well prepared to avoid giving a poor presentation and receiving negative feedback. ✓
- PowerPoint presentation is a series of slides which can be projected onto a screen to consolidate information. ✓
- Handouts can benefit the presenter by providing a road map for the presentation. ✓
- Responding to audience questions/remarks, the presenter should not be aggressive/defensive. ✓
- Any other relevant introduction related to the multimedia aspects/ factors that must be considered while presenting/impact of PowerPoint/handouts/handling feedback after a presentation in a non-aggressive and professional manner.

(Any 2 x 1) (2)

**5.2 Aspects that should be considered when designing a multimedia presentation**

- Start with the text which forms the basis of the presentation. ✓✓
- Select the background to complement/enhance the text. ✓✓
- Choose images that may help to communicate the message. ✓✓
- Include/Create graphics to assist the information which is conveyed. ✓✓
- Add special effects/sound/pictures/animation to make it interesting for the audience. ✓✓
- Create hyperlinks to allow quick access to other files/documents/video clips. ✓✓
- Use legible font and font size so that it is easy to see/read ✓✓
- Keep slides/images/graphs/font simple by not mixing different styles/colours. ✓✓
- Make sure there are no language and spelling errors. ✓✓
- Use bright colours to increase visibility. ✓✓
- Structure information in a logical sequence so that the audience can easily follow the content of the presentation. ✓✓
- Limit the information on each slide by using key words and not full sentences. ✓✓
- Any other relevant answer related to aspects that should be considered when designing a multimedia presentation.

**Max. (10)**

### 5.3 Factors to be considered while presenting

- Establish credibility ✓ by introducing yourself as the presenter at the start. ✓
- 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. ✓
- 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, ✓ such as short video clips/sound effects/humour, etc. ✓
- Maintain eye contact ✓ with the audience. ✓
- Be audible/louder/clear ✓ 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 ✓ emphasise certain points. ✓
- Speak with energy ✓ and enthusiasm. ✓
- Pace yourself ✓/Do not rush or talk too slowly. ✓
- Keep the presentation short ✓ and simple. ✓
- Summarise the main points of the presentation to conclude the presentation ✓ with a strong/striking ending that will be remembered. ✓
- Ensure that the audience will leave with ✓/take away specific information/ benefits. ✓
- Manage time ✓ effectively to allow time for questions. ✓
- Any other relevant answer related to the factors that must be considered by the presenter while presenting business information.

**Max. (14)**

### 5.4 Impact of PowerPoint and handouts as visual aids

#### 5.4.1 PowerPoint

##### Positives/Advantages

- 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. ✓
- Variation of colour/background/sound immediately captures 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. ✓
- Any other relevant answer related to the positive impact/advantages of PowerPoint as a type of visual aid.

**AND/OR**

**Negatives/Disadvantages**

- Unprofessional handling of the data projector/PowerPoint presentation material ✓ may lead to irritation/may result in the audience losing interest. ✓
- Less effective to people ✓ with visual impairments. ✓
- Simply reading off the slides ✓ makes a presentation boring/meaningless. ✓
- Unable to show slides ✓ without electricity/data projector ✓
- Any other relevant answer related to the negative impact/ disadvantages PowerPoint as a type of visual aid.

Sub-max. (6)

**5.4.2 Handouts**

**Positives/Advantages**

- Meaningful handouts 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 handouts ✓ with recent information/developments. ✓
- Notes may be compared with electronic slides ✓ to validate the accuracy of the information. ✓
- Extra information, e.g. 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 handouts as a type of visual aid.

**AND/OR**

**Negatives/Disadvantages**

- Handing out material at the start of the presentation ✓ may distract/lose audience attention. ✓
- As it only summarises key information, ✓ some details might be lost/omitted. ✓
- Printed material is expensive ✓ and it is easy to lose hard copies. ✓
- Increases the risk of unauthorised duplication ✓/use of confidential information. ✓
- Handouts 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 handouts as a type of visual aid.

Sub-max. (6)

**Max. (12)**

### 5.5 Handling feedback after a presentation in a non-aggressive and professional manner

- The presenter should stand throughout the feedback session. √√
- Be polite/confident/courteous when responding to questions. √√
- Ensure that each question/comment is clearly understood before responding/re-phrase questions if uncertain. √√
- The presenter should first listen and then respond. √√
- Provide feedback as soon as possible after the question was asked or after the session. √√
- Be direct/honest/sincere when responding to questions. √√
- Use simple language to support the examples used in the presentation. √√
- Keep answers short and to the point. √√
- Apologise/acknowledge errors/mistakes if pointed out by the audience. √√
- Encourage questions from the audience. √√
- Always address the question and not the person. √√
- Acknowledge good questions to motivate audience to ask more questions. √√
- The presenter should not involve himself in a debate when responding to questions. √√
- The presenter should not avoid the questions if he/she does not know the answer, but rather promise feedback on it. √√
- Address the full audience and not only the person who posed the question. √√
- Any other relevant answer related to how the presenter should handle feedback after a presentation in a non-aggressive and professional manner.

**Max. (10)**

### 5.6 Conclusion

- A well-prepared presentation creates a good impression and will attract potential investors. √√
- The behaviour of the presenter during the presentation promotes the image of the business/owner/management. √√
- PowerPoint and handouts presentation enable the presenter to emphasise the most important points. √√
- Many presenters follow their own handout as a guide to stay focused on the message. √√
- Responding to questions in a non-aggressive and professional manner displays the level of experience and maturity of the presenter. √√
- Any other relevant conclusion related to the multimedia aspects/factors that must be considered while presenting/impact of PowerPoint/handouts/handling feedback after a presentation in a non-aggressive and professional manner.

(Any 1 x 2) (2)  
**[40]**

**QUESTION 5: BREAKDOWN OF MARK ALLOCATION**

DETAILS	MAXIMUM	TOTAL
Introduction	2	<b>Max. 32</b>
Aspects considered when designing a multimedia presentation	10	
Factors to be considered while presenting	14	
Impact of visual aids: ○ PowerPoint ○ Handouts	12	
Handling feedback in a non-aggressive and professional manner	10	
Conclusion	2	
<b>INSIGHT</b>		
Layout	2	<b>8</b>
Analysis/Interpretation	2	
Synthesis	2	
Originality/Examples	2	
<b>TOTAL MARKS</b>		<b>40</b>

LASO – For each component:

Allocate 2 marks if all requirements are met.

Allocate 1 mark if only some of the requirements are met.

Allocate 0 marks where requirements are not met at all.

**QUESTION 6: BUSINESS ROLES (HUMAN RIGHTS AND INCLUSIVITY)****6.1 Introduction**

- Economic rights provide guidelines on how businesses should treat employees in the workplace as outlined in the Constitution of the country. ✓
- Respect is a feeling of admiration and esteem of others while dignity is the belief that all humans deserve equitable treatment in the workplace. ✓
- Diversity is the acceptance and inclusion of employees of different background. ✓
- Businesses should have systems in place to deal with diversity issues in the workplace. ✓
- Businesses should employ people from different cultural background. ✓
- Any other relevant introduction related economic rights of employees/ implication of equality, respect and dignity/benefits of diversity/ways in which businesses could promote cultural rights in the workplace.

(Any 2 x 1) (2)

### 6.2 Economic rights of employees in the workplace

- Free from forced labour. ✓✓
- Free to accept or choose work. ✓✓
- Fair wages/Equal pay/Equal pay for work of equal value. ✓✓
- Reasonable limitation of working hours. ✓✓
- Fair labour practice. ✓✓
- Safe and healthy working conditions. ✓✓
- Join/form trade unions. ✓✓
- Right to participate in a legal strike. ✓✓
- Any other relevant answer related to the economic rights of employees in the workplace.

**Max.** (10)

### 6.3 Implication of equality, respect and dignity on businesses

- Businesses should treat all their employees equally, ✓ regardless of their race/colour/age/gender/disability. ✓
- All workers should have access ✓ to equal opportunities/positions/resources. ✓
- Employers and employees need to comply with legislation ✓ with regard to equal opportunities/human rights in the workplace. ✓
- Businesses should develop equity programmes/promote strategies ✓ to ensure that all employees are treated equally regardless of status/rank/power. ✓
- Mission statement should include ✓ values of equality/respect. ✓
- Training/Information/Business policies ✓ should include issues such as diversity/ discrimination/harassment. ✓
- Employers should respond swiftly and fairly ✓ to reported incidents of discrimination in the workplace. ✓
- Ensure that employees work in an environment ✓ that is conducive to safety/ fairness/free from embarrassment. ✓
- Orders/Tasks should be given respectfully ✓ and allow the recipient/employee to have a say in the manner in which the task should be performed. ✓
- Treat workers with respect/dignity ✓ by recognising work well done/the value of human capital. ✓
- Any other relevant answer related to the implications of equality, respect and dignity on businesses.

**Max.** (12)

### 6.4 Benefits of diversity in the workplace

- Workforce diversity improves the ability of a business ✓ to solve problems/innovate/cultivate diverse markets. ✓
- Employees value each other's diversity ✓ and learn to connect/communicate across lines of difference. ✓
- Diversity in the workforce improves ✓ morale/motivation. ✓
- Employees demonstrate greater loyalty to the business ✓ 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 its 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 the business. ✓
- 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 and 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.** (12)

### 6.5 **Ways in which businesses could promote cultural rights in the workplace**

- Provide the environment in which employees are free to use their own language when interacting with others during their free time. ✓✓
- Businesses should encourage employees to attend/participate in cultural activities. ✓✓
- Allow employees to provide solutions to challenges from their own cultural perspective. ✓✓
- Regular cultural information sessions will help employees to respect each other's culture in the workplace. ✓✓
- Make provision for different cultures, such as food served in the canteen/entertainment at staff functions. ✓✓
- Businesses should employ people from various cultural backgrounds. ✓✓
- Employees should be trained on cultural tolerance. ✓✓/Businesses policies should promote cultural tolerance. ✓✓
- Have a flexible dress code policy that allows employees to wear suitable cultural regalia/accessories. ✓✓
- Any other relevant answer related to ways in which businesses could promote cultural rights in the workplace.

**Max.** (12)

### 6.6 **Conclusion**

- Business should observe the economic rights of employees in the workplace as they are justifiable. ✓✓
- Businesses made efforts to provide equal opportunities and respecting other's opinion. ✓✓
- A diverse workplace acknowledges the individual strength and potential of each employee. ✓✓
- Businesses should effectively deal with diversity to avoid racism in the workplace. ✓✓
- Any other relevant conclusion related to the economic rights of employees/implication of equality, respect and dignity/benefits of diversity/ways in which businesses could promote cultural rights in the workplace.

(Any 1 x 2) (2)

**[40]**



**QUESTION 6: BREAKDOWN OF MARK ALLOCATION**

<b>DETAILS</b>	<b>MAXIMUM</b>	<b>TOTAL</b>
Introduction	2	<b>Max 32</b>
Economic rights of employees	10	
Implication of equality, respect and dignity on businesses	12	
Benefits of diversity in the workplace	12	
Ways in which businesses could promote cultural rights in the workplace	12	
Conclusion	2	
<b>INSIGHT</b>		
Layout	2	<b>8</b>
Analysis/Interpretation	2	
Synthesis	2	
Originality/Examples	2	
<b>TOTAL MARKS</b>		<b>40</b>

LASO – For each component:

Allocate 2 marks if all requirements are met.

Allocate 1 mark if only some of the requirements are met.

Allocate 0 marks where requirements are not met at all.

**TOTAL SECTION C: 40**

**GRAND TOTAL: 150**