



GRADE 11 EXEMPLAR PAPERS

**BUSINESS STUDIES: PAPER II**

**MARKING GUIDELINES**

Time: 2 hours

100 marks

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**QUESTION 1**

	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Introduction and conclusion</b>	Learner attempted the report, but did not give an introduction or final conclusion to the report. OR The introduction and conclusion given were inappropriate for the report.	Introduction gives an incomplete overview on how the learner proposes to address Kenneth’s concerns. The conclusion does not follow logically from the information given in the report.	Introduction gives a brief overview on how the learner proposes to address Kenneth’s concerns. Logical conclusion completes the business report.	Introduction gives a complete overview on how the learner proposes to address Kenneth’s concerns. Logical conclusion completes the report on a positive note.	Introduction gives a complete and insightful overview on how the learner wants to address Kenneth’s concerns. The conclusion convinces the reader to agree with the proposals put forward.
<b>Presentation of report</b>	Learner has attempted the question, but has not paid attention to the presentation of the report. The report lacks headings, sub-headings and each point is not described on a new line. There is no clear division between the different sections of the report.	The report has headings and sub-headings, but each point is not described on a new line. There is no clear distinction between the different sections of the report. There is no clear logical flow to the report.	The report has headings and sub-headings and each point is described on a new line. There is no clear distinction between the different sections of the report. There is no clear logical flow to the report.	The report has headings and sub-headings and each point is described on a new line. There is a clear distinction between the different sections of the report. There is no clear logical flow to the report.	Outstanding presentation of the business report. Learner has clear divisions in report with headings and sub-headings, where each point is described on a new line. There is a clear logical flow to the business report.

	<b>1</b>	<b>2 - 3</b>	<b>4 - 5</b>	<b>6 - 7</b>	<b>8 – 9</b>	<b>10</b>
<b>Proposal of change to the production system</b>	Learner attempted this section of the report, but was not able to give advice on the change to the production system. Learner not able to list the advantages or disadvantages of mass production.	Learner was able to evaluate the proposed change to the production system, by giving one advantage and /or one disadvantage of mass production.	Learner was able to evaluate the proposed change to the production system, by giving a minimum of two advantages and/or a minimum of two disadvantages of mass production.	Learner was able to evaluate the proposed change to the production system, by giving a minimum of three advantages and/or a minimum of three disadvantages of mass production.	Learner was able to evaluate the proposed change to the production system, by giving a minimum of four advantages and/or a minimum of four disadvantages of mass production.	Learner was able to evaluate the proposed change to the production system, by substantiating his recommendation with valid reasons. An excellent discussion of at least five advantages and /or five disadvantages of mass production.
<b>Benefits of outsourcing the services of Sol-Tech</b>	Learner attempted this section of the report, but was not able to outline the benefits of outsourcing the services of Sol-Tech to resolve the problem.	Learner was able to outline one benefit of outsourcing the services of Sol-Tech to finding a solution to the problem.	Learner was able to outline two benefits of outsourcing the services of Sol-Tech to finding a solution to the problem.	Learner was able to outline three benefits of outsourcing the services of Sol-Tech to finding a solution to the problem.	Learner was able to outline four benefits of outsourcing the services of Sol-Tech to finding a solution to the problem.	A well presented discussion of at least five benefits of outsourcing the services of Sol-Tech to finding a solution to the problem.
	<b>1</b>	<b>2</b>	<b>4</b>	<b>6</b>	<b>8</b>	<b>10</b>
<b>Strategies to overcome workers' resistance to the training</b>	Learner attempted this section of the report, but was not able to supply strategies to overcome workers' resistance to the training.	Learner was able to supply at least one strategy to overcome workers' resistance to the training.	Learner was able to supply at least two strategies to overcome workers' resistance to the training.	Learner was able to supply at least three strategies to overcome workers' resistance to the training.	Learner was able to supply at least four strategies to overcome workers' resistance to the training.	An excellent discussion of at least five feasible strategies to overcome workers' resistance to the training.
<b>The need for effective presentation skills</b>	Learner attempted this section of the report, but was not able to outline the need for effective presentation skills.	Learner was able to give one suggestion as to the need for effective presentation skills.	Learner was able to give two suggestions as to the need for effective presentation skills.	Learner was able to give three suggestions as to the need for effective presentation skills.	Learner was able to give four suggestions as to the need for effective presentation skills.	Learner was able to give five suggestions as to the need for effective presentation skills. Each suggestion is clearly explained with ease of implementation.

**50 marks**

**QUESTION 2**

(a) The learner should have included a discussion of the following elements of the marketing communication mix:

- Advertising
- Personal selling
- Sales promotion
- Publicity
- Web advertising
- E-mail marketing

<b>1 - 2</b>	Learner has outlined how <b>one</b> of the elements of the marketing communication mix has influenced the increased sales of the product, but the response is flawed in <b>all</b> of the following: insight, explanation, relevance, clarity and conceptual thinking.
<b>3 - 4</b>	Learner has outlined how <b>two</b> of the elements of the marketing communication mix have influenced the increased sales of the product, but the response is flawed in <b>four</b> of the following: insight, explanation, relevance, clarity and conceptual thinking.
<b>5 – 7</b>	Learner has outlined how <b>three</b> of the elements of the marketing communication mix have influenced the increased sales of the product, but the response is flawed in <b>four</b> of the following: insight, explanation, relevance, clarity and conceptual thinking.
<b>8 – 10</b>	Learner has outlined how <b>three</b> of the elements of the marketing communication mix have influenced the increased sales of the product, but the response is flawed in <b>three</b> of the following: insight, explanation, relevance, clarity and conceptual thinking.
<b>11 – 13</b>	Learner has outlined how <b>four</b> of the elements of the marketing communication mix have influenced the increased sales of the product, but the response is flawed in <b>three</b> of the following: insight, explanation, relevance, clarity and conceptual thinking.
<b>14 – 16</b>	Learner has outlined how <b>four</b> of the elements of the marketing communication mix have influenced the increased sales of the product, but the response is flawed in <b>two</b> of the following: insight, explanation, relevance, clarity and conceptual thinking.
<b>17 – 18</b>	Learner has outlined <b>five</b> of the elements of the marketing communication mix have influenced the increased sales of the product, but the response is flawed in <b>one</b> of the following: insight, explanation, relevance, clarity and conceptual thinking.
<b>19 - 20</b>	Learner has outlined how <b>all</b> of the elements of the marketing communication mix have influenced the increased sales of the product. The response is clear and shows relevance and insight. The learner shows excellent conceptual ability in the response. The learner has an understanding of how the elements of the marketing communication mix play a part in the increased sales of the product.

**[20]**

(b) The **ethics programme** that is to be implemented:

<b>1</b>	The proposed ethics programme is flawed in <b>three</b> of the following areas: details of the programme; relevance of the programme; benefits of the programme.
<b>2 – 4</b>	The proposed ethics programme is flawed in <b>two</b> of the following areas: details of the programme; relevance of the programme; benefits of the programme.
<b>5 – 8</b>	The proposed ethics programme is flawed in <b>one</b> of the following areas: details of the programme; relevance of the programme; benefits of the programme.
<b>9 - 10</b>	The proposed ethics programme is outstanding. The content shows relevance and the benefits have been logically explained. The learner shows a clear understanding of the need and benefits of an appropriate ethics programme in an organisation.

**[10]**

(c) **Socio-economic issues** that can be addressed:

Use the following marking guideline for each of the chosen socio economic issue:

<b>1</b>	The socio-economic issue addressed is flawed in <b>three</b> of the following areas: details of the impact of the socio-economic issue on the organisation; analysis of how the business is dealing with the challenge; clarity.
<b>2 – 4</b>	The socio-economic issue addressed is flawed in <b>two</b> of the following areas: details of the impact of the socio-economic issue on the organisation; analysis of how the business is dealing with the challenge; clarity.
<b>5 – 8</b>	The socio-economic issue addressed is flawed in <b>one</b> of the following areas: details of the impact of the socio-economic issue on the organisation; analysis of how the business is dealing with the challenge; clarity.
<b>9 - 10</b>	The discussion of the chosen socio-economic issue and its impact on the organisation is outstanding. The content shows relevance and the benefits have been logically explained. The learner shows a clear understanding of how the organisation effectively deals with challenges from the macro-environment.

**[10 x 2 = 20 marks]**

<b>50 marks</b>
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