



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 10

NOVEMBER 2018

**BUSINESS STUDIES P1
MARKING GUIDELINE**

MARKS: 150

This marking guideline consists of 20 pages.

NOTES TO MARKERS

1. Candidates' responses for SECTIONS B and C must be in full sentences; however, this would depend on the nature of the question.
2. 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 source
 - Original
 - A different approach is used

NOTE: SECTION A:

- There are no alternative answers.
- Each question has only one correct answer.

3. 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.)
4. The word 'sub-max' is used to facilitate the allocation of marks within a question or sub-question.
5. 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.
6. In an indirect question, the theory as well as the response must be relevant and related to the question.
7. **Incorrect numbering of questions or sub-questions will be SEVERELY PENALISED. This is applicable to all the sections of the paper.**
8. No additional credit must be given for repetition of facts. Indicate with an R.
9. 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 memo. Only the total for each question should appear in the left-hand margin next to the appropriate question number.
10. **SECTION B**
 - 10.1 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 or use the word 'Cancel'.

NOTE: This only applies to questions where the number of facts is specified.

10.2 If two facts are written in one sentence, award the candidate FULL credit. Point 10.1 above still applies.

10.3 If candidates are required to provide their own examples/views, brainstorm this to come up with alternative answers.

10.4 **USE OF THE COGNITIVE VERB AND ALLOCATION OF MARKS**

10.4.1 Where the number of facts are specified, questions that require candidates to 'explain/discuss/ describe' will be marked as follows:

- Heading 2 marks
- Explanation 1 mark (or as indicated in the marking guideline).
- The 'heading' and 'explanation' are given separately to facilitate mark allocation.

10.4.2 If the number of facts is not specified, the candidate must be informed by the nature of the question and the maximum marks allocated.

10.5 **ONE mark will be awarded for answers that are easy to recall, requires one-word answers, or is quoted directly from scenario/case study. This applies to SECTIONS B and C in particular.**

11. **SECTION C**

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

Introduction	Maximum: 32
Content	
Conclusion	
Insight	8
TOTAL	40

11.2 Insight consists of the following components:

Layout/Structure:	Is there an introduction, body, proper paragraphs and a conclusion?	2
Analysis and interpretation:	Learners' ability to break down the question/interpret it correctly to show understanding of what is being asked.	2
Synthesis:	<p>Are there relevant decisions/facts/responses made based on the questions? Marks to be allocated using this guide: No relevant facts: 0 (Two '-S') Some relevant facts: 1 (One '-S') Only relevant facts: 2 (Zero/No '-S')</p> <p>NB: 1. If no '-S' is indicated, award the maximum TWO (2) marks. 2. Where a candidate answers less than 50% of the question with relevant facts, one –S appears in the left margin, award a maximum of ONE (1) mark</p>	
Originality:	Examples, recency of information, current trends and developments.	2
	TOTAL FOR INSIGHT:	8
	TOTAL MARKS FOR FACTS:	32
	TOTAL MARKS FOR ESSAY (8 + 32)	40

SECTION A**QUESTION 1**

- 1.1 1.1.1 A ✓✓
- 1.1.2 D ✓✓
- 1.1.3 B ✓✓
- 1.1.4 A ✓✓
- 1.1.5 C ✓✓ (5 x 2) (10)
- 1.2 1.2.1 Advertising Standards Authority of South Africa (ASA) ✓✓
- 1.2.2 Capital ✓✓
- 1.2.3 National Credit Act ✓✓
- 1.2.4 Fixed capital ✓✓
- 1.2.5 Inclusivity ✓✓ (5 x 2) (10)
- 1.3 1.3.1 D ✓✓
- 1.3.2 G ✓✓
- 1.3.3 A ✓✓
- 1.3.4 H ✓✓
- 1.3.5 B ✓✓ (5 x 2) (10)

TOTAL SECTION A: 30

QUESTION1	MARKS
1.1	10
1.2	10
1.3	10
TOTAL	30

SECTION B

Mark the first TWO questions only.

QUESTION 2: BUSINESS ENVIRONMENTS**2.1 Elements of the micro environment**

- 2.1.1
- Organisational structure ✓
 - Organisational culture ✓
 - Organisational resources ✓
 - Management and leadership ✓
 - Business functions ✓
- (4)

NOTE: Mark the first FOUR (4) only.

2.2 Identify components of the market environment

- 2.2.1 Consumers/Customers ✓✓
- 2.2.2 Intermediaries ✓✓
- 2.2.3 Competition ✓✓
- (6)

2.3 Reasons why the market environment can be challenging to other businesses

- New businesses entering ✓ the market. ✓
 - Price wars between businesses that are the same size, ✓ offering similar products. ✓
 - Customers shopping for the best ✓ prices. ✓
 - Suppliers offering discounts ✓ and specials. ✓
 - New products or/substitutes that threaten ✓ to replace old products. ✓
 - Any other relevant answer related to the reasons why competition is a major business factor in the market.
- (8)

2.4 The economic factor of the macro environment

- 2.4.1 Exchange rate ✓✓
- (2)

2.4.2 TWO components of the macro environment

Physical / natural environment ✓✓

- The physical environment includes all forces that are present ✓ in the natural environment. ✓
- Some natural resources, ✓ like oil and coal, are scarce and consequently very expensive. ✓
- Infrastructure ✓ refers to the availability of roads/railways, water, electricity, communication links and support service. ✓
- It is inevitable that some pollution ✓ will take place during the production process. ✓

Submax. (4)

Social, cultural and demographic environment √√

- The social, cultural and demographic environment deals specifically with the purpose of the community, √ country and target market. √
- Values, tastes, traditions √ and culture influence their interactions with business. √
- Demography is the study of human populations √ in terms of size, density, location, age, race, occupation and other statistics. √

Submax. (4)

Technological environment √√

- Technological environment is a fast changing environment √ and has forced business to keep up-to-date with new trends. √
- Technology has introduced new products, new production techniques √ and new methods of marketing. √

Submax. (4)

Legal and political environment √√

- Legal elements refer to rules that businesses must adhere √ to and all other legal aspects that businesses must consider. √
- Investors from abroad are keen to invest in countries which are economically √ and politically stable. √

Submax. (4)

Global /International environment √√

- Technology has enabled us to participate in markets √ all over the world. √
- Even small businesses can now sell their products √ internationally. √

Submax. (4)

Institutional environment √√

- Laws and regulations have been put in place to ensure √ that there is a framework of legal systems for international trade as well as for different industries. √
- Examples of such services include testing of products, prevention of the formation of monopolies, protecting legal trade, combating legal trade. √

Submax. (4)

Max. (8)

NOTE: Mark the first TWO only.

Award TWO marks for the components.

TWO mark for explanation.

2.4.3 The extent of control of the environment mentioned in 2.4.2

The business enterprise does not have any control over the macro environment. √√

Max. (2)

2.5 The interrelationship between the micro (internal), market and macro environments

- Business enterprises are in constant interaction ✓ with elements present in all three-business environment. ✓
- An entrepreneur uses the factors of production ✓ to produce a product or service. ✓
- An entrepreneur aims to satisfy the needs of the consumer ✓ in order to make a profit. ✓
- During this process, the entrepreneur is subjected to challenges coming from amongst others, ✓ competitors, ✓ as well as the government. ✓
- Entrepreneurs must deal with labour crises, ✓ demands such as BEE ✓ and affirmative action. ✓
- Providing products and services ✓ is therefore not a simple process that can take place in isolation. ✓
- It is a complicated process where many influences are present. ✓
- A business exercises control over most of the elements ✓ in the micro environments. ✓
- A business can neither influence, nor exercise control over the elements ✓ of the macro environment. ✓
- A business must adapt to the challenges from the macro environment ✓ and formulate strategies to cope with these challenges. ✓
- The three-business environment are interrelated. ✓
- Any other relevant answer regarding interrelationship between the three environments.

Max. (10)
[40]

QUESTION 3: BUSINESS OPERATIONS

3.1 Methods which a business can use to support the public relations function

- The use of telephone ✓
- Word of mouth ✓
- Exhibitions ✓
- The business' social responsibilities ✓
- Use of media ✓
- Transit advertising ✓
- Publicity ✓

Max. (4)

NOTE: Mark the first FOUR methods only.

3.2 Levels of management

3.2.1	Quote the levels of management	3.2.2	Levels of Management
	<ul style="list-style-type: none"> • Managing director ✓ • Departmental heads ✓ 		<ul style="list-style-type: none"> • Top level management ✓ • Middle level management. ✓
	Submax. (2)		Submax. (2)

Max. (4)

3.2.3 Role and responsibilities of the levels of management

The role and responsibilities of top-level management

- To determine the vision, mission, strategy and objectives of the business enterprise ✓ and ensure that the business achieves them. ✓
- Take strategic decisions which will have long-term consequences, ✓ for example, retrench employees or add other products to its existing product range. ✓
- Manage the business ✓ in its entirety. ✓
- Planning for the future ✓ of the enterprise. ✓
- Monitor the business relationship ✓ with the external environment. ✓
- To manage change ✓ in the business environment. ✓
- Any other answers relevant to the role and responsibility of the top-level management.

Submax. (4)

The role and responsibilities of the middle-level management

- Middle-level managers are the heads ✓ of the different departments. ✓
- Their role is to serve as a link ✓ between top level management and lower level management. ✓
- Implement the plans made by top-level management ✓ by making tactical decisions. ✓
- Manage a department, ✓ for example the marketing department, or the financial department. ✓
- Achieve the goals and objectives ✓ set for the specific departments. ✓
- Acquire resources needed ✓ in their departments. ✓
- Any other relevant answer related to the role and the responsibilities of middle management.

Submax. (4)
Max. (8)

3.3 The factors that influence organisation structure

- The size of the company ✓✓
- The technology and resources available ✓✓
- The strategic goals of the company ✓✓
- Any other relevant answer related to the factors that influence the organisational structure.

Max. (6)

3.4 The sources of financing from the given scenario

3.4.1 Bank overdraft ✓✓

3.4.2 Short-term loan ✓✓

(4)

3.5 Distinction between *quality control* and *quality assurance*

Quality Control	Quality Assurance
<ul style="list-style-type: none"> • Inspection of the final product ✓ to ensure that it meets the required standards ✓ • Includes setting targets / measuring performance ✓ and taking corrective measures ✓ • Any other relevant answer related to quality control. <p style="text-align: right;">Submax. (3)</p>	<ul style="list-style-type: none"> • Carried out during and after the production process ✓ to ensure standards have been met at every stage of the process ✓ • Ensure that every process is aimed at getting the product right first time ✓ and prevent mistakes from happening again ✓ • Any other relevant answer related to quality assurance. <p style="text-align: right;">Submax. (3)</p>

- NOTE:**
1. The answer does not have to be in tabular form.
 2. The distinction must be clear.

Max. (6)

3.6 The introduction of the National Consumer Protection Act

- To promote and advance the economic and social welfare of consumers. ✓✓
- To establish a legal framework for the consumer market that is fair. ✓✓
- To protect the interests of all customers. ✓✓
- To improve access to information required by consumers' awareness and information. ✓✓
- To protect consumers from hazards. ✓✓
- To promote fair business practices. ✓✓
- Any other relevant answer related to the introduction of National Consumer Protection Act.

Max. (8) [40]

QUESTION 4: MISCELLANEOUS TOPICS

BUSINESS ENVIRONMENTS

4.1 4.1.1 Business sector and motivation

Business Sector	Motivation
• Primary Sector ✓	• Tree Fruit Plantation ✓
• Secondary Sector ✓	• Xavier Dairy Products ✓
• Tertiary Sector ✓	• Zubatec Bank ✓
Submax. (2)	Submax. (2)

(4)

NOTE: Mark the first TWO business sectors only.

4.2 Differentiate between management and leadership

Leadership	Management
• Influences human behaviour ✓✓	• Guides human behaviour ✓✓
• Communication by means of interaction/behavior/vision/values /charisma ✓✓	• Communicates through management function, e.g., line function ✓✓
• Encourages new ideas to increase productivity ✓✓	• Administers plans/programs /tasks to reach targets ✓✓
• Inspires staff to trust and support each other ✓✓	• Controls systems and procedures to get the job done ✓✓
• Leaders are born with natural / instinctive leadership skills ✓✓	• A person becomes a manager because he/she appointed in the position ✓✓
• People orientated. ✓✓	• Task orientated ✓✓
• Leads by example/trust/respect ✓✓	• Manage by planning/organizing / leading/controlling ✓✓
• Motivational/inspirational in their approach ✓✓	
• Any other relevant answer related to leadership.	• Any other relevant answer related to management.
Submax. (4)	Submax. (4)

(8)

NOTE: 1. The answer does not have to be in tabular form. 2. The distinction must be clear.

4.3 Justify the importance of the public sector

- The public sector includes those industries that are controlled by the government. ✓✓
- Aims to meet the needs of society. ✓✓
- Public sector businesses do not aim to make profit. ✓✓
- Provides people with job opportunities. ✓✓
- Improves the general standard of living of all people. ✓✓
- Controls pollution and protects and conserves natural resources such as water, wildlife and precious stones. ✓✓
- Ensure that wealth of the country is spread equally among the rich and the poor. ✓✓
- Offers valuable services such as public roads, public hospitals, public schools etc. ✓✓
- Public sector often outsources services to private businesses. ✓✓
- Any relevant answer related to the justification of the importance of public sector.

Max. (8)

BUSINESS OPERATIONS

4.4 Four basic tasks of general management

- Planning ✓
- Organising ✓
- Leading ✓
- Controlling ✓

(4)

4.5 4.5.1 Meaning of quality

- Quality refers to the ability of a good/service ✓ to satisfy a specific need. ✓
- It is defined as a degree or standard of excellence, ✓ especially of high standard. ✓
- Any other relevant definition of quality.

Max. (4)

4.5.2 Advantages of quality control

- Dealers and consumers are assured that products are of a required standard. ✓✓
- It encourages workers to continue to produce quality products. ✓✓
- Production costs can be reduced through elimination of poor product. ✓✓
- It leads to improved quality and design. ✓✓
- Increased customer satisfaction. ✓✓
- Increased competitiveness as high quality places products above those of competitors. ✓✓
- Increased likelihood of achieving business vision and goals. ✓✓
- Any other relevant answer related to the advantages of quality.

Max. (6)

4.6 Activities of purchasing function

- Purchasers should have expert knowledge ✓ both about the products they must buy and about the markets in which they operate. ✓
- The purchasing function should find out from the other business departments ✓ what their needs are. ✓
- It should look for suitable, new ✓ and better suppliers continuously. ✓
- This function must also negotiate the best possible terms ✓ of payments with suppliers. ✓
- It places orders with suppliers and follows up on them ✓ to ensure that the ordered products are delivered on time. ✓
- The purchasing function must ensure that ordered products are delivered in good order ✓ and that the asked price corresponds with the original quoted price. ✓
- It is also the purchasing function's responsibility ✓ to send damaged products back to the supplier. ✓
- Any other relevant answer related to the activity of purchasing function.

Max. (6)
[40]

TOTAL SECTION B: 80

SECTION C

Mark ONE question from this section.

QUESTION 5: BUSINESS ENVIRONMENTS**5.1 Introduction**

- South African businesses face a unique set of socio-economic challenges that impact on business operations. ✓
- All socio-economic issues present both challenges and opportunities for entrepreneurs. ✓
- Any other relevant introduction relating to socio-economic issues.

Max. (2)

5.2 Socio-economic issues

- Socio-economic issues include discrimination and poverty, inclusivity, unemployment, an unproductive labour force, HIV and Aids, gambling, piracy, counterfeiting, strikes, violence ✓ and crime. ✓
- Socio-economic issues are difficulties that social and economic factors in the macro environment ✓ can cause in the business. ✓

Max. (4)

5.3 Description of socio-economic issues**HIV/AIDS**

- Aids is a disease caused by the HI virus ✓ which attacks the immune system. ✓
- The social irresponsibility of people contributes ✓ to the spread of this disease. ✓
- It causes strain on the health-care ✓ and social services infrastructure. ✓
- The government has to spend large amounts of money on drugs ✓ to combat HIV/Aids. ✓
- There are extremely high figures of people ✓ with HIV/Aids. ✓
- Any other relevant answer related to the discussion of HIV/Aids.

Submax. (4)

Piracy

- Piracy is the illegal copying ✓ of books, CDs or DVDs or the copying of trademarks. ✓
- Piracy also includes the use of something without permission, ✓ such as something that is under copyright patented or a trademark that belongs to some other company. ✓
- Copyright is the right given to the creator of an original work ✓ so that it cannot be copied without his /her permission. ✓
- A patent is an exclusive right to a particular product or invention ✓ for a period of time. ✓
- A trademark is normally a word, picture or logo ✓ that indicates a brand, individual or company. ✓
- It shows that a product ✓ comes from a particular source. ✓
- Any other relevant answer related to the discussion of piracy.

Submax. (4)

Strikes

- A strike is usually the result of a labour √ dispute. √
- A strike takes place if workers refuse √ to work. √
- The most common reason why workers usually strike, √ includes wages, working hours and working conditions. √
- Notice must be given if a strike is planned √ by a union. √
- There are different kinds of strike √ for example Go-slow, Sympathy strike, Sit-down strike, Wild cat strike and Lock out strike. √
- Any other relevant answer related to the discussion of strikes.

Submax. (4)

Inequality and poverty

- Inequality means that everybody is not equal. √ Some people have lots of money √ and access to education while others are desperately poor. √
- Inequality in South Africa has become a problem, √ because the gap between the rich and poor is so great. √
- Poverty is when a person is unable to satisfy √ his or her most basic human survival needs. √
- A person is deemed extremely poor √ if he or she is unable to afford food, water and shelter. √
- However, poverty also includes those people who are unable to meet their daily food requirements, √ as well as proper housing, clean running tap water, flushing toilet, electricity, transport, education and basic health. √
- Any other relevant answer related to the discussion of inequality and poverty.

Submax. (4)

Max. (16)**5.4 Impact of socio-economic issues on business****HIV/AIDS**

- This disease leads to a decline √ in the productivity of the affected employees. √
- Trained and experienced workers √ die from the disease before they grow old, increasing turnover in the business. √
- There is a decrease in demand √ owing to a decrease in customers. √
- There can be prejudice in the work place √ against employees that are affected with HIV/Aids. √
- Any other relevant answer related to the effects of HIV/Aids

Submax. (4)

Piracy

- The businesses producing the original goods √ have their profits reduced if piracy occurs. √
- Piracy also deprives the original artist √ of his/ her or income. √
- People who buy pirated copies √ contribute to the problem. √
- The copying of trademarks confuses √ consumers. √
- Any other relevant answer related to the effects of piracy.

Submax. (4)

Strikes

- Strike as well as political disturbances scare off ✓ potential investors. ✓
- Strikes result in loss ✓ of production. ✓
- Sometimes a strike is so severe that a business ✓ has to close down. ✓
- Strikes result in loss of income ✓ as a result of damaged property. ✓
- Any other relevant answer related to the effects of strikes.

Sub
max
(4)

Inequality and poverty

- Poverty affects consumers spending ✓ as poor people have little ability to buy goods. ✓
- If people cannot spend money, ✓ business enterprises cannot grow. ✓
- Current thought and media attention regarding poverty ✓ has led to expectations that businesses will invest in poor communities, but this is an extra demand placed on businesses. ✓
- Any other relevant answer related to the effects of inequality and poverty.

Submax. (4)
Max. [16]

5.5 Importance of inclusivity in the workplace.

- The aims of inclusivity is to ensure that business follow employment practices that are fair. ✓✓
- It aims to redress the imbalances of the past. ✓✓
- It aims to have workplaces where people of different races, culture, gender, religions, abilities, languages and beliefs can work together effectively for the good of the business. ✓✓
- Aims to ensure that businesses do not exclude anyone from consideration. ✓✓
- They should also try to ensure that employees are representative of the demographics of the country. ✓✓
- Businesses have the following responsibilities:
 - To work with the government to remove the legacy of apartheid. ✓✓
 - To be open to issues and not deny that the problem exists. ✓✓
 - To educate staff members on social issues. ✓✓
 - To provide appropriate support to employees. ✓✓
 - To become involved in the community. ✓✓

Max. (10)

5.6 Conclusion

- Socio-economic issues impact business negatively. ✓✓
- Businesses should be aware of these issues to put strategies in place to combat them. ✓✓
- Any other relevant conclusion relating to socio-economic issues and the impact on businesses.

Max. (2)
[40]

BREAKDOWN OF MARK ALLOCATION

QUESTIONS	MARKS	TOTAL
Introduction	2	
Define the meaning of socio-economic issues	4	
Description of the socio-economic issues		Max 32
• HIV/AIDS	4	
• Piracy	4	
• Strikes	4	
• Poverty	4	
Impact of the socio-economic issues	4	
• HIV/Aids	4	
• Piracy	4	
• Strikes	4	
• Poverty		
Explain the purpose of inclusivity in the workplace.	10	
INSIGHT		
Layout	2	8
Analysis	2	
Synthesis	2	
Originality/Examples	2	
TOTAL		40

QUESTION 6: BUSINESS OPERATIONS (BUSINESS FUNCTIONS AND QUALITY)

6.1 Introduction

- The business functions describe what needs to be done in a business, whether the business is small or large. ✓
- In large businesses, you will find large departments with many employees. ✓
- In smaller businesses, you will find that some business functions will probably be grouped together. ✓
- Whether a business is small or large, the quality of products and services should be non-negotiable. ✓

Max. (2)

6.2 Distinguish between quality performance and quality management

6.2.1	QUALITY PERFORMANCE	QUALITY MANAGEMENT
	• Total performance of each department measured ✓ against the specified standards ✓	• It is a technique /tool ✓ used to design improve the quality of a product ✓
	• Can be obtained if all departments work together ✓ towards the same quality standards ✓	• Can be used for accountability ✓ within each of the business functions ✓
	• Quality is measured ✓ through a physical product/statistical output of processes/surveys of the users and/or buyers of good /service ✓	• Aims to ensure that the quality of goods/services is consistent ✓ Focuses on the means to achieve consistency ✓
	• Any other relevant answer related to quality performance. Submax. (2)	• Any other relevant answer related to quality management. Submax. (2)

Max. (4)

6.3 Explain the importance of quality in relation to the following business functions

6.3.1 Quality in Financial Function

- Obtaining capital ✓ from the most suitable source available. ✓
- Drawing up ✓ budgets. ✓
- Ensuring financial records ✓ are up to date. ✓
- Investigating strategies ✓ to increase profitability. ✓
- Investing surplus funds effectively.
- Any other relevant answer related to quality in relation to financial function.

Submax. (6)

6.3.2 Quality in Administration

- Applying technology ✓ efficiently. ✓
- Collecting data ✓ and information. ✓
- Ensuring that captured data/ information ✓ is accurate. ✓
- Processing data ✓ and information. ✓
- Making information available to management ✓ so that management can react to opportunities. ✓
- Any other relevant answer related to quality in administration.

Submax. (6)

6.3.3 Quality in General management

- Creating a suitable mission/and vision ✓ for the business enterprise. ✓
- Organising employees' ✓ in the most efficient way. ✓
- Demonstrating ✓ effective leadership. ✓
- Controlling ✓ all processes. ✓
- Communicating ✓ with employees. ✓
- Involving employees ✓ in decision making processes.
- Disciplinary action ✓ if necessary. ✓
- Effective ✓ decision making. ✓
- Any other relevant answer related to quality on general management.

Submax. (6)

6.3.4 Quality in Human Resource

- Effective recruitment ✓ to attract the best candidate. ✓
- Fair selection ✓ process. ✓
- Employee development ✓ to keep up with changes in technology and in the industry. ✓
- Employee retention ✓ and training. ✓
- Fair ✓ remuneration. ✓
- Any other relevant answer related to quality in human resource.

Submax. (6)

Max. (24)

6.4 The correlation between management and the success of the business.

- Management plays a key role in the success of a business enterprise. √√
- It is management's responsibility to determine the objectives of the enterprise √√
- These objectives must be realistic and attainable. √√
- The performance of the business will be measured against these objectives, and the success of the business depends on the way that these objectives are being accomplished. √√
- Management must also ensure that tasks are allocated to suitable employees. √√
- The chosen organisation structure must enhance productivity and motivate employees to do their best. √√
- If employees are able to achieve the business objectives on a daily basis, the business will also be successful in the long term. √√
- It is management responsibility to create an atmosphere which will ensure good employer-employee relationships and high levels of productivity. √√
- The managers of a business carry a large and heavy responsibility, because the decision that a manager takes can either benefit an enterprise or sink an enterprise. √√
- Any other relevant relationship between management and the success of the business

Max. (10)**6.5 Importance of quality in promoting the image of the business.**

- To build a strong brand awareness. √√
- Customers associate image of the business with quality of the product. √√
- Good image increases sales and profits, /business growth and prospect investor interest. √√
- Shaping the public's opinion by delivering quality goods and services. √√
- Gain goodwill √ and support of the community √√
- Any other relevant answer related to the importance of quality in promoting the image of the business.

Max. (6)**6.6 Conclusion**

- Business enterprises must strive to deliver good quality and render quality service. √√
- This objective will be achieved if each business function focusses on quality. √√
- Any other relevant conclusion related to quality.

Max. (2)**[40]**

BREAKDOWN OF MARKS ALLOCATION

DETAILS	MAXIMUM	TOTAL
Introduction		
Distinguish between quality performance and quality management	2	Max.32
Discuss quality in relation to the following business functions:	4	
Quality in Financial Function	6	
Quality in Administration Function	6	
Quality in General management	6	
Quality in Human Resource	6	
Elaborate on the correlation between management and the success of the business	(10)	
Importance of quality in promoting the image of the business	6	
Conclusion	2	
INSIGHT		
Layout	2	8
Analysis	2	
Synthesis	2	
Originality	2	
TOTAL		40

TOTAAL SECTION C: 40
GRAND TOTAL: 150