

BUSINESS STUDIES REPORT

1. General comment on the performance of learners. Was the question well answered or poorly answered?
2. Why question was poorly answered: Also provide specific examples:
Q1: Fairly well answered
Q2: Mostly answered well, except for 2.6.2, which was poorly answered. Nine marks were lost because candidates were not sure how to answer the question.
Q 3.2 was poorly answered. Very few candidates obtained all 18 marks. Other sections in question 3 were answered reasonably well.
Q 4.3: According to the exam guidelines, management functions were to be taught in the context of quality management. In the marking guideline, however, general management was marked as a business function, with no reference at all to quality.
Q5: Well answered, as "Strategies" was the topic of essay in previous exams. Candidates were able to prepare for this topic.
Q6: Poorly answered. Candidates presented characteristics of these forms of ownership or compared them, instead of highlighting the successes and failures.
Q7: Poorly answered. Many attempted this question without really understanding what was required.
Q8: Well answered.
3. Provide suggestion for improvement in relation to the following :
(i) Learning and teaching
Use the exam guidelines as a reference, and not just one textbook, when teaching the content. Previous exam papers with memos should be used when preparing candidates for exams. Please encourage candidates to start EVERY question on a new page. It simplifies marking and ensures that candidates receive ALL the marks per question.
The Section C essay questions were still a problem. Some candidates did not have the confidence to attempt these questions.
Encourage candidates to clearly indicate their introduction, body and conclusion. Headings that indicate the sections of a question should be used, e.g. in Question 5 headings for "strategies", "challenges", etc. would have helped candidates to use paragraphs and to organize the presentation of their answers.
(ii) Support
The national education department should provide each Grade 12 learner with a study guide at the BEGINNING of the year. This study guide should contain all previous exam papers, even exemplar papers and common papers from different provinces, where available, with relevant memos. Not all candidates and teachers have access to the Internet to access these papers. Districts could assist in this regard.
4. Describe any observations relating to responses of learners: e.g. positive, negative, outstanding, etc.
More answers were in full sentences than previous years. The majority of candidates presented neatly answered scripts. Negative: Candidates still do not begin answers to a new question on a new page. This jeopardizes accuracy when allocating and adding up marks.
5. Any other comments useful to teachers, subject advisors, etc
Setting common provincial papers for at least the September exam each year would definitely result in improving the overall average in Business Studies. Teachers should use and explain appropriate subject terminology in the classroom. Teachers should also emphasise key instructions in questions, e.g. describe, emphasize, explain