

BUSINESS STUDIES

TERM THREE :2021

PROJECT

GRADE 10

Total marks: 50

QUESTION 1: (Creative Thinking and problem solving)

1.1. Read the scenario below and answer the questions that follow:

TOM'S CONSTRUCTION LTD (TCL)

Tom's Construction Ltd intends making changes to its current marketing strategies. Employees were requested to propose new ideas in a large group. The management of TCL evaluated the impact of each idea.

1.1.1. Identify the problem-solving techniques used by TCL.
Motivate your answer by quoting from the scenario above. (3)

1.1.2. Discuss the impact of the problem-solving technique identified in
QUESTION 1.1.1 (6)

1.2. Describe ways in which businesses can create an environment that stimulates creative thinking in the workplace. (4)

QUESTION 2: (Business opportunity and related factors)

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

WIRE UP (WU)

Wire Up (WU) offers Wi-Fi services to businesses. They employ trained technicians to do the installations. WU does not have an effective administration system and it

situated in an area where the crime rate is high. Businesses offering similar services are closing down.

2.1.1. Define the meaning of business opportunity. (2)

2.1.2. Compile a SWOT analysis for WU. (4)

2.1.3. Suggest TWO strategies that WU can devise to address the weakness mentioned in QUESTION 2.1.2 (4)

QUESTION 3: (Presentation of business information)

3.1 Identify the type of visual aids described in EACH statement below.

3.1.1 A slide show summarising the main points of a verbal presentation. (2)

3.1.2 Hard copies of a presentation that is given to the audience for future reference. (2)

3.2 Outline factors that must be considered when writing an effective business report. (6)

3.3 Explain the factors that must be considered when preparing for a presentation. (4)

QUESTION 4: (Business Plan)

4.1. Read the statements below and answer the questions below.

Covid-19 pandemic has created new business opportunities. Business plans needed to be re-drawn and / or reviewed to apply for funding from financial institutions. A thorough market research and scanning of the business environment is necessary

4.1.1 State any THREE components of a business plan (3)

4.1.2 Describe the importance of a marketing plan and market research (6)

4.1.3 Recommend TWO strategies that a business can apply to overcome the challenge of competitors in the market. (4)

Total: 50