



education

Department:
Education

PROVINCE OF KWAZULU-NATAL

GRADE 10

BUSINESS STUDIES
COMMON TEST

SEPTEMBER 2021

Stanmorephysics

MARKS: 100
DURATION: 1h30

This question paper consists of 10 pages

INSTRUCTIONS AND INFORMATION.

Read the following instructions carefully before answering the questions

1. This paper consists of **THREE** sections.

SECTION A: **COMPULSORY**

SECTION B: Consists of **THREE** questions answer any **TWO** questions in this section.

SECTION C: Consists of **TWO** questions. Answer any **ONE** of the two questions in the section.

2. Read the instructions for each question carefully and take a particular note of what is required.
3. Number answer correctly according the numbering system used in this question paper.
4. Except where other instructions are given, answers must be in full sentences.
5. Use the mark allocation and nature of each question to determine the length of an answer.
6. Use the table below as a guide for marks and time allocation when answering each question.

SECTION	QUESTION	MARKS	TIME (Minutes)
A: Multiple choice questions and matching COMPULSORY	1	20	20
B: THREE Direct/Indirect questions. (Choose any TWO questions)	2	20	40
	3	20	
	4	20	
C: TWO essay questions. (choose any ONE of the TWO questions)	5	40	30
	6	40	
	TOTAL:	100	90 minutes

7. Begin the answer to EACH question in a NEW page, for example
QUESTION 1- new page, QUESTION 2- new page, et cetera.
8. Write neatly and legibly.



SECTION A: (COMPULSORY)

QUESTION 1: MULTIPLE CHOICES

1.1 Various options are provided as possible answers to the following questions. Choose the answer and write only the letter (A-D) next to the question number (1.1.1 – 1.1.5) on the ANSWER BOOK, e.g. 1.1.6 A

1.1.1 The following technique allows participants time to think of their points then write them down in a piece of paper.

- A. Delphi Technique
- B. Nominal group technique
- C. Group discussion
- D. Brainstorming

1.1.2 The rising in petrol price is an example ofPESTLE analysis factor.

- A. Political
- B. Social
- C. Economical
- D. Environmental

1.1.3 Usingis an example of non-verbal presentation.

- A. Slide
- B. Visual aids
- C. non-visual aids
- D. Graphs

1.1.4 Thetechnique helps businesses to manage change in the business and involve all employees

- A. Force-Field Analysis
- B. Delphi Technique
- C. Brainstorming
- D. Change management



1.1.5 One of the legal requirement of a business is.....

- A. Registration of the business name
- B. Registration of number plate
- C. Resources of the business
- D. Employees

(5x2)10

1.2 Choose a description from COLUMN B that matches a term in COLUMN A. Write only the letter (A-J) next to the question number (1.2.1-1.2.5) in the ANSWER BOOK, E.G 1.2.6 K.

COLUMN A	COLUMN B
1.2.1 Creativity	A. is an action plan of using resources and selling them to the community
1.2.2 Business Plan	B. is creating as space for all employees to work in the business
1.2.3 SWOT analysis	C. is when a presenter is presenting using graphs and tables without word of mouth
1.2.4 Production Plan	D. is an analysis of strengths of the business only
1.2.5 Verbal presentation	E. is using available original ideas to create something new and innovative
	F. is a document setting out a business's future objectives and strategies for achieving them.
	G. is a study undertaken by businesses to identify internal strengths and weaknesses as well as external opportunities and threats
	H. is using machineries that are provided by the business
	I. is when a presenter is presenting using visual aids and a word of mouth.

	J. is the act of converting raw materials into finished or semi-finished goods and or services in the business.
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(5x2) (10)



SECTION B

Answer **ANY TWO** questions in this section

NOTE: Clearly indicate the QUESTION NUMBER of each question that you choose.

The answer to EACH question must start on a NEW page, e.g. QUESTION 5 on an NEW page, QUESTION 6 on a NEW page.

QUESTION 2: BUSINESS VENTURES

- 2.1 Name FOUR components of PESTLE analysis. (4)
- 2.2 Explain the purpose of executive summary of a business plan. (4)
- 2.3 Read the scenario below and answer the questions that follow.

Sun and Moon LTD (SM)

SM specializes in producing and selling school shoes. The Company is affected by Covid-19 in the following ways:

Only few employees are expected to come to work

Mable Shoe manufacture closed down because of the shortage of PPEs

Government gave the SM free PPEs for employees

Raw material prices have drastically increased

- 2.3.1 Compile a SWOT analysis for SM in the scenario above. (4)

Use the table below as a guide

Strength a.	Weakness b.
Threat c.	Opportunity d.

- 2.4 Explain the difference between internal and external market research. (4)
- 2.5 Recommend the protocol for conducting research. (4)

[20]**QUESTION 3: BUSINESS ROLES**

- 3.1 Outline the problem solving cycle. (4)
- 3.2 Explain how businesses can use creative thinking to generate entrepreneurial opportunities. (4)
- 3.3 Read the scenario below and answer the questions that follow.

Elvis Fishers CC (EF)

EF is the company that specialises in fishing equipment. The company is facing severe decline in sales. The management requested all employees to bring ideas as a large group.

- 3.3.1 Identify the problem solving technique applicable to the scenario above. (2)
- 3.3.2 Explain how businesses can apply the problem solving technique identified in QUESTION 3.3.1 to solve business problems. (6)
- 3.4 Recommend ways in which businesses can use to creative thinking to solve business problems. (4)

[20]**QUESTION 4: MISCELLANOUS**

- 4.1 Outline the meaning of creative thinking. (4)
- 4.2 Identify the 7ps represented in statements below
- 4.2.1 Resources were bought in bulk and the business was granted cash discount. (2)
- 4.2.2 Right quality and quantity of raw materials were delivered at the shop on time. (2)
- 4.3 Discuss how businesses can apply nominal group technique to solve business problem. (6)
- 4.4 Suggest the importance of a marketing plan in a business plan. (6)

[20]**SECTION C**

Answer **ANY ONE** question in this section

NOTE: Clearly indicate the QUESTION NUMBER of each question chosen. the answer to question must start on a NEW page, e.g. QUESTION 7 on a new page, QUESTION 8 on a NEW page.

QUESTION 5: BUSINESS VENTURES (PRESENTATION)

Presenters need to consider specific factors when preparing for a presentation. It is also important to answer questions in a recommended manner. Using visual aids has advantages and disadvantages. Other presenters prefer using multimedia presentation

Keeping in mind with the above statement, write an essay on the following aspects of macro environment:

- Outline factors to be considered by a presenter when preparing for a presentation
- Explain guidelines on writing an effective business report
- Discuss the impact of using the following visual aids
 - Slides
 - Handouts
 - Overheard projector
- Advice businesses on how to prepare for support material for a presentation.

[40]**QUESTION 6: BUSINESS ROLES (CREATIVE THINKING & PROBLEM SOLVING)**

Management need to understand the difference between problem solving and decision making and encourage creative thinking in the business. Explore different techniques to solve day to day problems and create an environment that stimulate creative thinking,

With reference to the above statement write an essay on the following aspects

- Differentiate between problem solving and decision making
- Explain the benefits of creative thinking in the workplace
- Discuss how businesses can apply the following problem solving techniques

NSC

- Delphi Technique
- Force-field analysis
- Suggest ways in which creative business opportunities can be implemented

[40]



TOTAL SECTION C: [40]

GRAND TOTAL: [100]





education

Department:
Education
PROVINCE OF KWAZULU-NATAL

GRADE 10

**BUSINESS STUDIES
CONTROLLED TEST MARKING GUIDELINES**

Stanmorephysics.com **SEPTEMBER 2021**

MARKS: 100

TIME: 1hour 30 min.

This marking guideline consists of 21 pages.



NOTES TO MARKERS

1. 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. No additional credit must be given for repetition of facts. Indicate with an R.
 8. 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.

9. SECTION B

9.1 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.

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

10.2.1 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.

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

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

10.4 **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.**

10. SECTION C

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

Introduction	Maximum: 32
Content	
Conclusion	
Insight	8
TOTAL	40

10.2 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?</p> <p>Marks to be allocated using this guide:</p> <p>No relevant facts: 0 (Two '-S')</p> <p>Some relevant facts: 1 (One '-S')</p> <p>Only relevant facts: 2 (Zero/No '-S')</p> <p>NB: 1. If no '-S' is indicated, award the maximum TWO (2) marks.</p>	



	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	
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 B□□

1.1.2 C□□

1.1.3 D□□

1.1.4 A□□

1.1.5 A□□

(5 x 2) (10)

1.2 1.2.1 E□□

1.2.2 F□□

1.2.3 G□□

1.2.4 J□□

1.2.5 I□□

(5 x 2) (10)

TOTAL SECTION A: [20]

BREAKDOWN OF MARKS

QUESTION 1	MARKS
1.1	10
1.2	10
TOTAL	20

QUESTION 2

2.1 Components of PESTLE analysis

- Political
- Economic
- Social
- Technology
- Legal
- Environmental

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


2.2 Purpose of executive summary of a business plan

- Include a brief summary of the content of the business plan
- To give reader an idea of what is contained in the business plan
- Summary that able to promote the business
- Satisfy those that don't have time to read through the entire plan
- Any other relevant answer related to purpose of executive summary of a business plan

(4)

2.3

2.3.1 SWOT analysis for SM

<p>Strength</p> <p>A. Government gave the SM free PPEs for employees <input type="checkbox"/></p>	<p>Weakness</p> <p>B. Only few employees are expected to come to work <input type="checkbox"/></p>
<p>Threat</p> <p>C. Raw material prices have drastically increased <input type="checkbox"/></p>	<p>Opportunity</p> <p>D. Mable Shoe manufacture closed down because of the shortage of PPEs <input type="checkbox"/></p> 

(4)3

2.4 The difference between internal and external market research

Internal market research	External market research
If you are already running a business, need input from customers. □	If the business hasn't started, looking for opinions of targeted market. □
Its conducted within the business through surveys and questionnaires. □	Conducted outside the business using trade magazines, magazines, etc. □
Sub max(2)	Sub max(2)

NOTE:

1. The answer does not have to be tabular form.
2. Award full marks if differences are clear.
3. Award either internal or external market research of TWO marks.

(4)

2.5 Recommendation of protocol for conducting research

- Research should be conducted with willing cooperation of participants only
- There must be an approval for conducting the research if it's done within an organisation
- Person conducting the research should not try to influence the opinions of the participant
- Time and place must be agreed upon with an organisation. □
- Any other relevant answer related to protocols of conducting a research.

(4)

[20]

BREAKDOWN OF MARKS

QUESTION 2	MARKS
2.1	4
2.2	4
2.3.1	4
2.4	4
2.5	4

TOTAL	20
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QUESTION 3

3.1 Problem solving cycle

- Identify problem □
- Define problem □
- Formulate strategy □
- Implement strategy □
- Allocate resources □
- Monitor strategy □
- Evaluate process □

NOTE: Mark the first four

The cycle can be marked in any order.

(4)

3.2. Creative thinking to generate entrepreneurial opportunities.

- An entrepreneur needs creativity to create opportunities to solve problem and make life easier. □□
- Creative thinking ignite flexibility for entrepreneurs to start businesses. □□
- Creative thinking help entrepreneurs to actively look for new ideas□□
- Any other relevant answer related to creative thinking to generate entrepreneurial opportunities

(4)

3.3

3.3.1. Brainstorming □□

3.3.2.



(2)

- The problem must be clearly defined and ensure everyone in the group understand. □□
- Set time limits for guiding the discussions □□
- All ideas that re generated must be noted down and summarised in a flip chart □□
- Facilitator must encourage every member to participate and ensure that no-one criticises any of the suggestions □□
- The group must evaluate the ideas and combine certain ideas and rate them according to how successful they can be. □□
- A plan of action is discussed to put the best ideas into practice □□
- Any other relevant answer related to application of brainstorming

(6)

3.4 Creative thinking to solve business problems

- Provide training and education. □□
- Change employee’s perspectives. □□
- Encourage breaking habits that constrain innovation. □□
- Expose employees to different cultures. □□
- Set up suggestion box. □□
- Reward creative ideas for solving problems. □□
- Any other relevant answer related to the use of creative thinking to solve business problems.

(4)

[20]

BREAKDOWN OF MARKS

QUESTION 3	MARKS
3.1	4
3.2	4
3.3.1	2
3.3.2	6
3.4	4

TOTAL	20
--------------	-----------

**QUESTION 4****4.1 Creative thinking**

- Creative thinking is the ability to think originally, varied and innovative ideas. □□
- Creative thinking is the process of generating inventive and imaginative ideas. □□
- Its allowing a way of allowing business to recognise and take advantage of opportunities and solve problems. □□
- Any other relevant answer related to meaning of creative thinking□□.

(4)


4.2 7Ps

4.2.1 Price□□

4.2.2 Product□□

(4)

4.3 Nominal group technique

- The group is divided □into smaller groups of five to six people. □
 - Group leader must explain the problem clearly□to all group members□
 - Each individual silently brainstorms as many ideas as possible and write them down□
 - One by one each person in the group□ gives one of their solutions and all solutions are recorded□
 - Every member read through their suggestions and anonymity□rate them giving the highest points for the best solutions and lowest points for one they like the least□
 - The ratings are collected and points calculated□
- 

- Each group present the solution that was deemed best according to the voted. □
- Any other relevant answer related to application of Nominal group technique □.



(6)

4.4 Importance of a marketing plan in a business plan

- The marketing plan is to give description of the market analyses □□
- It's to give a clear picture about target market, customers competition □□
- The marketing plan is to explain the marketing mix and provides the marketing strategy of the business. □□
- It's used as a section in the business plan that will help a business on planning how they can promote the business. □□
- Any other relevant answer related to marketing plan as a business plan □□

(6)

[20]

BREAKDOWN OF MARKS

QUESTION 4	MARKS
4.1	4
4.2.1	2
4.2.2	2
4.3	6
4.4	6
TOTAL	20





SECTION C

MARK THE FIRST QUESTION ONLY

QUESTION 5

BUSINESS VENTURES (PRESENTATION)

5.1 Introduction

- It is important that a presenter does a thorough planning before presentation □
- Writing an effective business report requires one to understand its guidelines □
- Using visual aids come with advantages depending on the type of visual aid used □
- Businesses must also take note of support material in terms of ensuring good presentation □
- Any other relevant answer relating to factors to consider when preparing for presentation, effective business report, impact of visual aids and support material to presentation.

(MAX 2)

5.2 2 Factors to consider when preparing for a presentation

- List the objectives and main points of the presentation. □ □
- Capture main aims in the opening statement of the presentation. □ □
- Information presented should be relevant and accurate. □ □
- Be fully conversant with the content of the presentation. □ □
- Prepare a rough draft of the presentation with a logical structure that includes an introduction, body and conclusion. □ □
- In conclusion, summarise the key facts and how it relates to the objectives/shows that all aspects have been addressed. . □ □



(MAX 10)

5.3 Guidelines to writing effective business report



- Prepare an over view before you start writing, prepare using restached facts
- Write concisely, note that writing a long report doesn't show that you know more.
- Use regular language: "Do not try to impress by using fancy words"
- Use grammar that is clear and correctly prinedn using words that are understandable

Use visual Summaries. One of the most effective way to summarise information is to use

- Edit report a report with grammatical errors and spelling mistakes.
- Get a second person who is going the editing and check and
- Any other relevant answer related to guidelines to writtting a business report.

(MAX 12)

5.4.1 Impact of using slides

Advantages	Disadvantages
<ul style="list-style-type: none"> • Easy to combine with sound/video clips • Video clips provide variety and capture the attention of the audience • Easy to present and maintain eye contact with large group. 	<ul style="list-style-type: none"> • Unable to show slides without electricity/data projector. • Less effective to people with visual impairments. • Speaker create slides so they have something to present rather than outlining
<p>Any other relevant answer related to the evaluation of slides</p>	



(SUB MAX 6)

(MAX 12)



5.4.3 Impact of using overhead projector

Advantages	Disadvantages
<ul style="list-style-type: none"> ● Summaries/Simple graphics may be easily explained on transparencies. □ ● Its helpful to draw a summary□ of points during the presentation□ ● Useful for large crowds, visible for everyone□ ● Have two methods□ transparencies can be prepared manually or electronically on the computer. □ 	<ul style="list-style-type: none"> ● Not easy to combine with sound/audio□. ● Can't be operated if there's no electricity ● It comes in big sizes it's not portable for travel□ ● Unorganized transparencies may convey an unprofessional image. □
<p>Any other relevant answer related to the evaluation of overhead projector</p>	

Sub max 8

(MAX 16)

5.5 Ways to a support material for a presentation

- Use material that is visible for the audience□□
- Select legible font size and background that will be appealing for the audience□□
- Start with the important points first, to capture the attention□□
- Add special effects like sounds and animations □□
- Contain summaries of what you want to convey not the whole text□□
- Minimise text and writing on the presentation□□
- Any other relevant answer related to ways to support material for a presentation. .



(MAX 8)

5.6 Conclusion

- Failure to prepare for a presentation may lead to ineffective presentation. □□

- Guidelines to effective business report ensures fluency in the report
- Using visual aids come with disadvantages depending on the type of visual aid used
- Inaccurate availability of support material makes presentation ineffective
- Any other relevant answer relating to factors to consider when preparing for presentation, effective business report, impact of visual aids and support material to presentation.



QUESTION 5: BREAKDOWN OF MARK ALLOCATION

Is	num	
uction	2	32
Factors to consider when preparing for a presentation	10	
Guidelines to writing effective business report	12	
Impact of using slides, handouts and overhead projector	16	
Ways to a support material for a presentation	8	
usion	2	
nt		8
it	2	
sis/interpretation	2	
esis	2	
ality/ examples	2	
marks		40



LASO - For each component:

Allocate 2 marks if all requirements are met.

Allocate 1 mark if some requirements are met.

Allocate 0 marks where requirements are not met at all.



QUESTION 6: BUSINESS ROLES (CREATIVE THINKING & PROBLEM SOLVING)

6.1 Introduction

- Some challenges faced by business requires businesses to decide whether to use problem solving or decision making
- Creative thinking in the workplace ensure some benefits
- Applying Delphi technique reduces noise levels in the offices because experts seat differently.
- Implementation of creative business opportunities may yield some benefits if correctly identified and applied
- Any other relevant answer relating to problem solving and decision making, benefits of creative thinking in the workplace, application of Delphi and Force-field analysis and creative business opportunities.

(MAX 2)

Body

6.2 Difference between problem solving and decision making (split)

DECISION MAKING	PROBLEM SOLVING
-It is often done by one person/a member of senior management who makes it authoritarian.	-Problems can be solved by a group/team or an individual team member.

-Various alternatives are considered before deciding on the best one. □	-Alternative solutions are generated/identified and critically evaluated. □
-It is part of the problem solving cycle as decisions need to be taken in each step. □	-Process of analysing a situation to identify strategies to bring about change. □
Any other relevant answer related to decision making □	Any other relevant answer relating to problem solving □
Sub-max 4	Sub max 4

(Max 8)

Note: The answer does not have to be in a table form.

Allocate full marks if differences are clear

Allocate part marks if differences are not clear

6.3 Benefits 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. □
- Management/employees may keep up with fast changing technology. □
- 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. □

- Any other relevant answer related to benefits of creative thinking in the workplace

(Max 12)

6.3.1 Ways to apply Delphi technique

- Businesses must invite a panel of experts to research the complaints from customers.
- Experts do not have to be in one place and will be contacted individually.
- Design a questionnaire consisting of questions on how to improve the quality of their products and distribute it to the panel members/experts.
- Request the panel to individually respond to the questionnaire/suggest improvements to the products and return it to the business.
- Summarise the responses from the experts in a feedback report.
- Send the feedback report and a second set of questions/questionnaire based on the feedback report to the panel members.
- Request panel members to provide further input/ideas on how to improve the quality of products after they have studied the results/documentation.
- Distribute a third questionnaire based on previous feedback from the second round.
- Prepare a final summary/feedback report with all the methods to improve the quality of the business's products.
- The business should choose the best solution/proposal after reaching consensus.

(Sub max 8)

6.3.2 Ways to apply Force-field analysis

- Describe the current situation/problem and the desired situation.
- List all driving/pros and restraining/cons forces that will support and resist change.
- Allocate a score to each force using a numerical scale, where 1 is weak and 5 is strong.
- Weigh up the positives and negatives then decide if the project is viable.
- Choose the force with the highest score as the solution.
- If the project is viable, find ways to increase the forces for change.
- Identify priorities and develop an action plan.

Sub max 8

(MAX 16)



6.4 Ways in which creative business opportunities can be implemented

- Determine all costs by calculating how much will be needed to start the business
- Make projections on how much a business will be making when its operational,
- Conducting a research on the targeted market
- Adhere to relevant organisation and register for compliance purposes
- Assessment on the risk factor, risk of starting the business id low or its high
- Have a business plan with specific time lines for actions to be completed
- Any other relevant answer related to ways of creative business opportunity can be implemented.


(MAX 10)

6.5 Conclusion

- Problem solving requires businesses to follow specific steps (cycle)
- Benefits to creative thinking allow businesses to solve most problems in a shorter space of time
- Applying Force-field analysis allows all employees to be respected and listened to.
- Implementation of creative business opportunities may yield some benefits if correctly identified and applied
- Any other relevant answer relating to problem solving and decision making, benefits of creative thinking in the workplace, application of Delphi and Force-field analysis and creative business opportunities.

(2)

QUESTION 6: BREAKDOWN OF MARK ALLOCATION

Details	Maximum	Total
uction	2	<p style="text-align: center;">32</p> 
Difference between problem solving and decision making	8	
Benefits of creative thinking in the workplace	12	
ation of Delphi technique and Force-field analysis	16	
Ways in which creative business opportunities can be implemented	10	
usion	2	
Insight		

it	2	8
sis/interpretation	2	
esis	2	
ality/ examples	2	
Total marks		40

LASO - For each component:

Allocate 2 marks if all requirements are met.

Allocate 1 mark if some requirements are met.

Allocate 0 marks where requirements are not met at all.

TOTAL SECTION C: 40

GRAND TOTAL:100

