



education

DEPARTMENT: EDUCATION
MPUMALANGA PROVINCE

NATIONAL
SENIOR CERTIFICATE

GRADE 10

BUSINESS STUDIES
CONTROLLED TEST 2
SEPTEMBER 2022

Stanmorephysics

MARKS : 100

TIME : 1 HOUR

This question paper consist of 7 pages including this page

INSTRUCTIONS AND INFORMATION

Read the following instructions carefully before answering the questions.

1. This question paper consists of THREE sections.

SECTION A: COMPULSORY

SECTION B: Consists of THREE questions. Answer any TWO of the three questions in this section.

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

2. Read the instructions for each question carefully and take note of what is required.

3. Number the answers carefully according to the numbering system used in this question paper. NO marks will be awarded for answers that are numbered incorrectly.

4. Except where other instructions are given, answers must be written in full sentences.

5. Use the mark allocation and nature of each question to determine the length and depth of an answer.

6. Use the table below as guide for mark and time allocation when answering each question

SECTION	QUESTION	MARKS	TIME (minutes)
A: Objective- type questions COMPULSORY	1	20	10 Min.
B: THREE direct/indirect- type question CHOICE: Answer any TWO. (2x20) (40)	2	20	12 Min.
	3	20	12 Min.
	4	20	12 Min.
C: TWO Essay- type questions CHOICE: Answer any ONE. (1x40) (40)	5	40	26 Min.
	6	40	26 Min.
	TOTAL	100	60 Min.

7. Begin the answer to EACH question on a NEW page, for example QUESTION 1 – new page, QUESTION 2 – new page, et cetera.

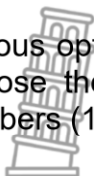
8. Write neatly and legibly.



SECTION A (COMPULSORY)

QUESTION 1

- 1.1 Various options are provided as possible answers to the following questions. Choose the answers and write only the letter (A–D) next to the question numbers (1.1.1–1.1.5) in the ANSWER BOOK for example 1.1.6 A



1.1.1. Creative thinking in the workplace means.....to solve business problems

- A Using old ways
- B generating innovative ideas
- C Using routine thinking
- D Allowing one employee

1.1.2. Which of the following is an example of non-verbal business information?

- A Discussions
- B Orals
- C Graphs
- D Telephonic calls

1.1.3. Individuals suggest new ideas randomly that are written on a flip chart in a Larger group without being criticized

- A Brainstorming
- B Empty chair technique
- C Force field analysis
- D Nominal group technique

1.1.4. The best analysis tool used for the challenges of the macro environment Is.....

- A the SWOT analysis
- B the market researches
- C the PESTLE analysis
- D Porters' Five forces

(4x2) (8)



1.2. Complete the following statements by using the word(s) provided in the list below. Write only the word(s) next to the question numbers (1.2.1–1.2.1.2.3) in the ANSWERBOOK.

Management plan; Business report; Marketing plan; delphi;
 business opportunity; force-field analysis

1.2.1. The management of Tracy Manufactures used a.....problem-solving technique when they considered changing the structure of the business.

1.2.2. The potential of a business idea to succeed based on the researched needs and desires of the potential market.

1.2.3. A strategy/ plan of how the business is going to sell its product/service (2x3) (6)

1.3. Choose a description from COLUMN B that matches a term in COLUMN A. Write only the letter (A–F) next to the question numbers (1.3.1–1.3.3) in the ANSWER BOOK, for example 1.3.4 F.

COLUMN A	COLUMN B
1.3.1 Business plan	A. Refers to a technique to obtain group input from experts on a specific issue.
1.3.2 Mind-mapping	B. A document that outlines all the important facts, processes and procedure of the business.
1.3.3 Graphs	C. A set of facts displayed, especially in columns. D. A technique in a form of diagrams that represent ideas or concepts. E. A document that communicates information to assist business decision making. F. Two-dimensional drawing showing a relationship between two set of variables by means of a line/curve/bars.

(2x3) (6)

TOTAL SECTION A [20]



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 2 on a NEW page, QUESTION 3 on a NEW page.

QUESTION 2: BUSINESS ROLES

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

GREEN CAR MANUFACTURER

Green Car manufacturer is in a hurry to make the transition from combustion to electric motors. Employees are requested to first generate ideas and the share them with other group members. The manager also contacted design experts to complete a questionnaire on how to change the design.

2.1.1 Identify TWO problem-solving techniques used by Green Car Manufacturer. Motivate answer by quoting from the scenario above. (6)

Use the table below as a guide to answer QUESTION 2.1.1

PROBLEM-SOLVING TECHNIQUES	MOTIVATION
1.	
2.	

2.1.2 Discuss the advantages of creative thinking in the workplace (8)

2.1.3 Recommend ways how creative business opportunities can be realistically implemented (6)

(20)

QUESTION 3: BUSINESS VENTURES

3.1. Define the term *Market Research* (2)

3.2. Read the scenario below and answer the questions that follow

HOPE'S PRESENTATION

Hope, a financial manager, has to present her financial report at the next management meeting. She intends to use electronic slides and will provide printed copies of the financial report

3.2.1. Identify TWO visual aids in the scenario above (2)

3.2.2. Explain to Hope factors that must be considered when designing a multimedia presentation (6)


3.2.3. Suggest factors that Hope should consider when preparing her presentation. (10)

(20)

QUESTION 4: MISCELLANEOUS TOPICS

BUSINESS VENTURES

4.1. Read the scenario below and answer the questions that follow.



ZISO SWIMWEAR DESIGN(ZSD)

Ziso is a keen, young swimwear designer, situated in Grahamstown. Sge sells affordable swimwear suits. She also has a degree in business management. The demand for her products has increased so much that she has opened new branches in Jefferys bay and East London

Go-simply Boutique that sold designer swimwear in Port Elizabeth has closed both their branches.

The municipality has introduced stage 2 load shedding throughout the province and regular increase in the fuel price have soared transportation cost between branches.

Ziso has employed Sam, a new cashier with no experience, Sam treats customers unprofessionally.

4.1.1. State TWO research instruments that can be used by ZSD to collect data. (2)

4.1.2. Compile a SWOT analysis to determine the viability of ZSD business (8)

BUSINESS ROLES

4.2. Explain the importance of a business plan (4)

4.3. Identify the 7 P's of the marketing mix from the given statements

4.3.1 The amount of money that must be paid by the consumers to acquire goods or services (2)

4.3.2 The location where goods and services are sold (2)

4.3.3 The way in which the marketing and sales processes are carried out (2)

(20)

TOTAL SECTION B: [40]



SECTION C

Answer ONE question in this section.

NOTE: Clearly indicate the QUESTION NUMBER of the question chosen.
The answer to the question must start on a NEW page, e.g. QUESTION 5
on a NEW page or QUESTION 6 on a NEW page.

QUESTION 5: BUSINESS VENTURES

DREAM CARS LTD

Mr Luke is the sales manager at Dreams Cars Ltd. He needs to do a presentation on the latest product range to prospective buyers. He wants to use the visual aids during his presentation.

Mr Luke needs details on the following aspects, therefore he requires you to:

- Distinguish between verbal and non-verbal presentation.
- Outline the guidelines on how to prepare for support materials for a presentation.
- Explain the advantages of using visual aids.
- Advise Mr Luke on guidelines on writing an effective business report.

(40)

QUESTION 6: BUSINESS ROLES

Businesses operate in a dynamic environment that requires the application of creative thinking and problem-solving skills. Many businesses benefit from creative thinking. Other are expected to creative business opportunities that can be realistically implemented

Write an essay on creative thinking and problem solving in which you include the following aspects:

- Distinguish between decision making and problem solving
- Explain how businesses should apply the following problem-solving techniques in the workplace:
 - Nominal group technique
 - Chair technique
- Describe how businesses can use creative thinking to generate entrepreneurial qualities.
- Suggest ways in which business can use creative thinking to solve business problems.

(40)

TOTAL SECTION C: [40]

GRAND TOTAL: 100



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**BUSINESS STUDIES
CONTROLLED TEST 2
MARKING GUIDELINES
SEPTEMBER 2022**

MARKS : 100

This marking guidelines consist of 12 pages including this page.



SECTION A

QUESTION 1

1.1. Multiple Choice

1.1.1. B✓✓

1.1.2. C✓✓

1.1.3. A✓✓

1.1.4. C✓✓



(4x2) (8)

1.2. Fill in the missing word(s)/items

1.2.1. Force-field analysis✓✓

1.2.2. Business opportunity✓✓

1.2.3. Marketing plan✓✓

(3x2) (6)

1.3. Matching items

1.3.1. B✓✓

1.3.2. D✓✓

1.3.3. F✓✓

(3x2) (6)

TOTAL SECTION A [20]

BREAKDOWN OF MARKS

QUESTION 1	MARKS
1.1	8
1.2	6
1.3	6
TOTAL	20

SECTION B:

Mark the **FIRST TWO (2)** questions in this section **ONLY**.

QUESTION 2: BUSINESS ROLES

2.1.1 Problem solving technique

PROBLEM-SOLVING TECHNIQUE	MOTIVATION
1. Nominal-group technique ✓✓	<ul style="list-style-type: none"> Employees are requested to first generate ideas and then share them with other group members ✓
2. Delphi-technique ✓✓	<ul style="list-style-type: none"> The manager also contacted design experts to complete a questionnaire on how to change the design ✓
Sub max (4)	Sub max (2)

NOTE: 1. Award marks for problem solving technique even if the quote is incomplete.

2. Do not award marks for the motivation if the problem solving technique were incorrectly identified **Max. (6)**

2.1.2 **Advantages of creative thinking in the workplace.**

- Creative thinking improves the quality of solutions ✓ to business problems ✓
- Products and services ✓ can be marketed creatively ✓
- Managers can come up with creative strategies ✓ for the business ✓
- Employees can think for themselves ✓ and come up with creative solutions ✓
- Motivates employees and improves their skills ✓ resulting to a happy workforce ✓
- Improves productivity ✓ and reduces voluntary turnover ✓
- Creative public relations strategies can be designed ✓ and implemented. ✓
- Helps businesses to respond to the threat of competition ✓ and to remain leaders in the field. ✓
- Helps businesses to provide its clients with the best possible products or services ✓, which improves client loyalty. ✓
- Any other relevant answer related to advantages of creative thinking. **Max (8)**

2.1.3. **Ways how creative business opportunities can be realistically implemented.**

- Encourage alternative ways of working/doing things. ✓✓
- Encourage staff to come up with new ideas/opinions/solutions. ✓✓
- Respond enthusiastically to all ideas and never let anyone feel less important. ✓✓
- Place suggestion boxes around the workplace and keep communication channels open for new ideas. ✓✓
- Emphasise the importance of creative thinking to ensure that all staff know that management want to hear their ideas. ✓✓
- Make time for brainstorming sessions to generate new ideas, e.g. regular workshops/generate more ideas/build on one another's ideas. ✓✓
- Train staff in innovative techniques/creative problem-solving skills/ mind-mapping/ lateral thinking. ✓✓

- Encourage job swops within the organisation/studying how other businesses are doing things. ✓✓
- Any other relevant answer related to how business opportunities can be realistically implemented.

Max (6)
(20)



BREAKDOWN OF MARKS

QUESTION 2	MARKS
2.1.1	6
2.1.2	8
2.1.3	6
TOTAL	20

QUESTION 3: BUSINESS VENTURES

3.1. The meaning of market research

- The systematic gathering, recording and analyzing data about the marketing of goods and services ✓✓
- Market research strives to obtain facts and opinions in an objective way to identify the need for a product/ service ✓✓
- It is conducted on a regular basis because people constantly change their buying behaviours and needs ✓✓
- Involves finding out about customers' needs and wants ✓✓
- Helps businesses to identify customer need and competition gaps ✓✓
- Any other relevant answer related to the meaning of market research. **(1x2) (2)**

3.2.1 TWO types of visual aid from the scenario above

- Slides ✓
- Handouts ✓ **(2x1) (2)**

3.2.2 Factors to consider when designing a multimedia presentation

- Use large, clear fonts that are easy to read. ✓✓
- Use outlines on slides and keep detailed explanations for the verbal presentation. ✓✓
- Limit each slide to five or six lines. ✓✓
- Make sure the grammar is correct. ✓✓
- Proofread carefully. ✓✓
- End with a closing message that the audience will remember. ✓✓
- Be colourful and grab attention. ✓✓
- Be meaningful and appropriate. ✓✓
- Select a suitable background. ✓✓
- Avoid long sentences and keep it simple. ✓✓
- Avoid fancy decorations. ✓✓
- Any other relevant answer related to factors to consider when designing a multimedia presentation. **Max (6)**



3.2.3. Factors that Hope should consider when preparing for presentation.

- Write down the purpose of the presentation and list objectives✓✓
- Consider her audience e.g. who are they/ what do they already know/ what you want them to know✓✓
- Prepare the structure of her presentation e.g. introduction/body/conclusion✓✓
- Be fully conversant with the content of your presentation✓✓
- Create visual aids that will assist in getting the points across effectively and memorably✓✓
- Practice the presentation and time her presentation✓✓
- Practice in front of someone who will provide honest opinion on the purpose and objectives of the presentation✓✓
- Information to be presented should be relevant and accurate✓✓
- Have pre-knowledge of her audience to determine the appropriate visual aids✓✓
- Visit the venue and ensure that visual aids the use of her equipment/ availability of a generator in case of loadshedding or electricity✓✓
- Prepare her support material to enhance her presentation✓✓
- Prepare for the feedback session by anticipating possible questions/comments✓✓
- Any other relevant answer related to factors that must be considered when preparing for a report/ presentation.

**Max (10)
(20)**

BREAKDOWN OF MARKS

QUESTION 3	MARKS
3.1	2
3.2.1	2
3.2.2	6
3.2.3	10
TOTAL	20



QUESTION 4: MISCELLANEOUS TOPICS

BUSINESS VENTURES

4.1.1 **TWO** research instrument used by ZSD to collect data.

- Interviews ✓
- Questionnaires ✓

(2x1) (2)

4.1.2 **SWOT Analysis of ZSD business**

STRENGTHS	WEAKNESS
- Affordable swimwear suits. ✓✓ - Zizo has a degree in business management. ✓✓ - Opening of new branches in Jeffrey’s Bay and East London. ✓✓	- Lack of skill and professionalism from newly appointed cashier. ✓✓
Sub-max. (2)	Sub-max. (2)
OPPORTUNITIES	THREATS
- Increase in demand for a product. ✓✓ - Expansion of market to other cities. ✓✓ - Closure of Go-Simply Boutique branches. ✓✓	- Introduction of stage 2 load-shedding. ✓✓ - Increase in fuel price. ✓✓
Sub max (2)	Sub max (2)

Any other relevant suggestions on a SWOT analysis for ZSD business. Max (8)

BUSINESS ROLES

4.2 **The importance of a business plan.**

- A business plan helps entrepreneurs to set goals and objectives ✓✓
- Can be used to attract investors and prospective employees ✓✓
- Helps stakeholders to understand the role they play in the business and encourages them to contribute effectively ✓✓
- Guides the entrepreneur to identify problems that may arise and helps management to take steps to avoid these problems ✓✓
- Improves business operations and practices ✓✓
- Evaluates the success of the business ✓✓
- It is essential when applying for financial assistance from investors or lenders ✓✓
- Compels an entrepreneur to arrange his/her thoughts in a logical order ✓✓
- Gives direction once the business is operating ✓✓
- Helps the entrepreneur to face threats head-on and deal with them ✓✓
- Any other relevant answer related to the importance of business plans.

Max (4)

4.3. SEVEN P's of the marketing mix from the given statements:

4.3.1. Price✓✓ (2)

4.3.2. Place✓✓ (2)

4.3.3. Promotion✓✓ (2)

(20)



BREAKDOWN OF MARKS

QUESTION 4	MARKS
4.1.1	2
4.1.2	8
4.2	4
4.3.1	2
4.3.2	2
4.3.3	2
TOTAL	20

TOTAL SECTION B: [40]

SECTION C

QUESTION 5: BUSINESS VENTURES

5.1 Introduction

- Business managers need to present information about their business to stakeholders✓
- Visual aids combine pictures and sound that will enhance the quality of the presentation✓
- Visual aids can help to convey a large amount of facts in a short time✓
- Choosing the most effective visual aids should capture the attention of the directors and support logical flow of the presentation✓
- The purpose of a verbal presentation is to exchange information as it involves speaking and listening for both the presenter and the audience/ prospective buyer✓
- When responding to questions/remarks, the presenter should not be aggressive/defensive✓
- Any other relevant introduction related to verbal and non-verbal presentation/preparing of support material/advantages of using visual aids/writing of an effective business report.

(2x1) (2)



5.2 Distinction between verbal and non-verbal presentation

VERBAL PRESENTATION	NOO-VERBAL PRESENTATION
• Exchange information√ using oral presentation/spoken words.√	• Communicate√ by means of printed media.√
• Information can be heard√	• Communication can be read.√
• Information cannot be stored√	• Information can be stored√
• Examples: video conferencing, workshops, seminars, conferences, public speaking etc.√	• Examples: written reports, handouts, charts, slides etc.√
Sub max (4)	Sub max (4)

NOTE: 1. The answer does not have to be in tabular format.

2. The differences do not have to link, but must be clear.

3. Award a maximum of FOUR (4) marks if the differences are not clear/Mark either verbal presentation or non-verbal presentation only. Max (8)

5.3 Guidelines on how to prepare for support materials for a presentation

- use large/clear lettering that is easy to read from an appropriate distance√√
- never have too much writing on them√√
- provide visual representations of statistics in the form of graphs/charts √√
- contain summaries of what the presenter wants to convey and not the whole text√√
- be colourful and grab attention √√
- be meaningful and appropriate√√
- Any other relevant answer related to guidelines to prepare for support material for a presentation. **Max (10)**

5.4 Advantages of using visuals

- Data is summarized √ and presented visually. √
- Capture the audience attention √ and keep them interested. √
- Help audience to understand easier √ the presented information. √
- Information is easily communicated √ to the audience. √
- Statistically information √ is simplified. √
- Any other relevant answer related to the advantages of visual aids. **Max (8)**

5.5 Guidelines on writing an effective business report

- Determine the scope of the report √√
- Determine the target audience of the report. √√
- Determine how the report should be presented. √√
- Collect the necessary information. √√
- Write concisely/briefly and only include important information. √√
- Use regular/basic language/simple grammar and clear short sentences. √√
- Use accurate/meaningful visual aids such as tables, graphs, drawings etc.
- Get someone to look at the report and to make suggestions for improvement. √√



- Prepare an overview of what her audience should know. ✓✓
- Spend time revising the report and correct spelling mistakes. ✓✓
- Any other relevant answer related to guidelines on writing an effective business report.

Max (12)

5.6 Conclusion

- A well prepared presentation creates a good impression and will attract investors ✓✓
- A good presentation promotes the image of the business/owner/management ✓✓
- All methods of the presentation must be effectively used to retain attention of the audience ✓✓
- Any other relevant conclusion related to verbal and non-verbal presentation/preparing of support material/advantages of using visual aids/writing of an effective business report.

Max (2)

[40]

QUESTION 5: BREAKDOWN OF MARK ALLOCATION

DETAILS	MAXIMUM	TOTAL
Introduction	2	Max 32
Difference between verbal and non-verbal presentation	8	
Guidelines on how to prepare for support materials for a presentation	10	
Advantages of using visuals	8	
Guidelines on writing an effective business report	12	
Conclusion	2	
INSIGHT		8
Layout	2	
Analysis, interpretation	2	
Synthesis	2	
Originality/Examples	2	
TOTAL MARKS		40

LASO – For each component:

Allocate 2 marks if all requirements are met.

Allocate 1 mark if only some of the requirements are met.

Allocate 0 marks where requirements are not met at all.



QUESTION 6: BUSINESS ROLES

6.1 Introduction

- Solving problems requires businesses to apply creative and critical thinking skills. ✓
- Businesses have to solve many problems as they confront the challenges of dynamic and complex business environments. ✓
- Mojo Paints may use creative thinking techniques to solve business problems. ✓
- Creative thinking is the thought process that leads to original/novel/new ideas. ✓
- Businesses need to find ways to break out from routine thinking. ✓
- Any other relevant introduction related to problem solving/decision making/ creative thinking. ✓

(2x1) (2)

6.2 Distinction between decision making and problem solving

DECISION MAKING	PROBLEM SOLVING
<ul style="list-style-type: none"> • It is often done by one person/a member of senior management who makes it authoritarian. ✓ 	<ul style="list-style-type: none"> • Problems can be solved by a group/ team ✓ or an individual team member. ✓
<ul style="list-style-type: none"> • Various alternatives are considered ✓ before choosing the best one. ✓ 	<ul style="list-style-type: none"> • Alternative solutions are generated/ identified ✓ and critically evaluated. ✓
<ul style="list-style-type: none"> • It is part of the problem solving cycle ✓ as decisions need to be made in each step. ✓ 	<ul style="list-style-type: none"> • Process of analysing a situation ✓ to identify strategies to bring about change. ✓
<ul style="list-style-type: none"> • Any other relevant answer related to decision making. 	<ul style="list-style-type: none"> • Any other relevant answer related to problem solving.
Sub max (4)	Sub max (4)

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

2. Award a maximum of FOUR (4) marks if the distinction is not clear.

Max (8)

6.3 Application of the nominal-group and chair techniques

6.3.1 Application of the nominal group technique

- The group is divided ✓ into a smaller group of 5 or 6 people around the table ✓
- The problem ✓ is defined clearly. ✓
- 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 solution ✓ and someone writes them all down on a big sheet of paper. ✓
- Everyone gives a second solution ✓, and so on until all possible solutions have been recorded. ✓

- No one is allowed to criticize, ✓ but participants may ask questions to understand the suggested solution more clearly. ✓
- Each person reads through all the suggestion and anonymously rates them giving the highest points for the best solution ✓, down to the lowest point for the one they like the least. ✓
- The ratings are collected, ✓ and the points collected and calculated. ✓
- The group is given the results of which idea received the most points, ✓ the second most points, and so on. ✓
- Each group presents the solution that was deemed the best ✓ per the votes. ✓
- Any other relevant answer related to application of the nominal group technique.

Sub max (8)

6.3.2 Application of a chair technique

- People consider ✓ a problem or idea. ✓
- They take turns to sit in one chair ✓ and list all the pros/positive points about the idea/decision ✓
- They then move to another chair ✓ and list all the cons /negative points about the idea/decision ✓
- Someone acts as a scribe ✓ and writes down each person's pros and cons. ✓
- The lists are discussed ✓ and the pros and cons weighed up against each other. ✓
- The final decision ✓ is taken ✓
- Any other relevant answer related to application of a chair technique.

Sub max (8)

Max (16)

6.4 Ways in which businesses can use creative thinking to generate entrepreneurial opportunities in the workplace

- Successful entrepreneurs use creative thinking to come with new products/services. ✓✓
- They create a new market for their products that never existed before. ✓✓
- Creative thinking can be applied to continuously improve products and to stay ahead of competition. ✓✓
- Designing environments that stimulate creative thinking. ✓✓
- Any other related answer related to ways in which businesses can use creative thinking to generate entrepreneurial opportunities in the workplace.

Max (6)

6.5 Ways in which businesses can use creative thinking to solve business problems

- Train their employees on creative thinking and problem-solving techniques. ✓
- Businesses creatively adapted their products to meet changing tastes and demands. ✓
- Employees can think for themselves ✓ and come up with creative solutions to all kinds of business problems. ✓
- Encourage a spirit of play ✓ and experimentation in the workplace. ✓
- Give feedback ✓ on employees' performance. ✓
- Provide time/resources/opportunities ✓ for creative problem solving ✓
- Encourage brainstorming sessions ✓ for employees ✓
- Recognise ✓ and reward achievement ✓



- Encourage employees to express their ideas ✓ and take risks in a safe/non-threatening environment. ✓
- Any other related answer related to other ways in which TM can use creative thinking to solve business problems. **Max (10)**

6.5 Conclusion

- Constant changes in the market impact on business operations and so they need to adapt to it quickly and make quick/creative decisions. ✓✓
- Creative thinking can help to solve business problems successfully. ✓✓
- Businesses must know how to deal with problems that arise. ✓✓
- Any other relevant conclusion related to problem solving/decision making/creative thinking.

Max (2)
[40]

QUESTION 6: BREAKDOWN OF MARK ALLOCATION

DETAILS	MAXIMUM	TOTAL
Introduction	2	Max 32
Differences between decisionmaking and problem solving	8	
Application of Nominal group and Chair technique	16	
Ways in which businesses can use creative thinking to generate entrepreneurial opportunities in the workplace	6	
Ways to use creative thinking to solve business problems	10	
Conclusion	2	
INSIGHT		8
Layout	2	
Analysis, interpretation	2	
Synthesis	2	
Originality/Examples	2	
TOTAL MARKS		40

LASO – For each component:
 Allocate 2 marks if all requirements are met.
 Allocate 1 mark if only some of the requirements are met. Allocate 0 marks where requirements are not met at all.

