



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 10

NOVEMBER 2023

Stanmorephysics.com
BUSINESS STUDIES P2

MARKS : 150

TIME : 2Hours

This question paper consists of 8 pages

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 questions in this section.

SECTION C: Consists of TWO questions. Answer any ONE question 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	30	20
B: THREE direct/indirect-type questions CHOICE: Answer any TWO.	2	40	35
	3	40	35
	4	40	35
C: TWO essay-type questions CHOICE: Answer any ONE.	5	40	30
	6	40	30
TOTAL		150	120

7. Begin the answer to EACH question on a NEW page, for example QUESTION 1 – new page, QUESTION 2 – new page, et cetera.
8. You may use a non-programmable calculator.
9. 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 Which one of the following is an element of the financial plan?

- A. Vision
- B. Mission
- C. Price
- D. Cash flow statement

1.1.2 The problem-solving technique where questionnaires are developed and sent to experts in order to generate creative solutions to problem:

- A. Force field technique
- B. Nominal Group technique
- C. Brainstorming
- D. Delphi Technique

1.1.3 A visual presentation of set of sales figures shown as a series of rectangles

- A. Table
- B. Diagram
- C. Bar graph
- D. Line graph

1.1.4 Incompetent employees from Tamli Trading Stores can be regarded as/ain their SWOT analysis.

- A. Strength
- B. Weakness
- C. Threat
- D. Opportunity

1.1.5 Ideas featuring new and original methods is known as.....

- A. Ethics
- B. Creativity
- C. Problem solving
- D. Decision making

(2x5) [10]

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 (1.2.1–1.2.5) in the ANSWER BOOK.

written report; income statement; corporate social responsibility; sole trader; problem solving; social responsibility; data projector; personal liability company; decision-making; business plan.

- 1.2.1 Information in the form of a ... is an example of a non-verbal presentation
- 1.2.2 Theron used a ... process to identify strategies that will bring about change
- 1.2.3 It shows profit and loss.
- 1.2.4 The ... has the benefit of corporate existence and perpetual succession.
- 1.2.5 The process of an obligation to contribute for the individuals and organizations is known as

(5 x 2) (10)

1.3 Choose a description from COLUMN B that matches a term in COLUMN A. Write only the letter (A–J) next to the question numbers (1.3.1–1.3.5) in the ANSWER BOOK, for example 1.3.6 K.

COLUMN A	COLUMN B
1.3.1 Public company	A Circumstances that work against the business and its success
1.3.2 Vision	B Is the tool used for decision-making, analysing the strengths, weaknesses, opportunities and threats
1.3.3 Marketing plan	C Shares are not freely transferrable
1.3.4 Weaknesses	D Is a description of the market analysis including target market
1.3.5 Research protocol	E long term future goal of the business.
	F Good or beneficial qualities or attributes of a person
	G A prospectus is issued to raise capital
	H Activities the business will do in order to achieve its goals
	I Discusses the hierarchy and roles of the employees
	J Are the rules that you must follow when doing research in order to be ethical and professional

(5 x 2) (10)

TOTAL SECTION A: 30

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, for example QUESTION 2 on a NEW page, QUESTION 3 on a NEW page, et cetera.

QUESTION 2: BUSINESS VENTURES

2.1 Name the factors that must be considered when choosing a form of ownership (4)

2.2 Outline characteristics of a sole trader (6)

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

ZIZO SWIMWEAR DESIGN (ZSD)

Zizo is a keen, young swimwear designer, situated in Grahamstown. She 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 branch.

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

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

2.3.1 Compile a SWOT analysis to determine the viability of ZSD business. (4)

2.3.2 Describe protocol for conducting research. (6)

2.4 Explain the difference between internal and external market research. (4)

2.5 Explain the importance of a business plan (4)

2.6 Discuss factors that must be considered when designing a presentation (6)

2.7 Recommend the importance of business reports. (6)

[40]

QUESTION 3: BUSINESS ROLES

- 3.1 Outline problem solving cycle (4)
- 3.2 Elaborate on the meaning of creative thinking (4)
- 3.3 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 then share them with other group members. The manager also contacted design experts to complete a questionnaire on how to change the design.

- 3.3.1 Identify TWO problem-solving techniques used by Green Car manufacturer. Motivate your answer by quoting from the scenario above.

Use the table below as a guide to answer QUESTION 3.3.1.

PROBLEM-SOLVING TECHNIQUES	MOTIVATION
1.	
2.	

- 3.3.2 Discuss the advantages of creative thinking in the workplace. (6)
- 3.3.3 Distinguish between decision making and problem-solving (4)
- 3.4 Explain initiatives that businesses can take to address socio-economic issues. (6)
- 3.5 Describe TWO following factors that can influence team relationship (2)
- Prejudice (2)
 - Discrimination (2)
- 3.6 Suggest ways in which businesses can create an environment that enables teams to work effectively (6)

[40]

QUESTION 4: MISCELLANEOUS TOPICS

BUSINESS VENTURES

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

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

4.1.2 The location where goods or services are sold (2)

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

4.2 Outline THREE types of legal requirements for a business. (6)

4.3 Differentiate between *profit* and *non-profit organization*. (4)

4.4 Suggest the advantages of public company (4)

BUSINESS ROLES

4.5 Define the following concept:

4.5.1 *Social Responsibility* (4)

4.5.2 *Corporate Social Responsibility* (4)

4.6 Discuss how business can use the following problem-solving techniques to identify innovative and entrepreneurial business opportunities:

4.6.1 Force-field - Analysis (4)

4.6.2 Brainstorming (4)

4.7 Recommend ways in which creative business opportunities can realistically be implemented (4)

[40]

TOTAL SECTION B: 80

80 SECTION C

Answer ANY ONE question in this section.

NOTE: Clearly indicate the QUESTION NUMBER of the question chosen

QUESTION 5: BUSINESS VENTURES (PRESENTATION OF BUSINESS INFORMATION)

Businesses should prepare a presentation to convince investors. Visual aids can be used to support the presentation. Business reports are important documents and should be effective. Using graphs can be effective while presenting.

- Outline factors that must be considered when preparing a verbal presentation
- Explain the following different visual aids
 - Hand-outs
 - Flip chart
- Discuss guidelines on writing an effective business report.
- Advise the business on the advantages of using graphs/diagrams and symbols/pictures.

[40]

QUESTION 6: BUSINESS ROLES (RELATIONSHIPS AND TEAM PERFORMANCE)

Building a high-performance team is a challenge to many businesses. Businesses with a strong sense of purpose and understanding of how their work impacts the customer, outperform. Communicating the purpose, vision and business objectives clearly and consistently is the first step to build trust on the team.

- Elaborate on the meaning of increased profit and productivity as business objectives
- Discuss the benefits of teamwork.
- Explain the following criteria for successful team performance.
 - Clear objectives and agreed goals/ collaborations/ cooperation.
 - Mutual trust and respect
 - Openness/ Communications
- Recommend interpersonal relationships in the workplace with specific reference to different hierarchies/ management levels

TOTAL SECTION C: 40
GRAND TOTAL: 150



OR TAMBO INLAND DISTRICT

GRADE 10

NOVEMBER 2023

BUSINESS STUDIES P2
MARKING GUIDELINE

MARKS: 150



This marking guideline consists of 22 pages.

SECTION A

QUESTION 1

1.1 1.1.1 C ✓✓

1.1.2 A ✓✓

1.1.3 C ✓✓

1.1.4 C ✓✓

1.1.5 D ✓✓

(5 x 2) (10)

1.2 1.2.1 Prejudice ✓✓

1.2.2 Questionnaire ✓✓

1.2.3 Problem-solving ✓✓

1.2.4 Social responsibility ✓✓

1.2.5 Personal Liability Company ✓✓

(5 x 2) (10)

1.3 1.3.1 D ✓✓

1.3.2 J ✓✓

1.3.3 E ✓✓

1.3.4 B ✓✓

1.3.5 I ✓✓

(5 x 2) (10)

TOTAL SECTION A: 30

BREAKDOWN OF MARKS

QUESTION 1	MARKS
1.1	10
1.2	10
1.3	10
TOTAL	30

SECTION B

Mark the answers to the **FIRST TWO** questions only.

QUESTION 2: BUSINESS VENTURES

2.1 Components of the business plan

- Cover page ✓
- Contents page/Index ✓
- Executive summary ✓
- Description of the business/Overview ✓
- SWOT analysis ✓
- Legal requirements of business ✓
- Marketing plan ✓
- Operational plan ✓
- Financial plan ✓
- Management plan ✓
- Competitor analysis ✓
- Any other relevant answer related to the components of the business plan.

NOTE: Mark the first THREE (3) only. (3 x 1) (3)

2.2 Steps in identifying the business opportunities

OPTION ONE

- Generate new ideas by applying problem solving techniques. ✓✓
- Analyse the needs of consumers by doing research. ✓✓
- Identify good business ideas. ✓✓
- Determine the viability of ideas by conducting market research. ✓✓
- Conduct a SWOT analysis. ✓✓

OR

OPTION TWO

- Identify your business and personal goals ✓✓
- Research your preferred industries ✓✓
- Identify promising industry segments ✓✓
- Identify problem areas and brainstorm solutions ✓✓
- Compare possible solutions with your objectives and opportunities ✓✓
- Focus on the most promising opportunities ✓✓
- Any other relevant answer related to the steps in identifying the business opportunities.

Max. (6)

2.3 Form of ownership

2.3.1 Partnership ✓✓ (2)

Motivation

Pessi and Sazi are jointly and severally liable for the debts of their business. ✓

NOTE: Do not award marks for motivation if the form of ownership was incorrectly identified. (1)

Max. (3)

2.3.2 Public company ✓✓

2.4 Advantages of a private company

- A company has continuity ✓ of existence. ✓
- Managed at least by one ✓ competent highly skilled director. ✓
- Information in a private company is only available ✓ to shareholders. ✓
- Not required to file annual financial statements ✓ with the commission. ✓
- The company has unlimited number of shareholders ✓ and its life span is perpetual. ✓
- Shareholders can vote for/ appoint the most capable directors ✓ to manage their company. ✓
- Own legal identity ✓ and shareholders have no direct legal implications/ limited liability ✓
- Large amount of capital can be raised ✓ since there is no limit on the number of shareholders ✓
- Even though shares are not freely transferable ✓, large private companies can raise considerable amount of capital. ✓
- It is possible to sell a private company ✓ as it is a legal entity in its own right. ✓
- The management of the company can improve ✓ since directors are accountable to shareholders. ✓
- The company can access long term capital ✓ and therefore has good long term growth opportunities. ✓
- The company is a separate legal person ✓ it can buy property in its own name. ✓ Liabilities of the shareholders ✓ are limited. ✓
- Any other relevant answer related to the advantages of a private company.

Max. (6)

2.5 Importance of market research



- It is a process to understand√ more about customers' needs√
- The target market refers to the people√ who are likely to buy the product or service offered by the business√
- The business must conduct market research to know about the following factors of the target market: √ age group, gender, personality, income and education √
- The methods of conducting market research√ include surveys, interview and questionnaires.√
- The results of the market research is important as it will indicate whether the target market shows interest in the goods and services√ the proposed business aims to offer.√
- Any other relevant answer related to the importance of market research.

Max. (6)

2.6 SWOT analysis

Strengths	Weaknesses
Anna is specialising in selling crispy and mouth-watering fish and chips in the market. √√ Submax. (2)	Anna is unable to take many orders as she has only one employee. √√ Submax. (2)
Opportunities	Threats
She is waiting for a gas chips-making machine from the local municipality which is supporting SMMEs. √√ Submax. (2)	She heard that another fish and chips store will be opened soon in the market. √√ Submax. (2)



2.7 Advise entrepreneurs on 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 on the viability of his/her business idea. ✓✓
- Helps the entrepreneur to identify problems that may arise and helps management to take steps to avoid these problems. ✓✓
- Improves business operations processes 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 a business plan.

Max. (6)

[40]

BREAKDOWN OF MARKS

QUESTION 2	MARKS
2.1	3
2.2	6
2.3.1	3
2.3.2	2
2.4	6
2.5	6
2.6.1	8
2.7	6
TOTAL	40

QUESTION 3: BUSINESS ROLES

3.1 Business objectives

- Increased profit. ✓
- Increased productivity. ✓
- Increased sales. ✓
- Survival. ✓
- Growth in market share. ✓
- Service. ✓

NOTE: Mark the first FOUR (4) only.

(4 x 1) (4)

3.2 Benefits of teamwork in the workplace

- The members of the team learn from each other and grow. ✓✓
- The team achieves more than the individual. ✓✓
- Good teamwork helps business to achieve their objectives. ✓✓
- Businesses are more productive. ✓✓
- The performance of all team members improves because they support each other's skills. ✓✓
- Teamwork encourages workers to increase their range of skills. ✓✓
- Gives employees more control over their jobs. ✓✓

Max. (6)

3.3 Socio-economic Issues

3.3.1

- Poverty ✓✓

(2)

Motivation

They donate food parcels to the local NGOs. ✓

- Unemployment ✓✓

(2)

Motivation

Offer bricklaying skills development courses for free. ✓

NOTE: Do not award marks for motivation if the socio-economic Issues were incorrectly identified. (2)

Max. (6)

3.4 Initiatives businesses can take to address HIV&AIDS

- Counselling programmes/train counsellors ✓ to provide assistance to infected and affected persons/employees. ✓
- Develop counselling programmes ✓ for infected/affected persons/employees. ✓
- Conduct workshops ✓ on HIV/Aids programmes/campaigns. ✓
- Offer Voluntary HIV/Aids testing and counselling ✓ in the workplace. ✓
- Roll out anti-retroviral (ARV) treatment programmes (ART) ✓ for the infected employees. ✓
- Encourage employees ✓ to join HIV/Aids support groups. ✓
- Develop strategies ✓ to deal with stigma and discrimination. ✓
- Participate in the HIV/Aids prevention programmes ✓ implemented in the community. ✓
- Support ✓ non-governmental organisational/community-based. ✓
- Any other relevant answer related to the initiatives businesses can take to address HIV&AIDS.

Max. (6)

3.5 Interpersonal relationships in the workplace

- A business objective may be achieved ✓ by employees in the workplace. ✓
- Working relationships/employees' circumstances/values/beliefs ✓ can impact on a business's performance. ✓
- The degree of power and authority that managers possess ✓ depend on the level of management. ✓
- Each individual plays a role ✓ in achieving business objectives. ✓
- The quality of interpersonal relationship in the workplace ✓ has a direct influence on employees' levels of motivation and satisfaction. ✓
- Any other relevant answer related to interpersonal relationships in the workplace.

Max. (6)

3.6 **Criteria for successful team performance**

- 3.6.1 Shared values/mutual trust.√√ (2)
- 3.6.2 Collaboration.√√ (2)
- 3.6.3 Communication.√√ (2)

3.7 **Other examples of corporate social responsibility (CSR)**

- Producing socially responsible goods and services.√√
- Treating employees in a socially responsible way.√√
- Ensuring production techniques are socially responsible.√√
- Initiating community projects.√√

Max. (6)

BREAKDOWN OF MARKS

QUESTION 3	MARKS
3.1	4
3.2	6
3.3.1	6
3.4	6
3.5	6
3.6.1	2
3.6.2	2
3.6.3	2
3.7	6
TOTAL	40

QUESTION 4: BUSINESS VENTURES

4.1 Types of co-operatives

- Housing co-operative. ✓
- Worker co-operative. ✓
- Social co-operative. ✓
- Agricultural co-operative. ✓
- Co-operative burial society. ✓
- Financial services co-operative. ✓
- Consumer co-operative. ✓
- Transport co-operative. ✓

NOTE: Mark the first FOUR (4) only.

(4 x 1) (4)

4.2 Factors that should be considered when choosing the form of ownership

- The size and nature of the business. ✓✓
- The way in the business is controlled and manage/Management. ✓✓
- Who bears the risk/ Risk Bearing. ✓✓
- How capital is going to be raised. ✓✓
- How profits and losses will be dealt with/ Sharing of Profit. ✓✓
- Who is responsible for any debts made by the business/Liability. ✓✓
- Tax implications for profits earned by the business. ✓✓
- The life span of the business/Continuity. ✓✓
- The vulnerability of the business in terms of lawsuits/Legal person. ✓✓
- Any other relevant answer related to the factors that should be considered when choosing the form of ownership.

Max. (4)

4.3 Type of market research

4.3.1 Internal market research ✓✓

(2)

4.3.2 Discussion of internal market research

- It is the research conducted ✓ from within the business. ✓
- Employees together with general employers ✓ indicate taste, type of products/services of the business. ✓
- Different resources are used for gathering business information ✓ for helping management to make informed decisions. ✓
- Any other relevant answer related to the internal market research.

Max. (4)

4.4 **Aspects that must be included in the executive summary of a business plan**

- The form of business enterprise. ✓✓
- The main business activity. ✓✓
- Information about the owner of the business. ✓✓
- The way in which capital will be obtained. ✓✓
- Any other relevant answer related to the aspects that must be included in the summary of a business plan. **Max. (6)**

BUSINESS ROLES

4.5 **Factors that can influence team relationships**

- Prejudice ✓
- Discrimination ✓
- Equity ✓
- Diversity ✓ **Max. (4)**

4.6 **Ways in which businesses can create environment that enables teams to work effectively**

- Make important decisions ✓ through a process of teamwork. ✓
- The business should listen to employees ✓ when they share ideas. ✓
- Make important decisions ✓ through a process of teamwork. ✓
- Rewards and mistakes must be viewed as opportunities ✓ to learn and grow. ✓
- Keep the communication channels open, ✓ facilitate participation and make suggestions for discussion. ✓
- Acknowledge the strengths of employees ✓ rather than being threatened by them. ✓
- Encourage cooperation and make employees accountable ✓ for their work. ✓
- Observe and understand the emotions of others ✓ in the group. ✓
- Ensure that employees are working ✓ towards the same goal. ✓
- Give employees the same respect ✓ regardless of their positions. ✓
- Any other relevant answer related to ways in which businesses can create environment that enables teams to work effectively. **Max. (6)**

4.7 **Socio-economic Issues**

4.7.1 Crime √√ (2)

4.7.2 Gambling √√ (2)

4.8 **Initiatives businesses can take to address unemployment**

- Provide skills development programmes through learnerships. √√
- Offer bursaries to the community to improve the level of education. √√
- Create jobs for members of the community. √√
- Provide entrepreneurial programmes that can promote self-employment. √√
- Support existing small businesses to create more employment opportunities. √√
- Any other relevant answer related to the initiatives businesses can take to address unemployment.

Max. (6)

[40]

BREAKDOWN OF MARKS

QUESTION 4	MARKS
4.1	4
4.2	4
4.3.1	2
4.3.2	4
4.4	6
4.5	4
4.6	6
4.7.1	2
4.7.2	2
4.8	6
TOTAL	40

TOTAL SECTION B: 80

SECTION C

Mark the answers to the FIRST question only.

QUESTION 5: BUSINESS VENTURES (PRESENTATION OF BUSINESS INFORMATION)

5.1 Introduction

- Effective visual aids require presenters to be well conversant with guidelines on how to design a presentation. ✓
- Business reports enable management to keep track of every activity done in each department. ✓
- It enables senior management with information on how each department is doing and provides information that leads to decision making. ✓
- Presenters use a variety of visual aids to attract the audience attention.
- Any other relevant introduction related to writing an effective business report/visual aids/designing a presentation.

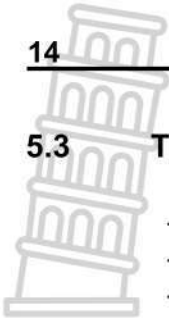
Any (2x1) (2)

5.2 Factors to consider when preparing/designing a presentation

The presenter should keep the following points in mind during preparation:

- 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 the factors to consider when preparing/designing a presentation.

Max. (12)



5.3 The purpose of audio-visual aids

- They add value√ and clarity of the presentation. √
- They make the presentation more interesting√ and memorable. √
- Visual aids reinforce √ what the presenter has said. √
- They create an atmosphere√ such as showing videos.
- Helps get the message√ across more easily. √
- Keeps the audience engaged√ during the presentation. √
- They add power√ and punch to the presentation√
- Enhance √ presentation√
- Create excitement√
- Help the audience to remember√ the presentation√
- Any other relevant answer related to the purpose of audio-visual aids.

Max. (12)

5.4 Discussion of the visual aids

5.4.1 Hand-outs

- Use for small or large groups. √
- Used to give summary of the presentation√ and provides follow-up activities. √
- Contains summary√ of the most important points. √
- They are given to the audience√ when they leave after the presentation.√
- Provide details that cannot be included in the presentation√ such as financial statement. √
- They provide structure and focus for the presentation.√

Submax. (6)

5.4.2 Overhead projector (OHP)

- Used for a large group.√
- Uses transparencies. √
- Needs a special screen√ mounted at an angle to a wall.√
- Display charts, show summaries, graphs, relationships, diagrams and process steps. √
- Provide details that cannot be included in the presentation√ such as financial statement.√
- It can sometimes be difficult to focus.√
- Any other relevant answer related to the overhead projector.

Submax. (6)

Max. (12)



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. √√
 - Prepare an overview of what the audience needs to know and details that should be included in the report. √√
 - 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. √√
 - Spend time revising the report and correct spelling mistakes and grammatical errors. √√
 - Get someone to look at the report and to make suggestions for improvement. √√
 - Any other relevant answer related to the guidelines on writing an effective business report.
- Max. (10)**

5.6 Conclusion

- Presenters should always use visual aids that are relevant topics that will be presented in order to enhance the quality of their presentations. √
- Presenters must always revise their presentation as soon as they obtain new information. √
- An effective business report may attract and retain business internal and external stakeholders. √
- Any other relevant conclusion related to writing an effective business report/visual aids/designing a presentation.

Any (1 x 2) (2) [40]

QUESTION 5: BREAKDOWN OF MARK ALLOCATION

DETAILS	MAXIMUM	TOTAL
Introduction	2	Max 32
Factors to consider when preparing/designing a presentation	12	
The purpose of audio-visual aids	12	
Discussion of the following visual aids: <ul style="list-style-type: none"> o Handouts o Overhead Projector 	12	
Guidelines on writing an effective business report	10	
Conclusion	2	
INSIGHT		
Layout	2	8
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 (CREATIVE THINKING AND PROBLEM-SOLVING)


6.1 Introduction

- The business environment is volatile and requires advanced creative thinking skills for effective decisions. ✓
- An environment that promotes creative thinking enables employees to unleash their potential for the benefit of businesses. ✓
- Creative thinking enables businesses to differentiate their products and develop new ways of doing things. ✓
- Businesses with diverse and highly skilled employees may apply the Delphi technique to avoid delays in solving complex business problems. ✓
- The force-field analysis enables businesses to make a critical analysis of the situation before initiating changes. ✓
- Any other relevant introduction related to differences between problem-solving and decision making/creating an environment that promotes creative thinking in the workplace/advantages of creative thinking in the workplace/application of the Delphi technique and force-field analysis.

Any (2 x 1) (2)

6.2 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. ✓✓
- Managers/Employees may keep up with fast changing technology which may lead to an increased market share. ✓✓

- 
- Stimulates initiative from managers/employees, as they are continuously pushed out of their comfort zone. ✓✓
 - Creativity may lead to new inventions which improves the general standard of living/attract new investors. ✓✓
 - Businesses can continuously improve on product development by exploring new ways to enhance growth. ✓✓
 - Any other relevant answer related to the advantages of creative thinking in the workplace.

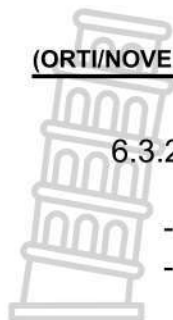
Max (12)

6.3 Application of the Delphi technique and force-field analysis as problem-solving techniques to solve complex business problems

6.3.1 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. ✓
- Any other relevant answer related to how businesses could apply the Delphi technique to solve complex business problems.

Submax (6)



6.3.2 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 one (1) is weak and five (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. √
- Any other relevant answer related to how businesses could apply the force-field analysis to solve complex business problems.

Submax (6)
Max (12)

6.4 Differences between problem-solving and decision making

PROBLEM-SOLVING	DECISION MAKING
- Problems can be solved by a group√/ team which makes the process consultative. √	- It is often done by one person/a member of senior management√ who makes the process authoritarian. √
- Alternative solutions are generated/ identified√ and critically evaluated. √	- Various alternatives are considered√ before deciding on the best one. √
- Process of analysing a situation√ to identify strategies to bring about change. √	- It is part of the problem-solving cycle√ as decisions need to be taken in each step. √
- Any other relevant answer related to problem-solving.	- Any other relevant answer related to decision making.
Submax (6)	Submax (6)

- 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 SIX (6) marks if the differences are not clear/Mark either problem-solving or decision making only.

Max (12)

6.5 **Ways in which businesses can create an environment that promotes creative thinking in the workplace**

- Encourage alternative ways of working/doing things. ✓✓
- Emphasise the importance of creative thinking to ensure that all staff know that management wants to hear their ideas. ✓✓
- Make time for brainstorming sessions to generate new ideas such as regular workshops generate more ideas/build on one another's ideas. ✓✓
- Place suggestion boxes around the workplace and keep communication channels open for new ideas. ✓✓
- Train staff in innovative techniques such as creative problem-solving skills/ mind-mapping/lateral thinking. ✓✓
- Encourage job swops within the organisation/Study how other businesses are doing things. ✓✓
- Respond enthusiastically to all ideas and never let anyone feel less important. ✓✓
- Reward creativity with reward schemes for teams/individuals that come up with creative ideas. ✓✓
- Provide a working environment conducive to creativity, free from distractions. ✓✓
- Any other relevant answer related to ways in which businesses can create an environment that promotes creative thinking in the workplace.

Max (10)

6.6 **Conclusion**

- Businesses should put systems in place that will enable them to overcome competition in the market. ✓✓
- Creating an environment that promotes creative thinking in the workplace contributes in achieving business goals and increasing the market share. ✓✓
- Creative thinking enables businesses to keep abreast with latest development in the market. ✓✓
- The application of the Delphi technique provides businesses the opportunity to consider outsider's point of view on various solutions to business problems. ✓✓
- The effective implementation of the force-field analysis may enable businesses to diversify their products/venture into new markets resulting in growth and sustainability. ✓✓
- Any other relevant conclusion related to the differences between problem-solving and decision making/creating an environment that promotes creative thinking in the workplace/advantages of creative thinking in the workplace/application of the Delphi technique and force-field analysis.

Any (1 x 2) (2) [40]



QUESTION 6: BREAKDOWN OF MARK ALLOCATION

DETAILS	MAXIMUM	TOTAL
Introduction	2	Max 32
Benefits of creative thinking in the workplace	12	
Application of problem-solving techniques to solve complex business problems: <ul style="list-style-type: none"> o Delphi-technique o Force-field analysis 	12	
Differences between problem solving and decision making.	12	
Ways in which businesses can create an environment that promotes creative thinking	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 some requirements are met.

Allocate 0 marks where requirements are not met at all

**TOTAL SECTION C: 40
GRAND TOTAL**

