



LIMPOPO
PROVINCIAL GOVERNMENT
REPUBLIC OF SOUTH AFRICA

DEPARTMENT OF
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 10

BUSINESS STUDIES - TEST 2

2024
Stanmorephysics.com

MARKS: 100
TIME: 1.5 HOURS

This question paper consists of 9 pages.

INSTRUCTIONS AND INFORMATION

Read the following instructions carefully before answering the questions.

1. This question paper consists of THREE sections and covers TWO main topics.

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 the two questions in this section.

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

Note that ONLY the answers to the first TWO questions selected in SECTION B and the answers to the FIRST question selected in SECTION C will be marked.

3. Number the answers correctly 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 a guide for mark and time allocation when answering each question.

SECTION	QUESTION	MARKS	TIME (minutes)
A: Objective-type questions COMPULSORY	1	30	20 minutes
B: THREE direct/indirect-type questions. CHOICE: Answer any TWO.	2	20	20 minutes
	3	20	20 minutes
	4	20	20 minutes
C: TWO essay-type questions CHOICE: Answer any ONE	5	40	30 minutes
	6	40	30 minutes
TOTAL		100	90 minutes

7. Begin the answer to EACH question on a NEW page, e.g. QUESTION 1 – new page, A QUESTION 2 – new page.
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 answer and write only the letter (A-D) next to the question numbers (1.1.1 to 1.1.5) in the ANSWER BOOK, e.g. 1.1.6 D.

1.1.1 The process of finding solutions to difficult or complex issues.

- A brainstorming
- B SCAMPER
- C problem solving
- D creative thinking

1.1.2 The procedure that must be followed before research is conducted.

- A research protocol
- B research
- C research instruments
- D market research

1.1.3 A written summary of information dealt with in a presentation.

- A poster
- B handouts
- C illustration
- D projector

1.1.4 Motheo used ... to assess the viability and profitability of the business.

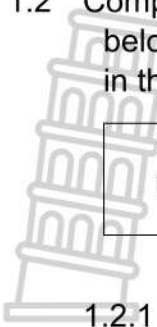
- A financial plan
- B marketing mix
- C promotion
- D financial analysis

1.1.5 The sales manager was requested to submit ... as an evaluation of performance of the business.

- A visual aid
- B chart
- C business report
- D business plan

(5 x 2) (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 to 1.2.5) in the ANSWER BOOK.



research instrument; process; nominal group; data projector; market research; strengths and weaknesses; force field analysis; promotion; opportunities and threats

1.2.1 During presentation Mologadi used ... to display computer output onto a white screen.

1.2.2 FSB uses ... to collect, measure and analyse data related to business opportunity.

1.2.3 ... relate to external factors over which a business has little or no control.

1.2.4 Molepo Construction applied the ... technique when they listed the driving forces and restraining forces that will support or resist change.

1.2.5 A ... refers to how the business is going to make its target market aware of its products or services. (5 x 2) (10)



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 VENTURES

- 2.1 Name any TWO components of a business plan. (2)
- 2.2 Explain the importance of a business plan (4)
- 2.3 Read the scenario below and answer the questions that follow.

MOTHUPI ELECTRONICS (ME)

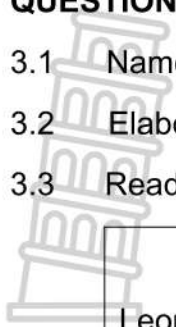
Mothupi Electronics is a consumer electronics and IT retailer. ME has recently employed a qualified computer technician. The business is located in a high crime area. The manager of ME lacks good management skills. Morgan Computers has recently closed its operations.

- Compile a SWOT analysis for Mothupi Electronics. (4)
- 2.4 Identify the marketing mix components applied by Lesedi Hardware in EACH statement below:
- 2.4.1 The business is situated in a residential area. (2)
- 2.4.2 Lesedi uses flyers to advertise her products. (2)
- 2.5 Outline protocol for conducting research. (2)
- 2.6 Advise business on the importance of assessing needs and desires in identifying a business opportunity. (4)

[20]

QUESTION 3: BUSINESS ROLES

- 3.1 Name any TWO problem solving steps (2)
- 3.2 Elaborate the meaning of creative thinking (4)
- 3.3 Read the scenario below and answer the questions that follow



LEON FASHION DESIGNERS (LFD)

Leon Fashion Designers is well known for elegant women clothing. Businesses are required to apply creative thinking to solve problems. Some of the staff members were requested to suggest new ideas aloud in a large group. The rest of the staff were requested to individually and silently generate solutions.

- 3.3.1 Identify TWO problem-solving techniques used by LFD. Motivate your answer by quoting from the scenario.

Use the table below as a GUIDE to answer QUESTION 3.2.1

PROBLEM-SOLVING TECHNIQUE	MOTIVATIONS
1.	
2.	

- (6)**
 - 3.3.2 Explain how businesses can apply the problem-solving techniques identified in QUESTION 3.2.1 (4)
 - 3.4 Distinguish between decision making and problem solving. (4)
- [20]**

QUESTION 4: MISCELLANEOUS TOPICS

BUSINESS VENTURES

- 4.1 Name any TWO research instrument (2)
- 4.2 Elaborate on the meaning of business opportunity (2)
- 4.3 Identify the visual aid that is applied to Lesedi’s Construction in EACH statement below:
 - 4.3.1 Moses showed the client a simple drawing of the processes for each stage of the project. (2)
 - 4.3.2 The sales manager presented a set of sales figures in a series of rectangles. (2)
 - 4.3.3 Images were used to show the front view of the building. (2)

BUSINESS ROLES

- 4.4 Elaborate on the meaning of problem solving (4)
- 4.5 Read the scenario below and answer the questions that follow.

SESHEGO CHEMICALS (SC)

Seshego chemicals specialises in the manufacturing of cleaning chemicals. SC is planning to expand their business to other provinces. They have requested the management team to list all the driving forces and restraining forces that will support and resist change. Business is faced with making decisions. SC has also invited a panel of experts to individually respond to questionnaires and return it to the business.

Identify TWO problem-solving techniques used by SC. Motivate your answer by quoting from the scenario.

Use the table below as a GUIDE to answer QUESTION 4.2

PROBLEM-SOLVING TECHNIQUES	MOTIVATIONS
1.	
2.	

(6)

[20]

TOTAL SECTION B: 40

**SECTION C**

Answer ANY ONE question in this section

NOTE: Clearly indicate the QUESTION NUMBER of the chosen question.
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 (PRESENTATION OF BUSINESS INFORMATION)

A business report is an important communication instrument, and the business should understand its importance. Visual aids add context to a presentation and makes it more interesting for the audience.

Write an essay on the presentation of business information in which you include the following aspects:

- Outline the guidelines on writing an effective business report.
- Explain the advantages and disadvantages of graphs/diagrams, symbols/pictures.
- Discuss the importance of business reports.
- Advise businesses on the factors that must be considered when designing a presentation.

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

Business needs to understand the benefits of creative thinking and ways in which they can use it to generate entrepreneurial opportunities. The Delphi and Force-field analysis enable businesses to solve complex business problems. Business should consider ways in which business opportunities can be realistically implemented.

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

- Outline the benefits of creative thinking in the workplace.
- Explain how businesses can use creative thinking to generate entrepreneurial opportunities.
- Describe how businesses can apply the following problem-solving techniques to solve business problems.
 - Delphi technique
 - Force-field analysis
- Recommend ways in which creative business opportunities can realistically be implemented.

[40]

TOTAL SECTION C: 40
GRAND TOTAL: 100



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GRADE 10

The cover of a marking guideline document for Business Studies - Test 2, 2024. The background is a blurred image of a potted plant. The text is overlaid in a semi-transparent box with a dashed border. A yellow rectangular area is on the right side of the box. The website 'Stanmorephysics.com' is visible at the bottom.

BUSINESS STUDIES - TEST 2
2024
MARKING GUIDELINE
Stanmorephysics.com

MARKS: 100

This marking guidelines consists of 20 pages.

NOTES TO MARKERS

PREAMBLE

The notes to markers are provided for quality assurance purposes to ensure the following:

- a) Fairness, consistency and reliability in the standard of marking.
- b) Facilitate the moderation of candidates' scripts at the different levels.
- c) Streamline the marking process considering the broad spectrum of markers across the country.
- d) Implement appropriate measures in the teaching, learning and assessment of the subject at schools/institutions of learning.

1. For marking and moderation purposes, the following colours are recommended:

Educator:	Red
Departmental head:	Green
District moderator:	Orange
Provincial moderator:	Pink
DBE moderator:	Turquoise

2. Candidates' responses must be in full sentences for SECTION B and C. However, this would depend on the nature of the question.
3. 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 credible source.
 - Original
 - A different approach is used.

NOTE: There is only ONE correct answer in SECTION A.

4. Take note of other answers, provided by candidates, which relate to a particular question 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.)
5. The word 'Submax' is used to facilitate the allocation of marks within a question or sub-question.
6. 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 as well as for calculation and moderation purposes.
7. 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 the marking guidelines. Only the total for each question should appear in the left-hand margin next to the appropriate question number.
8. In an indirect question, the theory as well as the response must be relevant and related to the question.

9. Correct numbering of answers to questions or sub questions is recommended in SECTIONS A and B. However, if the numbering is incorrect, follow the sequence of the candidate's responses. Candidates will be penalized if the latter is not clear.
10. No additional credit must be given for repetition of facts. Indicate with an 'R'.
11. When 'evaluate' is used, candidates are expected to respond in either a positive/negative manner or take a neutral (positive and negative) stance.
12. The allocation of marks must be informed by the nature of the question, cognitive verb used, mark allocation in the marking guideline and the context of each question.

Cognitive verbs such as:

- 12.1 Advise, name, state, outline, motivate, recommend, suggest, (list not exhaustive) do not usually require much depth in candidates' responses. Therefore, the mark allocation for each statement/answer appears at the end.
 - 12.2 Define, describe, explain, discuss, elaborate, distinguish, differentiate, compare, tabulate, analyse, evaluate (list not exhaustive) require a greater depth of understanding, application and reasoning. Therefore, the marks must be allocated more objectively to ensure that assessment is conducted according to established norms so that uniformity, consistency and fairness are achieved.
13. Mark only the FIRST answer where candidates offer more than one answer for SECTION B and C questions that require one answer.
 14. **SECTION B**
 - 14.1 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.

NOTE:

 1. This applies only to questions where the number of facts is specified.
 2. The above also applies to responses in SECTION C (where applicable).
 - 14.2 If two facts are written in one sentence, award the candidate FULL credit. Point 14.1 above still applies.
 - 14.3 If candidates are required to provide their own examples/views, brainstorm this at the memo discussion.
 - 14.4 **Use of the cognitive verbs and allocation of marks:**
 - 14.4.1 If the number of facts is specified, questions that require candidates to 'describe/discuss/explain' may be marked as follows:
 - Fact 2 marks (or as indicated in the marking guidelines)
 - Explanation 1 mark (two marks will be allocated in Section C)The 'fact' and 'explanation' are given separately in the marking guideline to facilitate mark allocation.

14.4.2 If the number of facts required is not specified, the allocation of marks must be informed by the nature of the question and the maximum mark allocated in the marking guideline.

14.5 **ONE mark may be awarded for answers that are easy to recall, requires one word answers or is quoted directly from a scenario/case study. This applies to SECTION B and C (where applicable).**

15 **SECTION C**

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

Introduction	Maximum 32
Content	
Conclusion	
Insight	8
TOTAL	40

15.2 Insight consists of the following components:

Layout/Structure	Is there an introduction, paragraphs and a conclusion?	2
Analysis and interpretation	Is the candidate able to break down the question into headings/subheadings/interpret it correctly to show understanding of what is being asked? Marks to be allocated using this guide: All headings addressed: 1 (One 'A') Interpretation (16 to 32 marks) 1 (One 'A')	2
Synthesis	Are there relevant decisions/facts/responses made based on the questions?	2
	Option 1 Only relevant facts: 2 marks (No '-S') Where a candidate answers 50% or more (two to four sub-questions) of the question with only relevant facts; no '-S' appears in the left margin. Award the maximum of TWO (2) marks for synthesis.	
	Option 2 Some relevant facts: 1 mark (One '-S') Where a candidate answers less than 50% (only one sub-question) of the question with only/some relevant facts; one '-S' appears in the left margin. Award the maximum of ONE (1) mark for synthesis.	
	Option 3 Some relevant facts: 1 mark (One '-S') Where a candidate writes FOUR sub-questions but one/two/three sub-question with irrelevant facts; one '-S' appears in the left margin. Award the maximum of ONE (1) mark for synthesis.	
	Option 4 No relevant facts: 0 marks (TWO '-S') Where a candidate answers less than 50% (only one sub-question) of the question with irrelevant facts; two '-S' appear in the left margin. Award a ZERO mark for synthesis.	
Originality	Is there evidence of one or two example in any TWO, not older than two (2) years that are based on recent information current trends and developments?	2
TOTAL FOR INSIGHT:		8
TOTAL MARKS FOR FACTS:		32
TOTAL MARKS FOR ESSAY (8 + 32):		40

- NOTE:**
- No marks will be awarded for contents repeated from the introduction and conclusion.**
 - The candidate forfeits marks for layout if the words INTRODUCTION and CONCLUSION are not stated.**
 - No marks will be awarded for layout, if the headings INTRODUCTION and CONCLUSION are not supported by an explanation.**

15.3 Indicate insight in the left-hand margin with a symbol e.g. ('L, A, -S and/or O').

15.4 The breakdown of marks is indicated at the end of the suggested answer/markings guideline to each question.

15.5 Mark all relevant facts until the SUBMAX/MAX mark in a subsection has been attained. Write SUBMAX/MAX after maximum marks have been obtained, but continue reading for originality 'O'.

15.6 At the end of each essay indicate the allocation of marks for facts and marks for insight as follows: (L – Layout, A – Analysis, S – Syntheses, O – Originality) as in the table below.

CONTENT	MARKS
Facts	32 (max)
L	2
A	2
S	2
O	2
TOTAL	40

15.7 When awarding marks for facts, take note of the sub-maxima indicated, especially if candidates do not make use of the same subheadings. Remember, headings and subheadings are encouraged and contribute to insight (structuring /logical /flow /sequencing) and indicate clarity of thought. (See MARK BREAKDOWN at the end of each question).

15.8 If the candidate identifies/interprets the question INCORRECTLY, then he/she may still obtain marks for layout.

15.9 If a different approach is used by candidates, ensure that the answers are assessed according to the mark allocation/subheadings as indicated in the marking guideline.

15.10 15.10.1 Award TWO marks for complete sentences. Award ONE mark for phrases, incomplete sentences and vague answers.

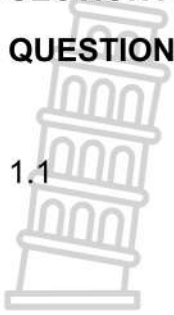
15.10.2 With effect from November 2015, the TWO marks will not necessarily appear at the end of each completed sentence. The ticks (✓) will be separated and indicated next to each fact.

This will be informed by the nature and context of the question, as well as the cognitive verb used.

15.11 With effect from November 2017, the maximum of TWO (2) marks for facts shown as headings in the marking guidelines, will not necessarily apply to each question. This would also depend on the nature of the question.

SECTION A

QUESTION 1



- 1.1
 - 1.1.1 C✓✓
 - 1.1.2 A✓✓
 - 1.1.3 B✓✓
 - 1.1.4 D✓✓
 - 1.1.5 C✓✓
- (5 x 2) **(10)**

- 1.2
 - 1.2.1 data projector✓✓
 - 1.2.2 research instrument✓✓
 - 1.2.3 opportunities and threats✓✓
 - 1.2.4 force field analysis✓✓
 - 1.2.5 promotion✓✓
- (5 x 2) **(10)**

TOTAL SECTION A: 20

BREAKDOWN OF MARKS

QUESTION 1	MARKS
1.1	10
1.2	10
TOTAL	20

SECTION B

Mark the **FIRST TWO** answers only.

QUESTION 2: BUSINESS VENTURES

2.1 Components of a business plan

- Cover page✓
- Contents page/index✓
- Executive summary✓
- Description of the business/overview✓
- SWOT analysis✓
- Legal requirements of the business✓
- Marketing plan✓
- Operational plan✓
- Financial plan✓
- Management plan✓
- Competitor analysis✓

NOTE: Mark the first TWO (2) only. (2 x 1) (2)

2.2 The importance of a business plan

- A business plan helps entrepreneurs✓ to set goals and objectives. ✓
- It can be used to attract investors✓ and prospective employees. ✓
- The business plan guides the entrepreneur on the viability✓ of their business idea. ✓
- It also helps the entrepreneur to identify problems✓ that may arise and helps management to take steps to avoid these problems. ✓
- It improves processes and practices✓ of the business operations. ✓
- It evaluates✓ the success of the business. ✓
- It is essential when applying for financial assistance✓ from investors or lenders. ✓✓
- It gives direction✓ once the business is operating. ✓
- Any other relevant answer relating to the importance of a business plan.

Max (4)

2.3 SWOT Analysis (scenario)

Strengths	Weaknesses
The business has employed a qualified computer technician. ✓	The manager of ME lacks good management skills. ✓
Opportunities	Threats
Morgan Computers has recently closed its operations. ✓	ME is located in a high crime area. ✓
Sub max (2)	Submax (2)

Max (4)

2.4 Components of the marketing mix from the statements

2.4.1 Place/Distribution√√ **(2)**

2.4.2 Promotion√√ **(2)**

2.5 Protocol for conducting research

- The research protocol must cover the ethics of the process. √√
- Ethics in research has three elements: it may not disadvantage anyone, it may not be inhumane, it may not exploit anyone. √√
- The research should be conducted with the willing cooperation of participants. √√
- The research must be approved first if it is taking place within an organisation. √√
- Research must comply with ethical standards of the organisation by obtaining clearance from authorised bodies or persons. √√
- The person conducting the research should not try to influence the opinions of the participants. √√
- The research protocol should address the integrity of the research. √√
- Any other related answer related to the protocol for conducting research.

Max (2)

2.6 The importance of assessing needs and desires in identifying a business opportunity

- Needs and desires are keys to a successful business opportunity. √√
- The success of a business opportunity depends on the awareness and fulfilment of target market. √√
- Business should create a desire for their product through well-designed advertising and marketing campaigns. √√
- Needs and desire create a guarantee for a market. √√
- Every need and every desire are a possible business opportunity. √√
- It is easier to find something that people want and to create a business around that since desires are unlimited. √√
- Sometimes an entrepreneur will invent a new product for which there is no existing desire or market. √√
- In such a case, the entrepreneur would have to create a desire for the product through clever advertising and a good marketing campaign. √√
- Any other relevant answer related to the importance of assessing needs and desires in identifying a business opportunity.

Max (4)

[20]

BREAKDOWN OF MARKS

QUESTION 2	MARKS
2.1	2
2.2	4
2.3	4
2.4.1	2
2.4.2	2
2.5	2
2.6	4
TOTAL	20

QUESTION 3: BUSINESS ROLES

3.1 problem –solving steps



- Identify the problem ✓
- Define the problem ✓
- Formulate a strategy. ✓
- Implement the strategy
- Allocate the resources
- Monitor problem –solving
- Evaluate the problem –solving process.

Max (2).

3.2 the meaning of creative thinking

- Creative thinking involves the process ✓ of generating innovative and imaginable ideas ✓
 - It is also the ability to see ✓ something in a new way ✓
 - Being able to think of unique ideas ✓ or new approaches to solve **problems** ✓
- max 4

3.3 Problem-solving techniques

3.3.1 Problem-solving techniques from the scenario

PROBLEM-SOLVING TECHNIQUE	MOTIVATIONS
1. Brainstorming ✓✓	Some of the staff members were requested to suggest new ideas aloud in a large group. ✓
2. Nominal group ✓✓	The rest of the staff were requested to individually and silently generate solutions. ✓
Sub max (4)	Sub max (2)

- NOTE:**
1. Mark the first TWO (2) only.
 2. The answer does not have to be in tabular format.
 3. Award marks for the problem-solving technique even if the motivations were incomplete.
 4. Do not award marks for the motivation if the problem-solving technique where incorrectly identified.

Max (6)

3.3.2 Application of the problem-solving techniques from the scenario

Brainstorming

- The problem ✓ must be defined clearly. ✓
- People in the group suggest ideas ✓ and solutions at random. ✓
- All ideas must be written ✓ on a flip chart. ✓



- The facilitator must encourage everyone to participate[√] and ensure that no one criticises any suggestions. [√]
- When the time is up/no one has any more ideas[√], the sheets with suggestions are hung around the room. [√]
- Similar ideas are grouped together[√] using coloured pens. [√]
- The group evaluates the ideas[√] and rates them according to how successful they think each idea will be. [√]
- A plan of action is discussed[√] to put the best ideas into practice. [√]
- Any other relevant answer related to the application of brainstorming.

Sub max (2)

Nominal group technique

- The team is divided into smaller groups[√] seated around a table.
- Problem(s) should be clearly defined[√] to the groups. [√]
- Each team member will silently think of as many ideas as possible[√] and write them down. [√]
- Each team member gives one of their solutions/ideas[√] with a short explanation. [√]
- Someone writes down these ideas[√] on a big sheet of paper. [√]
- No one is allowed to criticise[√], but participants may ask questions to understand the suggested solution more clearly. [√]
- Duplicated ideas[√] are then eliminated. [√]
- Individuals anonymously rank suggestions[√] from one upwards. [√]
- Ratings are captured[√] and points are totalled. [√]
- Solutions may also be chosen by voting[√] to determine the best idea(s). [√]
- Each group presents the solution with the highest votes[√] in their particular group. [√]
- Any other relevant answer related to the application of nominal group technique.

Submax (2)

Max (4)

3.4 Differences between decision making and problem-solving.

Decision making	Problem-solving
- Decision-making is the process of choosing [√] from several alternatives. [√]	- Problem-solving is the process of finding a solution [√] to a problem. [√]
- Various alternatives are considered [√] before deciding on the best one. [√]	- Alternative solutions are identified [√] and evaluated. [√]
- It is part of the problem-solving process [√] where a solution is chosen. [√]	- It involves analysing the problem [√] to identify solutions. [√]



- Decisions are usually made by one person. ✓	- Problem-solving usually involves a group/team. ✓
- Any other relevant answer related to decision making.	- Any other relevant answer related to problem solving.
Sub max (2)	Sub max (2)

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 TWO (2) marks if the differences are not clear/Mark either decision making of problem-solving only.

Max (4)
[20]

BREAKDOWN OF MARKS

QUESTION 3	MARKS
3.1	6
3.2.1	6
3.2.2	2
3.2.3	2
3.3	4
TOTAL	20

QUESTION 4: MISCELLANEOUS TOPICS

BUSINESS VENTURES

4.1 Research instrument

- Surveys ✓
- Interviews ✓
- Questionnaires ✓
- Observations ✓
- Experimenting ✓

MAX 2

4.2 Meaning of business opportunity

- A business opportunity is an idea for a person to start a business so that they can generate an income. ✓
- It is a chance of improving the current operations of a business which can contribute to greater profitability. ✓
- Entrepreneurs are people who constantly look at new business opportunities so that they can remain competitive. ✓
- Any other relevant answer related to the meaning of business opportunity.

Max (4)

4.3 Visual aids

- 4.2.1 Flow chart/Diagrams ✓✓ (2)
- 4.2.2 Bar graphs ✓✓ (2)
- 4.2.3 Illustrations ✓✓ (2)

BUSINESS ROLES

4.4 Meaning of problem solving

- Problem solving is the process of finding solutions to difficult or complex issues. ✓
- It is a process that requires creative thinking. ✓
- Alternative solutions are identified and critically evaluated. ✓
- Effective problem-solving results in good decision-making. ✓

Max (4)

4.5 Problem-solving techniques

PROBLEM-SOLVING TECHNIQUES	MOTIVATIONS
1. Force-field analysis ✓✓	They have requested the management team to list all the driving forces and restraining forces that will support and resist change. ✓
2. Delphi technique ✓✓	SC has also invited a panel of experts to individually respond to questionnaires and return it to the business. ✓
Sub max (4)	Sub max (2)

NOTE:

1. Mark the first TWO (2) only.
2. The answer does not have to be in tabular format.
3. Award marks for the problem-solving technique even if the motivations were incomplete.
4. Do not award marks for the motivation if the problem-solving technique were incorrectly identified. **Max (6)**

[20]

BREAKDOWN OF MARKS

QUESTION 4	MARKS
4.1	4
4.2.1	2
4.2.2	2
4.2.3	2
4.3	4
4.4	6
TOTAL	20



SECTION C

Mark the **FIRST** answer only.

QUESTION 5: BUSINESS VENTURES (PRESENTATION OF BUSINESS INFORMATION)

5.1 Introduction

- A business report is a key communication tool that provides an evaluation of a particular issue relating to the business. ✓
- Reports are often requested when a decision needs to be made to address a specific issue or problem. ✓
- Graphs, diagrams and symbols/pictures are visual aids that help a reader or audience see what you are talking about in a business report or when giving a presentation. ✓
- The design of a presentation could be instrumental in enhancing the information, facilitating the understanding of the message, and provoking reactions from the audience. ✓
- Any other relevant introduction related to the guidelines on writing an effective business report, the advantages and disadvantages of graphs/diagrams, symbols/pictures, the importance of business reports and the factors that must be considered when designing a presentation.

Any (2 x 1) (2)

5.2 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 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)**

5.3 Advantages and disadvantages of graphs/diagrams, symbols/pictures.

Advantages

- Graphical representation of information helps with understanding✓ and identifying patterns and trends in data. ✓
- It enables quick analysis of large amounts of data at one time✓ and assists in making predictions and informed decisions. ✓
- A lot of information can be displayed✓ in an easy-to-understand format.
- Graphs do not require✓ much explanation. ✓
- Visual aids simplify the presentation✓ when using complex information.
- Any other relevant answer related to the advantages of graphs/diagrams, symbols/pictures.

AND/OR

Disadvantages


- Too many diagrams and graphs can be confusing✓ to the audience. ✓
- Information can easily be manipulated✓, causing false interpretations. ✓
- It may distract the audience✓ from the speech as they pay more attention to the visual aids. ✓
- Preparation of graphs and diagrams✓ is time-consuming. ✓
- Any other relevant answer related to the disadvantages of graphs/diagrams, symbols/pictures. **Max (12)**

5.4 The importance of business reports

- A business report aims to provide a critical analysis of how the business is performing✓ in all business functions of the organisation. ✓
- Business reports are used to guide✓ decision making in the business. ✓
- It allows business owners and senior management✓ the opportunity to investigate and solve any identified issues. ✓
- Senior management relies on business reports✓ to inform them of what each department is doing. ✓
- Business reports provide important information✓ for management that is timely and factual. ✓
- Any other relevant answer related to the importance of business reports. **Max (12)**

5.5 Factor that must be considered when designing a presentation

- Starting with the text and headings. ✓✓
- Using legible font and font size. ✓✓
- Selecting a suitable background that would not distract from the content. ✓✓
- Choosing images that may help to communicate the message. ✓✓

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- Including graphics and images related to the content. √√
 - Adding special effects to support the message. √√
 - Creating hyperlinks to allow quick access to other files. √√
 - Keeping images and graphics simple. √√
 - Making sure there are no grammatical or spelling errors. √√
 - Using bright colours to increase visibility. √√
 - Structuring information in a logical sequence. √√
 - Limiting the information on each slide. √√
 - Any other relevant answer related to the factors that must be considered when designing a presentation.

Max (12)

5.6 Conclusion

- Writing an effective business report is important in ensuring that the business makes the correct decisions. √√
- Graphs/diagrams, symbols/pictures can help an audience understand and remember information but can also distract an audience from the message being communicated. √√
- Business reports can assist the business to analyse performance and solve problems. √√
- The design of a presentation enhances information and facilitates understanding of the message. √√
- Any other relevant conclusion related to the guidelines on writing an effective business report, the advantages and disadvantages of graphs/diagrams, symbols/pictures, the importance of business reports and the factors that must be considered when designing a presentation.

Any (1 x 2) (2)

QUESTION 5: BREAKDOWN OF MARK ALLOCATION

DETAILS	MAXIMUM	TOTAL
Introduction	2	Max 32
Guidelines on writing an effective business report	10	
Advantages and disadvantages of graphs /diagrams, symbols /pictures	12	
Importance of business reports	12	
Factors to be considered when designing a presentation	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 some 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

- Creative thinking is one of the most important processes that add to the success of a business. ✓
- Businesses should encourage workers to find new ways of doing things in the workplace. ✓
- An environment that promotes creative thinking enables employees to unleash their potential for the benefit of businesses. ✓
- 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 the benefits of creative thinking, the use of creative thinking to generate entrepreneurial opportunities, application of the Delphi technique and force-field analysis and ways in which creative business opportunities can realistically be implemented.

Any (2 x 1) (2)

6.2 Benefits of creative thinking in the workplace

- New, innovative, and better ideas and solutions are generated. ✓✓
- Creativity is key to staying one step ahead of competitors. ✓✓
- Complex business problems may be solved. ✓✓
- It leads to increased productivity of the entire business. ✓✓
- It leads to more positive attitudes as managers and employees feel that they have contributed towards problem-solving. ✓✓
- It improves motivation amongst staff members. ✓✓
- Creativity may lead to new inventions that will improve the general standard of living. ✓✓
- Management and employees may keep up with fast-changing technology. ✓✓

- Any other relevant answer related to the benefits of creative thinking in the workplace. **Max (10)**

6.3 How business can use creative thinking to generate entrepreneurial opportunities



- Design environments that stimulate creative thinking. ✓
- Encourage staff to come up with new ideas and solutions. ✓
- Encourage alternative ways of doing things. ✓
- Respond enthusiastically to all ideas and never let anyone feel less important. ✓
- Make time for brainstorming sessions to generate new ideas, for example, holding regular workshops. ✓
- Place suggestion boxes around the workplace and keep communication channels open for new ideas. ✓
- Train staff in innovative techniques, creative problem-solving skills, mind mapping and lateral thinking. ✓
- Emphasise the importance of creative thinking to ensure that all staff know that management wants to hear their ideas. ✓
- Encourage job swaps within the organisation and study how other businesses are doing things. ✓
- Regard indigenous knowledge as a valuable resource when solving problems or identifying opportunities. ✓
- Any other relevant answer related to how business can use creative thinking to generate entrepreneurial opportunities. **Max (14)**

6.4 Application of problem-solving techniques

6.4.1 Delphi technique

- Businesses must invite a panel of experts to solve a complex problem. ✓
- Experts do not have to be in one place and will be contacted individually. ✓
- Design a questionnaire consisting of questions on how to solve the problem and distribute it to the panel members/experts. ✓
- Request the panel to individually respond to the questionnaire /suggest solutions to the problem and return it to the business. ✓
- Summarise the responses from the experts in a feedback report. ✓
- Send the feedback report and the 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 solve the problem 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 solve the problem. ✓



- The business should choose the best solution/proposal[√] after reaching a consensus. [√]
- Any other relevant answer related to the application of Delphi technique. Sub max (6)

6.4.2 Force-field analysis

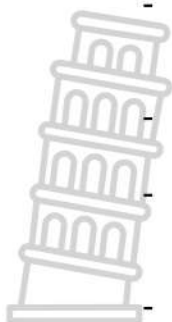
- Describe the current situation/problem[√] and the desired situation. [√]
- List all the driving forces and restraining forces[√] that will support and resist change. [√]
- Allocate a score to each force[√] using a numerical scale, where 1 is weak and 5 is strong. [√]
- Weigh up the positives and negatives[√] 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. [√]
- Any other relevant answer related to the application of force-field analysis. Sub max (6)

Max (12)

6.5 Ways in which creative business opportunities can realistically be implemented

- People have to be prepared to pay enough for the product to cover the production costs. ^{√√}
- There has to be a demand for the product/service. ^{√√}
- Introduce the new product to the consumers and educate them on how it could be useful to them. ^{√√}
- The entrepreneur must first identify a business opportunity to implement. ^{√√}
- Develop a realistic plan. ^{√√}
- Plan the activities to be conducted with reasonable deadlines and resources. ^{√√}
- People in the business must also be identified and given tasks and activities of the plan. ^{√√}
- The entrepreneur must motivate the workers to implement the plan. ^{√√}
- Put control measures in place to ensure that workers are implementing the plan. ^{√√}
- Any other relevant answer related to ways in which creative business opportunities can realistically be implemented. Max (12)

6.6 Conclusion



- Creating an environment that promotes creative thinking in the workplace contributes to 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 introduction related to the benefits of creative thinking, the use of creative thinking to generate entrepreneurial opportunities, application of the Delphi technique and force-field analysis and ways in which creative business opportunities can realistically be implemented.

Any (1 x 2) (2)

[40]

QUESTION 6: BREAKDOWN OF MARK ALLOCATION

DETAILS	MAXIMUM	TOTAL
Introduction	2	Max 32
Benefits of creative thinking	10	
Creative thinking to generate entrepreneurial opportunities	12	
Application of Delphi and Force-field analysis problem-solving techniques	12	
How creative business opportunities can realistically be implemented	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 some requirements are met.

Allocate 0 marks where requirements are not met at all.

TOTAL SECTION C: 40

GRAND TOTAL: 100