



Province of the
EASTERN CAPE
EDUCATION



BUSINESS STUDIES

GRADE 11

TERM 2

PRESENTATION

02 MAY 2024

Stanmorephysics.com

BUSINESS STUDIES

Grade 11

Term 2

School: _____

Task: PRESENTATION

Marks : 50

Administration Date: 01 MAY 2024

Surname of Learner: _____

Name of Learner: _____

Stanmorephysics.com

BUSINESS ROLES:

Creative thinking and problem solving
Stress, crisis and change management.


BUSINESS OPERATIONS:

Marketing function


FINAL MARK

| |
|----|
| |
| 50 |

INSTRUCTIONS TO LEARNERS

- 
- 1 You are requested to complete this task to indicate your understanding of the following topics:
 - Creative thinking and problem solving, Stress, crisis and change management.
 - Stress, crisis and change management.
 - Marketing function

Write full sentences in order to obtain full mark.

- 
- 2 Read the instructions of each question and respond appropriately.
 - 3 Complete the task under the supervision of a teacher.
 - 4 Attach Rubric schedule on your written presentation.
 - 5 Extra relevant articles collected will earn you more marks.
 - 6 You are required to submit your completed written task to your teacher for assessment and you will also be required to make a presentation of your responses to the entire class.
 - 8 You must adhere to the submission date to avoid unnecessary penalties

Marks allocation:

| | |
|--------------------|----------|
| Written work: | 40 marks |
| Oral presentation: | 10 marks |
| Total | 50 marks |

QUESTION 1

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

ILANGA TRADITIONAL WEAR (ITW)

Ilanga Traditional Wear produces traditional attire and sells them to local customers and tourists. The management of ITW wants to change the structure of the business in order to introduce additional services. Some employees are resisting change as they feel that it is not necessary to change the business structure and some of employees are stressed. Creative thinking must be applied to address business problems and to improve business practices. Management of ITW must be aware of one of the activities of marketing function that gather information about customer needs, preferences and buying behavior and share information with other departments.

- 1.1 Elaborate on the meaning of creative thinking (4)
- 1.2 Recommend THREE ways in which businesses can create an environment that stimulate creative thinking (5)
- 1.3 Define the term “marketing”. (2)
- 1.4 Discuss factors that influence pricing of goods and services (5)
- 1.5 Distinguish between standardization and grading (5)
- 1.6 Outline ways in which employees of ITW employees can manage stress in the workplace (5)
- 1.7 Discuss the purpose of packaging of goods (5)
- 1.8 Advise ITW on the pricing techniques (5)
- 1.9 Discuss the importance of a trademark on businesses. (4)

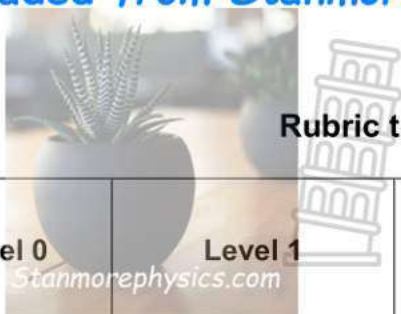
[40]



Rubric to assess the grade 11 the written part of the presentation

| ASSESSMENT CRITERIA | 0 | 1 | 2 | 3 | 4 | 5 | Total |
|---|---|--|---|---|--|---|-------|
| Meaning of creative thinking | Learner did not explain the meaning of creative thinking | Learner gave ONE incomplete statement to explain the meaning of creative thinking | Learner gave One full explanation of creative thinking | Learner gave TWO correct explanations of creative thinking | Learner gave TWO relevant meaning of creative thinking | | 4 |
| Ways in which businesses can create an environment that stimulate creative thinking | Learner fail to write correctly the ways in which businesses can create an environment that stimulate creative thinking | Learner wrote ONE way in which businesses can create an environment that stimulate creative thinking | Learner wrote TWO ways in which businesses can create an environment that stimulate creative thinking | Learner wrote THREE ways in which businesses can create an environment that stimulate creative thinking | Learner wrote FOUR ways in which businesses can create an environment that stimulate creative thinking | Learner wrote ALL ways in which businesses can create an environment that stimulate creative thinking | 5 |
| Meaning of marketing | Learner did not explain the meaning of marketing | Learner partially explained the meaning of marketing | Learner give a full relevant explanation of marketing | | | | |
| Factors influencing the pricing of goods | Learner did not discuss any factor influencing pricing of goods | Learner only mentioned One factor | Learner gave ONE factor with an explanation | Learner gave ONE factor with TWO explanations | Learner gave TWO factors and TWO explanations | Learner gave ALL the relevant factors of pricing of goods and services | 5 |
| Distinguish between standardization and grading | Learner did not give the difference between the standardization and grading of marketing activities | Learner distinguished ONE relevant standardization and grading of marketing activities | Learner Distinguished TWO relevant standardization and grading of marketing activities | Learner distinguished THREE relevant standardization and grading of marketing activities | Learner distinguished FOUR relevant standardization and grading of marketing activities | Learner distinguished ALL relevant standardization and grading of marketing activities | 5 |
| Stress management in the workplace | Learner did not recommend ways in which the employee can manage stress in the workplace | Learner gave ONE recommendation on ways in which the employee can manage stress in the workplace | Learner gave TWO recommendations on ways in which the employee can manage stress in the workplace | Learner gave THREE recommendations on ways in which the employee can manage stress in the workplace | Learner gave FOUR recommendations on ways in which the employee can manage stress in the workplace | Learner gave FIVE recommendation s on ways in which the employee can manage stress in the workplace | 5 |

| | | | | | | | |
|---|--|---|---|---|---|---|-----------|
| Purpose of packaging | Learner did not give the purpose of packaging under product policy | Learner gave ONE purpose of packaging under product policy | Learner gave TWO purpose of packaging under product policy | Learner gave THREE purpose of packaging under product policy | Learner gave FOUR purpose of packaging under product policy | Learner gave ALL FIVE purpose of packaging under product policy | 5 |
| Advice on the pricing on the pricing techniques | Learner did not give any advice on the pricing techniques | Learner gave ONE pricing technique | Learner gave TWO pricing technique | Learner gave THREE pricing technique and an explanation | Learner gave TWO pricing techniques with TWO explanations | Learner advised the business with ALL the relevant pricing techniques | 5 |
| Importance of trademark in the businesses | Learner fail to write Importance of trademark in the businesses | Learner wrote ONE Importance of trademark in the businesses | Learner wrote TWO Importance of trademark in the businesses | Learner wrote THREE Importance of trademark in the businesses | Learner wrote ALL FOUR RELEVANT Importance of trademark in the businesses | | 4 |
| TOTAL FOR THE WRITTEN PRESENTATION | | | | | | | 40 |



Rubric to assess the grade 11 oral part of the presentation

| Criteria | Level 0 | Level 1 | Level 2 | Level 3 | Level 4 | Level 5 | Marks obtained |
|-------------------------------|------------------|--|--|---|--|--|----------------|
| Range of examples used | No example used. | Only one example of resources produced. | TWO examples of resources produced. | THREE examples of resources produced. | FOUR examples of resources produced | Wider range of relevant resources used than required. | 5 |
| Presentation skills | No effort made. | Can only maintain eye contact and finds it difficult to handle feedback. | Can maintain good eye contact but finds it difficult to handle feedback. | Can maintain good eye contact but dominates the discussion. (No feedback) | Maintains good eye contact, highlights important aspect of the topic but does not handle feedback effectively. | Can maintain good eye contact, highlights important aspects of the topic, handles questions in a professional manner and does not dominate the discussion. | 5 |
| | | | | | | | 10 marks |





Province of the
EASTERN CAPE
EDUCATION

ORTC

BUSINESS STUDIES



GRADE 11

TERM 2

SBA TASK

PRESENTATION

MARKING GUIDELINES

2024 MAY

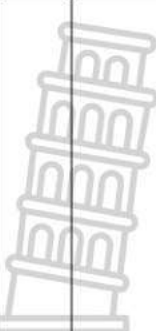
BUSINESS ENVIRONMENTS: Creative thinking, stress and crisis
management

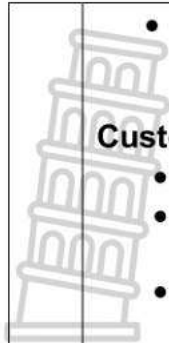
BUSINESS ROLES: Marketing Function

BUSINESS VENTURES: Ethics and Professionalism

This marking guideline consists of 5 pages

| QUESTION 1 | | | | | | |
|--|--|-----------------|---------|--|--|-----|
| 1.1 | Meaning of creative thinking | | | | | |
| | <ul style="list-style-type: none">• Creative thinking is the ability to think of original, ✓ varied innovative ideas. ✓• Creative thinking focuses on exploring ideas, ✓ generating possibilities and looking for many possible answers ✓(example)• Any relevant response by the presenter | | (4) | | | |
| 1.2 | Recommending THREE ways in which businesses can create an environment that stimulate creative thinking | | | | | |
| | <ul style="list-style-type: none">• Emphasise the importance of creative thinking to ensure that all staff know that management want to hear their ideas✓✓• Encourage staff to come up with new ideas/opinions/solutions✓✓• Make time for brainstorming sessions to generate new ideas, e.g. 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/creative problem-solving skills/mind-mapping/ lateral thinking✓✓• Encourage job swops within the organisation/studying how other businesses are doing things✓✓• Encourage alternative ways of working/doing things✓✓• Respond enthusiastically to all ideas and never let anyone feel less important✓✓ <p>Any relevant respond relating to ways to contribute to businesses to stimulate creative thinking in the workplace. (2X3)</p> | | (6) | | | |
| 1.3 | Define marketing | | | | | |
| | <ul style="list-style-type: none">• bridging the gap, connecting the business with the customer✓✓• determining the price of the product and marketing the final product✓✓ <p>Any (1X2)</p> | | (2) | | | |
| 1.4 | Factors influencing pricing of goods and services | | | | | |
| | <ul style="list-style-type: none">• Input costs – the higher the costs the higher the price✓✓• Demand for the price – the higher the demand the higher the production volume vice versa✓✓• Target market – income level of the target market✓✓• Type of product – luxury products can be priced higher✓✓• Substitutes and Compliments✓✓• The economic climate and availability of goods and services✓✓ <p>Any (2X3)</p> | | (6) | | | |
| 1.5 | Distinction between standardization and grading | | | | | |
| | <table><tr><th>STANDARDIZATION</th><th>GRADING</th></tr><tr><td>-A process of developing a uniform set of criteria to ensure the production of quality goods.✓</td><td>-A process of sorting individual units of a specific product into specified classes/grades of quality. ✓</td></tr></table> | STANDARDIZATION | GRADING | -A process of developing a uniform set of criteria to ensure the production of quality goods.✓ | -A process of sorting individual units of a specific product into specified classes/grades of quality. ✓ | (2) |
| STANDARDIZATION | GRADING | | | | | |
| -A process of developing a uniform set of criteria to ensure the production of quality goods.✓ | -A process of sorting individual units of a specific product into specified classes/grades of quality. ✓ | | | | | |

| | | | |
|---|---|---|------------|
|  | -Standardisation also refers to taking steps to ensure that goods produced meet the required standards.✓ | -Grading is the process of classifying agricultural products into categories according to their quality. .✓ | |
| | -The quality of the final product can be measured against pre-determined standard eg All 55 inch TVs can look the same. .✓ | -eg fruits, vegetables, Eggs or Corn.✓ | |
| | -Any other relevant answers related to standardisation | -Any other relevant answers related to grading | |
| | MAX 5marks any (1x5) | | |
| NOTE: Mark the first TWO (5) only. | | | |
| 1.6 Ways employees can manage stress in the workplace | | | |
| | <ul style="list-style-type: none">• Develop self-awareness✓ to recognise the signs of stress and its causes.✓• Create a balanced lifestyle✓ and minimise extreme emotions.✓• Exercise regularly✓ and keep fit.✓• Follow a balanced✓ diet✓• Get enough sleep✓ and relaxation✓• Replace negative self-talk✓ with positive thoughts✓• Apply good time✓-management skills✓• Set personal realistic goals✓ and targets✓• Accept things one cannot change✓ and focus on things one can control✓• Practice✓ time management✓ <p style="text-align: right;">Max 5</p> | | (5) |
| 1.7 Purpose of packaging of goods | | | |
| | <ul style="list-style-type: none">• Physically protect the product from any harm• Promote the marketing of a product• Prevent a product from getting spoilt• To prevent tampering or theft of a product• To improve convenience or storage of a product• Make the product easier to identify• Any other relevant answers related to the purpose of packaging <p style="text-align: right;">Max 5</p> | | (5) |
| 1.8 Pricing techniques | | | |
| | Cost-based/orientated pricing✓ <ul style="list-style-type: none">• Involves setting the price of a product based directly on its cost.• The business calculates the cost of producing one unit of the product, called unit cost, and then adds a standard mark-up to obtain the price.• The costs of production and supply are calculated and a suitable profit margin is added to determine the selling price. Mark-up pricing✓ <ul style="list-style-type: none">• it is calculated as a percentage• This percentage is calculated from the cost per unit | | (5) |



- Example will include a sandwich-making a business may calculate that the cost of producing a sandwich is R10 and decide on mark-up of 100%, setting the price at R20

Customer/target based pricing✓

- It is when companies set certain targets to achieve.
- Based on what the business believes customers are prepared to pay.
- The perception of the product it wants to create in the customer's mind.

Competition based/orientation pricing✓

- Sets its price based on what competitors are charging customers.
- This approach is also called going rate pricing or competitive pricing.
- The more competition in the market, the lower prices are likely to be.
- If the price is set at a higher level than of competitors, consumers must be convinced that the good is better in terms of quality and usefulness

Promotional pricing✓

- Businesses offer sales or special offers to attract customers.
- It is used when the price is lowered for a short period of time.
- At certain times of the year, end of season ranges or old stock may be sold off at discount prices.
- Example include special offers/discounts that are valid for a limit period of time/"Buy one, Get one free" type promotions.

Penetration pricing✓

- Products are sold at very low prices to attract consumers when the product is introduced to the market.
- The aim is to convince the customers to buy a product.
- As soon as the introductory offer is over, the price is increased.
- It is often used for new products and it is not a profitable long-term marketing strategy

Psychological pricing✓

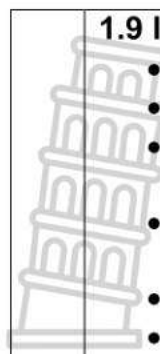
- This strategy is used when the business wants the customer to respond on emotional basis rather than a rational one
- It is used to give an impression that an item is cheaper than it really is.
- A CD player is priced at R699 instead of R700
- Consumer mentally place the item in the R600 rather than the R700 price range

Bait pricing✓

- Prices are usually set lower than the items cost price to attract customers
- It is used to attract customers into a shop to buy the product and other items.

Price skimming✓

- Prices attached to a new innovative product that is considered unique and prestigious. **Maximun 5 marks**

| | | |
|---|---|--|
|  | <p>1.9 Importance of trademark to businesses</p> <ul style="list-style-type: none">• Creates a sense of security for customers.✓• Promotes loyalty and creates consistency for customers✓• A registered trademark protects businesses against competitors who will sell similar products.✓• A well-known trademark helps to make s brand instantly recognisable.✓• It represents the quality and a price to the consumer.✓• Any other relevant responses related to the importance of a trademark to businesses <p>Max (4) any 1x4</p> | |
|---|---|--|

TOTAL 40 MARKS



