



## education

Department:  
Education  
**PROVINCE OF KWAZULU-NATAL**

### **ILEMBE DISTRICT**

### **BUSINESS STUDIES**

**TERM TWO :2024**

### **PRESENTATION**

**GRADE 11**

**Duration: Part A (1 Hour)**

**Total marks: 50**

**Administration date: 29 April 2024**

### **INSTRUCTIONS TO LEARNERS**

Learners must follow the instructions stated below, in order to adhere to the regulatory requirements of the Department of Basic Education (DBE). You must complete the assessment task as specified in these instructions.

1. You should do your planning and research for the assessment task at home.
2. You should work on this assessment task over a period of four weeks.
3. Note this assessment task consists of TWO parts. You must complete BOTH parts.

Part A: Written presentation (40)

Part B: Scrapbook / Oral presentation (10)

4. This task must be completed individually. Group work is not allowed.
5. Your teacher will inform you of the date and time when EACH part will be administered. Part A will be administered under controlled circumstances. Part B will be monitored progressively by your teacher who would provide more details to you.

## PART A: WRITTEN PRESENTATION

Instructions: Answer all questions.

### Question One: Creative thinking and Problem solving

1.1 Identify the problem solving technique in each of the following statement.

1.1.1 A panel of experts who never meet each other face to face, comes up with creative solutions to solve business related problems. (2)

1.1.2 The analysis involves identifying the advantages and disadvantages of a decision for change. (2)

1.2 Outline ways in which business can create an environment to stimulate creative thinking. (4)

[8]

### Question Two: Stress, Crisis and change management

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

#### WEDDING BELLS (WB)

Wedding Bells specialises in designing and making of wedding dresses. Trinica, an important client, had her wedding dress stolen during the weekend. Valonia, an employee at WB, was tasked with making a new dress within two days. She worked long hours with limited rest periods. Management of WB allows her to participate in decision making.

2.1.1 Identify TWO causes of stress applicable at WB. Motivate your answer by quoting from the scenario.

Use the table below as a GUIDE to answer QUESTION 2.1.1

Causes of stress	Motivational quote
1.	
2.	

(6)

2.1.2 Explain ways in which employees can manage stress in the workplace. (6)

2.2 List TWO examples of crisis in the workplace. (2)

2.3 Suggest ways in which a business can deal with crisis in the workplace (4)

[18]

### Question Three: Marketing function

3.1 Identify the description of the type of good by choosing a word from the list below. Write only the word next to the question number (3.1.1-3.1.2).

Speciality; Convenience; Shopping, Unsought

3.1.1 Consumers are not willing to spend much time and effort because they differ little in price, quality and satisfaction. (2)

3.1.2 Consumers are prepared to spend a considerable amount of time and energy by going to various shops until they are sure that they are getting the best value for their money. (2)

3.2 Discuss the purpose of packaging. (6)

3.3 Describe *skimming* as a pricing technique. (2)

3.4 Recommend a reason as to why a business may prefer to use the direct distribution method. (2)

[14]


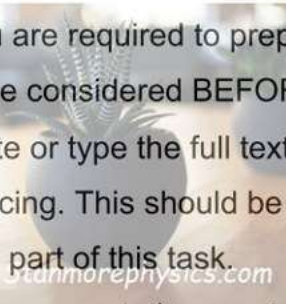
Total Part A: 40

## PART B: SCRAPBOOK AND ORAL PRESENTATION

### Instructions

- You are required to collect an article from the print media (e.g. from newspapers, magazines, company brochures/ newsletters/ business profiles etc.) on Globalisation.
- The articles must cover a period from 01 January 2024 to current date.
- Paste the article in a scrapbook, listing the following about the article:
  - The source of each article (e.g. name of the newspaper/ magazine/ company brochure- name of the company).
  - The date/ month/year on which the article appeared.



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- The scrapbook must consist of the following:
    - A cover page (surname/ first names/ grade / name of subject/ name of school/ academic year).
    - The pasted article. Underline key points of the article.
  - The scrapbook must be suitably bound and handed over to your teacher for assessment of part B.
  - You are required to do a verbal presentation at a date/ time specified by your teacher to your colleagues / learners in your Business Studies class in which you outline details of the researched Contemporary Socio-economics issue in South Africa.
  - You are required to prepare an oral presentation taking into account aspects to be considered BEFORE, DURING and AFTER a presentation.
  - Write or type the full text of the speech using Aerial 12 point font and 1.5 line spacing. This should be also be inserted in your scrapbook as evidence of the oral part of this task.
  - Your presentation must be written in the style of an oral speech.
  - Keep the following in mind:
    - Your presentation must have an introduction, main content and a conclusion.
    - Introduce yourself and mention what is the main purpose of the presentation to the audience.
    - The main part of your presentation must include the following:
      - a) Define the term *globalisation*..
      - b) Discuss the impact on globalisation on business.
      - c) Recommend strategies on how business can deal with globalisation.
  - Maximum time allowed for the oral presentation is FIVE minutes.
  - Refer to the rubric that will be used to assess this task and take note of the criteria that your teacher / assessor would be using. This will improve your chances of obtaining a good mark.
- 

**Assessment Tool: Rubric Scrapbook/ Oral presentation**

Range	0	1	2	3	4	5	X 2
Criteria							
Collection of article/ Definition of globalisation/ Impact of globalisation on business / Recommend strategies on how business can deal with globalisation.	No article collected. Globalisation not defined. Impact not discussed. No strategies were recommended.	Relevant article collected. Globalisation defined. Impact not discussed. No strategies were recommended.	Relevant article collected. Only ONE of the following addressed: Definition of globalisation / Impact / Recommendation	Relevant article collected. Only TWO of the following addressed: Definition of globalisation / Impact / Recommendation	Relevant article collected. All THREE of the following addressed: Definition of globalisation / Impact / Recommendation	Relevant article collected. Suitable introduction / conclusion and purpose. All THREE of the following addressed: Definition of globalisation / Impact / Recommendation	

**Sub-total: (10)**

**Total: 50**



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**PRESENTATION**

**GRADE 11**

**MARKING GUIDELINE**

**MARKING GUIDELINE**

**Duration: Part A**

**Notes to markers:**

1. Candidates' responses must be in full sentences. However, this would depend on the nature of the question.
2. 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
3. Take note of other responses provided by candidates, that are relevant within the context of 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.
4. Correct numbering of answers to questions or sub questions is recommended. However, if the numbering is incorrect, follow the sequence of the candidate's responses.
5. No additional credit must be given for repetition of facts. Indicate with an 'R'.
6. 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. This applies only to questions where the number of facts is specified.



**Question One: Creative thinking and Problem solving**

1.1.1. Delphi Technique ✓✓ (2)

1.1.2. Force Field Analysis ✓✓ (2)

**1.2. Ways in which business can create an environment to stimulate creative thinking.**

- Businesses must emphasise the importance of creative thinking to ensure that all staff know that their ideas will be heard. ✓✓
- Encourage staff to come up with new ideas/opinions/solutions ✓✓
- Encourage job swaps 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. ✓✓
- Reward creativity with reward schemes for teams/individuals that come up with creative ideas. ✓✓
- Provide a working environment conducive to creativity, free from distractions. ✓✓
- 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. ✓✓
- Any other relevant answer related to ways in which business can create an environment to stimulate creative thinking.

Max 4)

[8]

**Question Two: Stress, Crisis and change management**

**2.1. Causes of Stress / Motivation**

Causes of stress	Motivational quote
1. Tight Deadlines ✓	Valonia, an employee at WB, was tasked with making a new dress within two days ✓✓
2. Workload ✓	She worked long hours with limited rest periods ✓✓

(6)

**Note:**



1. Allocate marks for the correct Cause of Stress identified even if the motivational quotes are incomplete.
2. No marks will be awarded for the motivations if the Cause of Stress was incorrectly identified.
3. Mark the first TWO causes/ motivation. The cause and motivation must be from the scenario.

2.1.2. Ways in which employees can manage stress in the workplace.

- Develop self-awareness✓ to recognise the signs of stress and its causes.✓
- Create a balanced lifestyle✓ and minimise extreme emotions.✓
- Follow a balanced diet by eating healthily, exercising and participating in activities✓ that promote relaxation.✓
- Replace negative self-talk✓ with positive thoughts.✓
- Encourage employees to become aware of what is required✓ in order to complete a task / Self-awareness will assist in minimising stress. ✓
- Apply✓ good time-management skills/ strategies.✓
- Set personal✓ realistic goals and targets.✓
- Accept things one cannot change✓ and focus on things one can control.✓
- Take regular breaks✓ to relax and recharge.✓
- Consult your work schedule to envisage potential stressful situation✓s and make changes to the work schedule where possible. ✓
- Any other answer relevant to ways an employee can manage stress in the workplace.

Max (6)

2.2. TWO examples of crisis in the workplace.

- Loss of property due to fire.✓
- Theft of assets and equipment.✓
- Breakdown in machinery.✓
- Power outages.✓
- An accident.✓
- Serious illnesses without replacements.✓
- Conflict.✓
- Supply shortage.✓
- A sudden increase in production costs.✓
- Unforeseen drop in revenue.✓
- Lawsuit.✓
- Tight deadline.✓
- Natural disasters, e.g. earthquakes, floods, etc.✓

(2)

**Note: Mark the first TWO examples only.**



## 2.3 Suggest ways in which a business can deal with crisis in the workplace

- Businesses should respond appropriately and quickly to lessen the effects of the crisis situation. ✓✓
- Intervene swiftly and with urgency, but without panicking or overreacting. ✓✓
- Identify the real nature of the crisis by making a thorough assessment of the situation and seeking expert opinions. ✓✓
- Assess/If the crisis happens, face up to it and quickly find out what has happened without over-reacting. ✓✓
- Deal with crisis directly and timeously without trying to avoid/minimise the seriousness of the situation. ✓✓
- Plan/Identify and prioritise the actions required. ✓✓
- Inform/Provide accurate and correct information. ✓✓
- Support/Guide others through the situation by providing training and support. ✓✓
- Attempt to contain the situation to minimise further damage. ✓✓
- Communicate with all stakeholders so that they are properly informed about what has happened, what the impact is and how it is being dealt with. ✓✓
- Appoint a spokesperson from the management team who will deal with all questions and provide information. ✓✓
- Regain control/Manage the situation in a calm manner until the crisis is over. ✓✓
- Obtain expert advice if the crisis falls outside the business' scope of expertise. ✓✓
- Call for help and seek assistance/advice and support from the appropriate agencies and professional. ✓✓
- Arrange debriefing sessions for all those directly involved in the crisis or who have been traumatised by the event. ✓✓
- Evaluate how effective the emergency plan was throughout the crisis. ✓✓
- Amend the emergency plan after evaluating what worked and what did not work. ✓✓
- Any other relevant answer related to ways in which a business can deal with crisis in the workplace.

(Max 4)

[18]

## Question Three: Marketing function

3.1.1. Convenience Goods. ✓✓

(2)

3.1.2. Shopping Goods. ✓✓

(2)

### 3.2. The purpose of packaging.

- Packaging is needed to contain✓ the item or product.✓
- Protects the product✓ from breakage, gems, moisture or spoilage.✓
- Promotes the product✓ by indicating the brand and trademark of the company and product.✓
- Prevent tampering or theft✓ of a product.✓
- Improves convenience✓ in use or storage of a product.✓
- Contains information✓ about the product, including uses, any harmful warnings or dosage requirements.✓
- Make product easier✓ to identify.✓
- Differentiates the product✓ from other competing products.✓
- Attracts attention✓ to show value of the product as a marketing tool.✓
- Links the product ✓ to the promotion strategy used to promote the product.✓
- Any other relevant answer related to the purpose of packaging.

Max (6)

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### 3.3. Skimming as a pricing technique.

- Prices are attached to a new innovative product✓ that is considered unique and prestigious.✓
- Higher prices are charged✓ to test the demand.✓
- There are consumers who are prepared to pay higher prices, because such inventions have prestige value.✓
- As the product gains popularity✓, the price of the product is gradually reduced.✓
- Price skimming can be successful and profitable✓ in the short term.✓
- Any other answer relevant to *skimming* as a pricing technique.

Max (2)

### 3.4. Reasons as to why a business may prefer to use the direct distribution method.

- Manufacturers have control over the product and marketing.✓✓
- They achieve better end-user price as there are no intermediary costs.✓✓
- The business does not need to share its profit margin with intermediaries.✓✓
- Products become very expensive once all the intermediaries have added their own mark-ups.✓✓
- There is direct contact with target market for feedback and improvements.✓✓
- Sales staff provide customer information for future market research.✓✓
- Selling through the internet allows smaller businesses to market their products all over the world.✓✓

- Businesses websites can serve as both a distribution method and a promotion method. ✓✓
- Well trained sales staff are able to promote products effectively and establish good relationships with customers. ✓✓
- Suitable intermediaries may not be available/Intermediaries may not be willing to sell the particular product on behalf of the manufacturer. ✓✓

Max (2)  
[14]

Total: Part A: 40

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**Sub-total: Part B (10)**

**Total: 50**