education

Department:
Education
North West Provincial Government
REPUBLIC OF SOUTH AFRICA

PROVINCIAL TASK

GRADE 10

BUSINESS STUDIES

CONTROLLED TEST 2

2024

MARKS: 100

TIME: 1 hour 30 minutes

This question paper consists of 8 pages.

Please turn over

INSTRUCTIONS AND INFORMATION

Read the following instructions carefully before answering the questions.

1. This question paper consists of THREE sections and covers FOUR 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 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 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	20	15
B: THREE direct/indirect-type questions CHOICE (Answer any TWO	2	20	45
	3	20	
	4	20	
C: TWO essay-type questions CHOICE (Answer any ONE)	5	40	30
	6	40	
TOTAL		100	90 minutes

7. Begin the answer to EACH question on a NEW page, for example QUESTION 1 – new page, 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 researcher uses a/an … instrument which consists of a series of questions aimed at getting information from respondents.

A   interview
B   survey
C   demonstration
D   questionnaire

1.1.2   Maboko Traders uses social media to communicate to its target market the benefits of using its product, this is known as …

A   product
B   promotion
C   place
D   process

1.1.3   A /an … statement describes the purpose of the business and explains why the business exists.

A   vision
B   mission
C   objective
D   goal

1.1.4   Business prepare a/an …to indicate that its owners' equity is the difference between the total liability and total assets.

A.   budget
B.   income statement
C.   balance sheet
D.   cash flow statement

1.1.5   The … plan outlines the hierarchy and roles of the employees of the business.

A   marketing
B   operational
C   financial
D   management

(5x2)   (10)

1.2   Complete the following statements by using the word(s) in the list below.
        Write only the word(s) next to the question number (1.2.1-1.2.5) in the
        ANSWER BOOK.

business structure;   physical;   table;   market schedule;   force field analysis;
market research;   forms of ownership;   metaphysical;   bar graph;   brainstorming

1.2.1   Al Bashar uses … to display sales figures in a series of rectangles.

1.2.2   Mulalo Enterprise used … technique when facilitating change in the business.

1.2.3   The … environment is where goods and services are rendered.

1.2.4   The … shows how many people the business intends to employ.

1.2.5   The systemic gathering, recording and analysing data about the marketing of goods and services, is known as …

(5x2)   (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, for example QUESTION 2 on a NEW page, QUESTION 3 on a NEW page.

QUESTION 2: BUSINESS VENTURES

2.1 Name any TWO aspects that must be included in the executive summary. (2)

2.2 Outline the importance of a marketing plan. (6)

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

MAMMIE TRADERS (MT)
Mammie Traders is producing trending wooden cupboards. The business does not have internet facilities to cater for customers who prefer to make online purchases. MT can no longer afford to deliver goods due to the increase in the fuel price.

Identify TWO PESTLE factors applicable to MT. Motivate your answer by quoting from the scenario above.

Use the table below as a GUIDE to answer QUESTION 2.3.

PESTLE FACTORS	MOTIVATIONS
1.	
2.	

(6)

2.4 Advise businesses on the importance of a business plan. (6)

[20]

QUESTION 3: BUSINESS VENTURES

3.1   Name any TWO different types of legal requirements of a business.   (2)

3.2   Outline the difference between *internal* and *external market research.*   (4)

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

LIZWE GARDEN SERVICES (LGC)
Lizwe graduated in Agricultural Science with distinctions. His application for funding from the Nation Youth Fund to start his business was successful. The business space identified has shortage of water supply. He indicated that he has challenges with bookkeeping and accounting records.

3.3.1   Compile a SWOT analysis for Lizwe Garden Services.   (4)

Use the table below as a GUIDE to answer question 3.3.1

STRENGTH	WEAKNESS
OPPORTUNITY	THREAT

3.4   Describe protocol for conducting research.   (6)

3.5   Suggest strategies to overcome competition in the market.

                                                                                                         (4)

                                                                                                       [20]

QUESTION 4: MISCELLANEOUS TOPICS

BUSINESS VENTURES

4.1   Define the meaning of *business opportunity*.   (2)

4.2   Read the scenario below and answer the question that follows.

> **TRIANGLE ENTERPRISE (TE)**
>
> Zola, the marketing manager of Triangle Enterprise, is preparing to present a business report to the stakeholders. Zola wrote down the purpose of the presentation and listed the objectives. He also considered the knowledge of his audience. The marketing manager prepared an overview of what the audience should know.

4.2.1   Quote TWO factors that Zola considered when preparing for a verbal presentation in the scenario above.   (2)

4.2.2   Discuss other factors Zola should consider when preparing for a verbal presentation.   (6)

BUSINESS ROLES

4.3   Elaborate on the meaning of *creative thinking*.   (4)

4.4   Suggest ways in which creative business opportunities can realistically be implemented.   (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 EACH 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)

In today's dynamic business environment, effective business report requires a good writing skill. The most effective way to communicate complex ideas and information in a clear and concise way is through the usage of visual aids. Graphs can be used to enhance a presentation. It is crucial to understand that factors required when designing a presentation to ensure that the desired impact is achieved.

- Outline the guidelines on writing an effective business report.
- Explain the purpose of visual aids.
- Discuss the advantages and disadvantages of graph/diagrams.
- Recommend factors that must be considered when designing a presentation.

[40]

QUESTION 6: BUSINESS ROLES (CREATIVE THINKING AND PROBLEM SOLVING)

Businesses are expected to implement the problem-solving cycle to address challenges such as low productivity. Managers must be able to differentiate between problem solving and decision making to remain sustainable. Delphi and Nominal group technique can be applied by businesses to solve complex challenges. Creative thinking can benefit the business.

- Outline the problem-solving cycle.
- Explain differences between *problem solving* and *decision making*.
- Discuss the application of the following problem-solving techniques:
  - o Delphi technique
  - o Nominal group technique
- Recommend benefits of creative thinking in the workplace. [40]

TOTAL SECTION C: 40

TOTAL: 100

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PROVINCIAL TASK

GRADE 10

BUSINESS STUDIES

TEST 2

2024

MARKING GUIDELINE

MARKS: 100

These marking guidelines consist 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:

    Marker: Red
    Departmental Head: Green
    External Moderator: Orange

2. Candidates' responses must be in full sentences for SECTIONS 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 relevant answers provided by candidates 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 'Sub-max' 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 penalised if the latter is not clear.

10. No additional credit must be given for repetition of facts. Indicate with an 'R'.

11. The differentiation between 'evaluate' and 'critically evaluate' can be explained as follows:

11.1 When 'evaluate' is used, candidates are expected to respond in either a positive/negative manner or take a neutral (positive and negative) stance, e.g. **Positive**: *'COIDA eliminates time and costs spent√ on lengthy civil court proceedings.'√*

11.2 When 'critically evaluate' is used, candidates are expected to respond in either a positive/negative manner or take a neutral (positive and negative) stance. In this instance candidates are also expected to support their responses with more depth, e.g. 'COIDA eliminates time and costs spent√ on lengthy civil court proceedings√, because the employer will not be liable for compensation to the employee for injuries sustained during working hours as long as it can be proved that the business was not negligent.'√

NOTE: 1. The above could apply to 'analyse' as well.
2. Note the placing of the tick (√) in the allocation of marks.

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, critically evaluate (*list not exhaustive*) require a greater depth of understanding, application and reasoning. Therefore, the marks must be allocated more objectively to ensure that assessing 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 or use the word 'Cancel'.

NOTE: This applies only to questions where the number of facts is specified.

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 marking centre to finalise alternative answers.

14.4   **Use of the cognitive verbs and allocation of marks:**

14.4.1   If the number of facts are 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 SECTIONS B and C in particular (where applicable).**
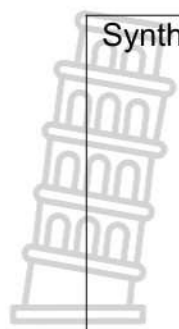
15.   SECTION C

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

Introduction	**Maximum:**
Content	**32**
Conclusion	
Insight	**8**
TOTAL	**40**

15.2   Insight consists of the following components:

Layout/Structure	Is there an introduction, a body, 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?
	Marks to be allocated using this guide:
	Option 1: **Only relevant facts: 2 (No-S)**
	      Where a candidate answers 50% or more (two to four sub-sections) of the question with only relevant facts; N-S appears in the left margin: Award the maximum of TWO(2) marks for synthesis
	
	Option 2:**Some relevant facts: (One –S)**
	      Where a candidate answers less than 50% (only one subtopic) of the question with only OR some relevant facts; one –S appears in the left hand margin. Award a maximum of ONE (1) for synthesis
	Option 3: **Some relevant fact: (One –S)**
	      Where candidates writes FOUR subtopics, but one subtopic of the question with no relevant facts; one –S appears in the left hand margin. Award a maximum of ONE (1) mark for synthesis
	Option 4:**No relevant facts: 0 (Two –S)**
	      Where the candidate answers less than 50% (only one sub-topic) of the question with no relevant facts; two –S appear in the left margin. Award a ZERO mark for synthesis
		2

Originality	Is there evidence of examples based on recent information, current trends and developments not later than two years?	2
	TOTAL FOR INSIGHT:	8
	TOTAL MARKS FOR FACTS:	32
	TOTAL MARKS FOR ESSAY (8 + 32):	40

NOTE: 1. **No marks will be awarded for contents repeated from the introduction and conclusion.**
2. **The candidate forfeits marks for layout if the words INTRODUCTION and CONCLUSION are not stated.**
3. **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/ marking guideline to each question.

15.5   Mark all relevant facts until the SUB MAX/MAX mark in a subsection has been attained. Write SUB MAX/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 – Synthesis, 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, e.g. 'Product development is a growth strategy √, where businesses aim to introduce new products into existing markets.'√

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   D√√
       1.1.2   B√√
       1.1.3   A√√
       1.1.4   C√√
       1.1.5   B√√

(5 x 2)   **(10)**

1.2   1.2.1   bar graph √√
       1.2.2   force field analysis √√
       1.2.3   physical√√
       1.2.4   business structure √√
       1.2.5   market research√√

(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 ONLY the FIRST TWO QUESTIONS IN SECTION B.

QUESTION 2: BUSINESS VENTURES

2.1   **Aspects that must be included in the executive summary**
- The form of business enterprise. √
- The main business activity. √
- Information about the owner of the businesses. √
- They way in which capital will be obtained. √

   NOTE: Mark the first TWO (2) responses only   **(2x1) (2)**

2.2   **Importance of a marketing plan**
- It is a description of the market analysis including the target market. √√
- It includes the analysis of the target market, customer and competition√√
- Explains the marketing mix and provides the marketing strategy of the business√√
- Guides businesses on how to advertise their products/services√√
- Describes the proposed prices of goods and services√√
- Any other relevant answer related to marketing plan.

                                                                                                    Max (6)

2.3   **PESTLE elements**
2.3.1   **PESTLE elements from the scenario**

PESTLE ELEMENTS	MOTIVATIONS
Technological √√	The business does not have internet facilities to cater for customers who prefer to make online purchases. √
Economical √√	MT can no longer afford to deliver goods due to the increase in the fuel price. √
Submax 4	Submax 2

   NOTE: 1.   **Mark the first TWO (2) only.**
                     The answer does not have to be in tabular format.
                2.   **Award marks for PESTLE elements even if the quote is incomplete.**
                3   **Do not award marks for the motivations if the PESTLE elements were incorrectly identified.**

                                                                                                    Max (6)

2.4   **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. √√

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- 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)
[20]

BREAKDOWN OF MARKS

QUESTION	MARKS
2.1	2
2.2	6
2.3.	6
2.4	6
TOTAL	20

QUESTION 3: BUSINESS VENTURES

3.1 **Types of legal requirements of a business**
- Trading Licenses and permits to operate legally √
- Taxation regulations √
- International trading /Exporting & Importing requirements/ Exchange rates√
- Registration fees. √
- Registration. √
- Basic conditions of Employment Act. √
- Labour relations Act. √
- National Credit Act. √
- Environmental Conservation Act. √
- Patents and copyrights√

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

3.2 **Differences between internal and external market research**

INTERNAL MARKET RESEARCH	EXTERNAL MARKET RESEARCH
- It is the research conducted from within the business. √√	- It the research that is conducted from outside the business. √√
- Employees together with general employers indicate taste, type of products/services of the business. √√	- Businesses use data from market research that has been conducted in the past by other organisations/ statistics published by the government. √√
- Different resources are used for gathering business information for helping management to make informed decisions. √√	- Useful information about the target market, environment and about customers' needs and desires can be obtained. √√
- Any other relevant answer related to internal market research	- Any other relevant answer related to internal market research
Submax (2)	Submax(2)

NOTE: 1. **The answer does not have to be in tabular format**
2. **The difference does not have to link, but must be clear**

3 **Award a maximum mark of TWO (2) marks if the difference is not clear/Mark either internal or external market research only**

Max (4)

3.3.1 **SWOT analysis**
SWOT analysis from the scenario

STRENGTH	WEAKNESS
- Lizwe graduated in Agricultural Science with distinctions √	- He indicated that he has challenges with bookkeeping and accounting records √
OPPORTUNITY	THREAT
- His application for funding from the Nation Youth Fund to start his business was successful. √	- The business space identified has shortage of water supply√
Sub max (2)	Sub max (2)

NOTE: 1. **Only award marks for responses that are quoted from the scenario**

Max(4

3.4.   **Protocol for conducting research**
-    The researcher must obtain consent (permission) from the participants√ before interview takes place. √
-    The research must first be approved√ if it is taking place within an organisation. √
-    If a face to face interview is to be conducted prior arrangements must be made√ for the participant's convenience√
-    The person conducting the research should not influence the opinions√ of the participants. √
-    The researcher must start by introducing himself/herself. √
-    Interviewee/Respondent need to be told that their names will not be mentioned √ if that is what they want. √
-    Interviewee/Respondent must be informed√ about the purpose and intentions of the interview. √
-    Interviewee/Respondent should be informed √about the duration of the interview.√
-    Information collected from the participants√ should be kept confidential. √
-    Interviewee/Respondent should be free√ to refuse to answer a particular question.√
-    The responses should not be used for any purpose √other than the market research being conducted. √
-    Research findings must be reported accurately√ and not used to mislead any person. √
-    Ensure that the research is within the ethical standards of the industry √by. obtaining clearance from relevant persons or bodies. √
-    Any other relevant answer related to protocol for conducting research

Max (6)

3.5 **Strategies to overcome competition in the market.**
-    Sell quality products and services. √√
-    Offer after-sales services.√√
-    Charge reasonable prices. √√
-    Conduct intensive marketing campaigns.√√
-    Make use of clever advertising slogans. √√
-    Make your product unique. √√
-    Provide attractive product displays. √√
-    Any other relevant answer related to strategies to overcome competition in the market.

Max (4)

BREAKDOWN OF MARKS

QUESTION	MARKS
3.1	2
3.2	4
3.3.1	4
3.4	6
3.5	4
TOTAL	20

QUESTION 4

BUSINESS VENTURES

4.1   **Meaning of** *business opportunity*
   -    A business opportunity is an idea for a product /service that will meet
        needs/desires,√ and that can be sold or leased to earn an income. √
   -    Entrepreneurs should be constantly on the lookout for new business opportunities√
        to be competitive. √
   -    It is an idea that can be converted into viable, √ income-producing business. √
   -    Each need and desire is a possible business opportunity. √
   -    It is a gap in the market √when peoples' needs, and desires are unfulfilled. √

                                                                         Max (2)

 4.2   **Factors to be considered when preparing for a verbal presentation**
4.2.1 **Factors to be considered when preparing for a verbal presentation from the
        scenario above**
   -    Zola wrote down the purpose of the presentation and listed the objectives. √

   -    He also considered the knowledge of his audience. √

        **NOTE: 1.   Only award marks for responses that are quoted from the
                       scenario
                  2   Mark the first TWO (2) only**

                                                                         (2x1) (2)

4.2.2 **Other factors to be considered when preparing for a verbal presentation**
   -    Prepare the structure of your presentation√ such as introduction/body/conclusion. √
   -    Be fully conversant with the content√ of your presentation. √
   -    Zola should create visual aids that will assist in getting the points across √
        effectively and memorably. √
   -    Practice the presentation √ and time your presentation. √
   -    Practice in front in front of someone√ who will provide honest opinion on the
        purpose and objectives of the presentation. √
   -    Information to be presented√ should be relevant and accurate. √
   -    Have pre-knowledge of your audience√ to determine the appropriate visual aids. √
   -    Zola should visit the venue√ and ensure that visual aids the use of your
        equipment/availability of a generator in case of load shedding or electricity. √
   -    Any other relevant answer related to be considered when preparing for a verbal
        presentation.

                                                                         Max (6)

BUSINESS ROLES

4.3 **Meaning of *creative thinking***
- Creative thinking is the ability to think original, √ varied and innovative ideas. √
- It focuses on exploring ideas/generating possibilities/√looking for many possible solutions. √
- Thinking in a way that is unconventional √and original√
- It is the act of producing new ideas√ and making them real. √
- Generating new ideas √ and being open to new ideas. √
- Focuses on exploring ideas/generating possibilities√ and looking for many possible answers. √
- Any other relevant answer related to the meaning of creative thinking

Max (4)

4.4 **Ways in which creative business opportunities can realistically be implemented**
- People have to be prepared tom 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 (6)
[20]

BREAKDOWN OF MARKS

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

TOTAL SECTION B: 40

SECTION C

Mark only the first question.

QUESTION 5: BUSINESS VENTURES (PRESENTATION OF BUSINESS INFORMATION)

5.1   **Introduction**
- Business reports enable management to keep track of every activity done in each department. √
- Presenters use a variety of visual aids to attract the audience attention. √
- Graphs and diagrams should be carefully considered as they can be useful or be distractive during a presentation. √
- Effective visual aids require presenters to be well conversant with guidelines on how to design a presentation. √
- Any other relevant introduction related to guidelines on writing an effective business report/purpose of visual aids/advantages and disadvantages of graphs/diagrams /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. √√
- Write concisely/briefly and only include important information. √√
- Use regular/basic language/simple grammar and clear short sentences. √√
- Use accurate/meaningful visual aids such as tables, graphs, drawings etc.
- Get someone to look at the report and to make suggestions for improvement. √√
- Prepare an overview of what her audience should know. √√
- Spend time revising the report and correct spelling mistakes. √√
- Any other relevant answer related to guidelines on writing an effective business report.

Max (12)

5.3   **Purpose of visual aids**
- Visual aids can add value √ and clarity of the presentation. √
- They make the presentation more interesting √ and memorable. √
- Visual aids reinforce √ what the presenter have 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 visual aids.

Max (10)

5.4 **Advantages and disadvantages of graphs/diagrams**
   Advantages of graphs/diagrams
   - Graphical representation of information helps with understanding√ and identifying patterns and trends in data. √
   - Graphical representation 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 simplifies√ the presentation when using complex information. √
   - Any other relevant answer related to advantages of graphs/diagrams.

Submax 6

   Disadvantages of graphs/diagrams
   - 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 disadvantages of graph/diagrams.

Submax 6
Max (12)

5.5 **Factors that must be considered when designing a presentation**
   - Start with the text and headings. √√
   - Use legible font and font size. √√
   - Select a suitable background that would not distract from the content. √√
   - Choose images that may help to communicate the message. √√
   - Include graphics and images related to the content. √√
   - Add special effects to support the message. √√
   - Create hyperlinks to allow quick access to other files. √√
   - Keep images and graphics simple. √√
   - Make sure there are no grammatical or spelling errors. √√
   - Use bright colours to increase visibility. √√
   - Structure information in a logical sequence. √√
   - Limit the information on each slide. √√
   - Any other relevant answer related to factors that must be considered when designing a presentation.

Max (12)

5.6 **Conclusion**
- A good presentation depends on how well the report is written. √√
- Well prepared visual aids can help the presenter to communicate important information with various stakeholders √√
- Variation of colour and background used on graphs helps to capture the attention of the audience.√√
- A well-prepared presentation creates a good impression and will attract potential investors. √√
- Any other relevant conclusion related to guidelines on writing an effective business report/purpose of visual aids/advantages and disadvantages of graphs/diagrams/factors that must be considered when designing a presentation.

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

QUESTION 5: BREAKDOWN OF MARK ALLOCATION

DETAILS	MAXIMUM	TOTAL
Introduction	2	
Guidelines on writing an effective business	12	
Purpose of visual aids	10	Max. 32
Advantages and disadvantages of graphs/diagrams	12	
Factors that must be considered when designing a presentation.	12	
Conclusion	2	
INSIGHT		
Layout	2	
Analysis, interpretation	2	
Synthesis	2	8
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**
- Businesses should follow problem solving steps to solve challenges. √
- Solving problems requires businesses to apply creative thinking skills√
- Businesses could apply problem solving techniques such as the Delphi technique and nominal group to solve business problems. √
- Employees must be encouraged to work with others to solve problems so that the business can benefit√
- Any other relevant introduction related to problem solving cycle/problem solving and decision making/Delphi and nominal group technique/benefits of creative thinking.

**(Any 2 x 1)(2)**

6.2   **Problem-solving cycle**
- Identify the problem. √√
- Define the problem. √√
- Identify possible solutions to the problem. √√
- Select the most appropriate alternative. √√
- Develop an action plan. √√
- Implement the suggested solution/action plan. √√
- Monitor the implementation of the solution/action plan. √√
- Evaluate the implemented solution. √√
- Formulate strategy√√
- Implement strategy√√
- Evaluate strategy√√
- Any other relevant answer related to problem-solving cycle.

NOTE   Steps can be in any order

Max (10)

6.3   **Differences between problem solving and decision making.**

PROBLEM SOLVING	DECISION MAKING
- Problems can be solved √ by a group/ team or an individual team member√	- It is often done by one person/a member of senior management √ who makes it 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.
Sub max (4)	Sub max (4)

NOTE 1. **The answer does not have to be in tabular format.**
2. **The difference does not have to link, but must be clear.**
3. **Award a maximum of TWO (2) marks if the difference is not clear/Mark either problem solving or decision making only.**
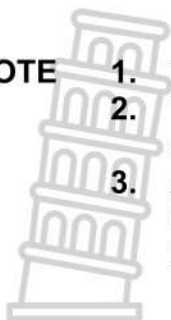
Max   (8)

6.4 Application of the following problem-solving techniques

Delphi technique
- A panel of experts is invited √ to participate in the process. √
- Experts do not have to be in one place √ and will be contacted individually. √
- A questionnaire is designed √ and distributed to the panel√
- The panellist responds to the questionnaire individually √ and return it to the organisation. √
- The feedback report and a second set of questions/questionnaire related to the feedback √ are sent to the panellists. √
- The panellists read the feedback report √ and decide if they wish to change their initial ideas/suggestions/solutions. √
- They then complete√ the second questionnaire √
- A final summary √ and feedback report are prepared. √
- Consensus is reached √and the best solution is chosen. √
- Any other relevant answer related to application of Delphi technique.

Submax (8)

Nominal group technique
- The group is divided into a smaller group of 5 or 6 people √ around the table √
- The problem is defined clearly. √
- Each individual silently brainstorms as many ideas as possible√ and write them down√
- One by one, each person in the group gives one of their solution √and someone writes them all down on a big sheet of paper. √
- Everyone gives a second solution, √and so on until all possible solutions have been recorded. √
- No one is allowed to criticize, √but participants may ask questions to understand the suggested solution more clearly. √
- Each person reads through all the suggestions and anonymously rates them giving the highest points for the best solution down √to the lowest point for the one they like the least. √
- The ratings are collected, √ and the points collected and calculated. √
- The group is given the results of which idea received th e most points, √the second most points, and so on. √
- Each group presents the solution √that was deemed the best according to the votes. √
- Any other relevant answer related to application of nominal group technique.

Submax (8)
Max (16)

6.5 Benefits of creative thinking in the workplace

- Creative thinking improves the quality of solutions to business problems √√
- Products and services can be marketed creatively √√
- Stimulates profitable new ideas for products/marketing campaign and public relations.√√
- Managers can come up with creative strategies for the business√√
- Employees can think for themselves and come up with creative solutions. √√
- Motivates employees and improves their skills resulting to a happy workforce. √√
- Improves productivity and reduces voluntary turnover. √√
- Creative public relations strategies can be designed and implemented. √√
- Helps businesses to respond to the threat of competition and to remain leaders in the field. √√
- Helps businesses to provide its clients with the best possible products or services, which improves client loyalty. √√
- Leads to the development of better methods of production to save on costs. √√
- Allows businesses to extend its range of services like offering better customer services or credit facilities. √√
- New products/services can be designed to meet changing needs of customers. √√
- Managers can motivate and manage staff in creative ways to get the best from them.√√
- Any other relevant answer related to benefits of creative thinking in the workplace

Max (12)

6.6 Conclusion

- Businesses achieve their goals by implementing correct problem solving cycle. √√
- Constant changes impact on business operations and so they need to adapt to them quickly and make quick/creative decisions.√√
- Businesses save time or costs, when using a group of experts without bringing them together. √√
- Creative thinking can help to solve business problems successfully. √√
- Any other relevant conclusion related to problem solving cycle/problem solving and decision making/Delphi and nominal group technique/benefits of creative thinking.

(Any 1 x 2) (2)

[40]

QUESTION 6: BREAKDOWN OF MARK ALLOCATION

DETAILS	MAXIMUM	TOTAL
Introduction	2	
Problem- solving cycle	10	
Differences between problem-solving and decision-making	8	Max 32
Application of the following problem-solving techniques o Delphi technique o Nominal group technique	16	
Benefits of creative thinking in the workplace	12	
Conclusion	2	
INSIGHT		
Layout	2	
Analysis/Interpretation	2	8
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