

BUSINESS STUDIES

Grade 10

Term: 3

School: _____

Task: PROJECT

Marks: 50

Issue Date: _____ Submission Date: _____

Surname of Learner: _____

Name of Learner : _____

BUSINESS VENTURES: BUSINESS PLAN

BUSINESS INFORMATION

BUSINESS OPPORTUNITY

**BUSINESS ROLES : CREATIVE THINKING AND
PROBLEM-SOLVING**

FINAL MARK

50

INSTRUCTIONS AND INFORMATION TO LEARNERS

1. You are required to complete this project on your own to indicate your understanding of the following topics:
BUSINESS VENTURES AND BUSINESS ROLES
2. Read the instructions for each question and respond appropriately.
3. Attach a copy of your questionnaire to obtain marks for QUESTION 2.1.2
Collect pictures of FIVE visual aids to answer QUESTION 3.1.3
4. Submit your final project to your teacher for assessment.
5. You must adhere to the deadline for submission of your project.



QUESTION 1

1.1 PROBLEM-SOLVING AND CREATIVE THINKING.

1.1.1 Differentiate between problem-solving and decision-making. (4)

1.1.2 Explain the benefits/advantages of creative thinking in the workplace. (5)

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

WECO LTD (WL)

Weco Limited is large business that supplies home appliances. The management of WL is deciding to introduce solar energy in their production line, they listed all the driving forces and restraining forces that will support and resist change.

Cloudy and rainy days will hamper the production of power through solar panels which discourages some customers to use solar energy. A lot of customers are nervous about solar and energy solutions as it's a large financial commitment.

1.2.1 Identify the problem-solving technique applicable to the scenario above.

Motivate your answer by quoting from the scenario above. (2)

1.2.2 Advise WL on how they can apply the problem-solving technique identified in QUESTION 1.2.1 (5)

QUESTION 2

BUSINESS OPPORTUNITIES AND RELATED FACTORS.

2.1.1 Explain the importance of market research in the business (5)

2.1.2 Design a questionnaire of FIVE questions for a new breakfast cereal to determine the need for the product. (5)

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

EAST RAND FRESH MARKET (EFM)

East Fresh Market is a well-established business located near a high crime taxi rank. EFM has experienced a decline in sales because of load-shedding. The management of EM has not insured the business against any eventuality that may occur. EFM entered into an alliance with Green Farms to supply vegetables for local hospitals. Lerato, the general manager has a good leadership style. EFM lacks the financial strength to keep up stock levels. Many customers prefer to buy at King Fresh Fruit and Veggie at a nearby shopping mall.

2.2.1 Compile a SWOT analysis for EFM.

Use the table below as a GUIDE to QUESTION 2.2.1.

STRENGTH	WEAKNESSES
1.	2.
OPPORTUNITY	THREAT
3.	4.

(4)

QUESTION 3

1.3 PRESENTATION OF BUSINESS INFORMATION.

1.3.1 Use the internet, business magazines, newspapers, and business journals to collect any FIVE visual aids presenters can use to make verbal and non-verbal presentations to stakeholders. Explain the purpose of EACH visual aid collected. (10)

1.3.2 Advise presenters on factors that must be considered when preparing for a verbal presentation. (5)

QUESTION 4

4.1 BUSINESS PLANS.

1.4.1 Explain FIVE aspects that must be included in the executive summary. (5)



TOTAL [50]



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CRITERIA	0 MARKS	1 MARK	2 MARKS	3 MARKS	4 MARKS	5 MARKS	TOTAL
Differentiate between problem-solving and decision making	The learner did not provide differences between problem-solving and decision-making	The learner provided only one fact either in problem solving or decision making.	The learner provided only one fact for problem-solving and decision-making.	The learner provided only TWO facts for problem-solving or decision-making and ONE fact for problem-solving or decision-making.	The learner provided TWO facts for problem-solving decision-making and TWO facts for problem-solving decision-making		4
Explain the benefits/advantages of creative thinking in the workplace.	The learner did not explain the benefits/advantages of creative thinking in the workplace.	The learner explained ONE benefit/advantage of creative thinking in the workplace.	The learner explained TWO benefits/advantages of creative thinking in the workplace	The learner explained THREE benefits/advantages of creative thinking in the workplace	The learner explained FOUR benefits/advantages of creative thinking in the workplace	The learner explained FIVE benefits/advantages of creative thinking in the workplace	5
Identify the problem-solving technique applicable to the scenario above. Motivate your answer by quoting from the scenario above.	The learner did not identify and motivate the answer by quoting from the scenario.	The learner only identified the problem-solving technique without motivation.	The learner identified the correct problem-solving technique and motivated the answer by quoting from the scenario.				2
Advise WL on how they can apply the problem-solving technique identified in QUESTION 1.2.1	The learner did not provide advice on how WL can apply the problem-solving technique.	The learner provides ONE advice on how WL can apply the problem-solving technique.	The learner provides TWO advice on how WL can apply the problem-solving technique.	The learner provides THREE advice on how WL can apply the problem-solving technique.	The learner provides FOUR pieces of advice on how WL can apply the problem-solving technique.	The learner provides FIVE advice on how WL can apply the problem-solving technique.	5
Explain the importance of market research in the business.	The learner did not explain the importance of market research in the business	The learner explained ONE importance of market research in the business.	The learner explained TWO importance of market research in the business.	The learner explained THREE importance of market research in the business.	The learner explained the FOUR importance of market research in the business.	The learner explained the FIVE importance of market research in the business.	5



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Design a questionnaire of FIVE questions for new breakfast cereal to determine the need for the product.	The learner did not design the questionnaire	The learner designed the questionnaire with only ONE question.	The learner designed the questionnaire with only TWO questions.	The learner designed the questionnaire with only THREE questions.	The learner designed the questionnaire with only FOUR questions.	The learner designed the questionnaire with only FIVE questions.	5
Compile a SWOT analysis for EFM.	The learner did not compile a SWOT analysis for EM.	The learner compiled a SWOT analysis for ONE component of SWOT analysis.	The learner compiled a SWOT analysis for any TWO components of the SWOT analysis.	The learner compiled a SWOT analysis for any THREE components of SWOT analysis.	The learner compiled a SWOT analysis for FOUR components of SWOT analysis.		4
Explain the purpose of EACH visual aid	0	1-2	2-4	3-6	4-8	5-10	10
	The learner did not collect and explain the purpose of the visual aid.	The learner collected ONE visual aid and explained the purpose.	The learner collected TWO visual aids and explained the purpose.	The learner collected THREE visual aids and explained the purpose.	The learner collected FOUR visual aids and explained the purpose of the visual aids.	The learner collected FIVE visual aids and explained the purpose of the visual aids.	
Explain FIVE aspects that must be included in the executive summary.	The learner did not explain the aspects that must be included in the executive summary.	The learner explains ONE of the aspects that must be included in the executive summary.	The learner explains TWO of the aspects that must be included in the executive summary.	The learner explains THREE of the aspects that must be included in the executive summary.	The learner explains FOUR of the aspects that must be included in the executive summary.	The learner explains FIVE of the aspects that must be included in the executive summary.	5
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SUBJECT: BUSINESS STUDIES

GRADE : 10

TASK : PROJECT

YEAR :

MARKING GUIDELINE

This marking guideline consists of 8 pages

QUESTION 1**1.1 PROBLEM-SOLVING AND CREATIVE THINKING.****1.1.1 Differences between decision making and problem solving.**

DECISION MAKING	PROBLEM-SOLVING
• Often done by one person or senior management	• Carried out by a group of people
• Existing alternatives are considered and choosing a best solution to a problem.	• Encourages creative thinking since it aims at finding a new solution to a problem.
• It does not form part of the problem solving since decisions need to be taken for each step of the business process.	• Innovative solutions are generated, implemented, and evaluated.
• Decision-making is the process of choosing from several alternatives.	• Problem-solving is the process of finding a solution to a problem.
• Any other relevant answer related to decision-making.	• Any other relevant answer related to problem-solving.

NOTE: 1. The answer does not have to be in tabular format.

2.The distinction does not have to link but must be clear.

3. Award a maximum of TWO (2) marks if the distinction is not clear/Mark either decision-making or problem solving only.

(4)

1.1.2 Advantages/Benefits of creative thinking in the workplace

- Creative thinking improves the quality of solutions to business problems.
- Products and services can be marketed creatively.
- New, innovative, and better ideas and solutions are generated.
- 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.
- Creativity may lead to new inventions that will improve the general standard of living.
- Management and employees may keep up with fast-changing technology.

- 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 advantages/benefits related to creative thinking in the workplace.
- (5)

1.2 PROBLEM-SOLVING TECHNIQUES

1.2.1 Forcefield analysis technique

2

Motivation: The management of WL is deciding to introduce solar energy in their production line, they listed all the driving forces and restraining forces that will support and resist change.

1

(3)

1.2.2 Application of force-field analysis.

• Option 1

- Change should be communicated effectively to employees.
- Stop all change for a while until proper communication has been done.
- Explain the reasons and benefits of the changes to all staff.
- Ensure that everyone understands how the change will affect them.
- Ensure that all questions are dealt with effectively.
- Do not make any more changes in the organization for a while so that it can stabilise, and employees can get used to the changes.
- Any other relevant answer related to the application of the force-field analysis.

Option 2

- The business should describe the current situation and the desired situation.
- Write a plan/proposal for change in the middle.
- List all the forces driving (positive) and resisting (negative) change.
- List all forces in support of the change in one column.
- Assign a score for each, from 1 (weak) to 5 (strong)
- Determine if change is viable. If not, check which resisting forces can be influenced/mitigated/avoided to make the change possible.
- If so, find ways to increase the forces for change and diminish the forces against change.
- Based on this outcome, come up with a strategy to help reduce the resisting forces and ensure that the changes can be done.
- Any other relevant answer related to the application of the force-field analysis.

(5)

QUESTION 2

2.1 BUSINESS OPPORTUNITIES AND RELATED FACTORS.

2.1.1 The importance of market research in the business.

- Market research assess the needs and desires of customers.
- Entrepreneurs gain information about industry trends and the actions of their competitors.
- Helps the business in developing and enhancing the product.
- Guides business to minimise risks and identify gaps in customer expectation.
- Can be used to identify a business opportunity.
- Can guide a business to minimise risks.
- To identify gaps in customer expectations.
- People's taste, habits, behaviours, and desires change constantly.
- Regular market research will inform the business about the changes.
- Any other relevant answer related to the importance of the market research in the business.

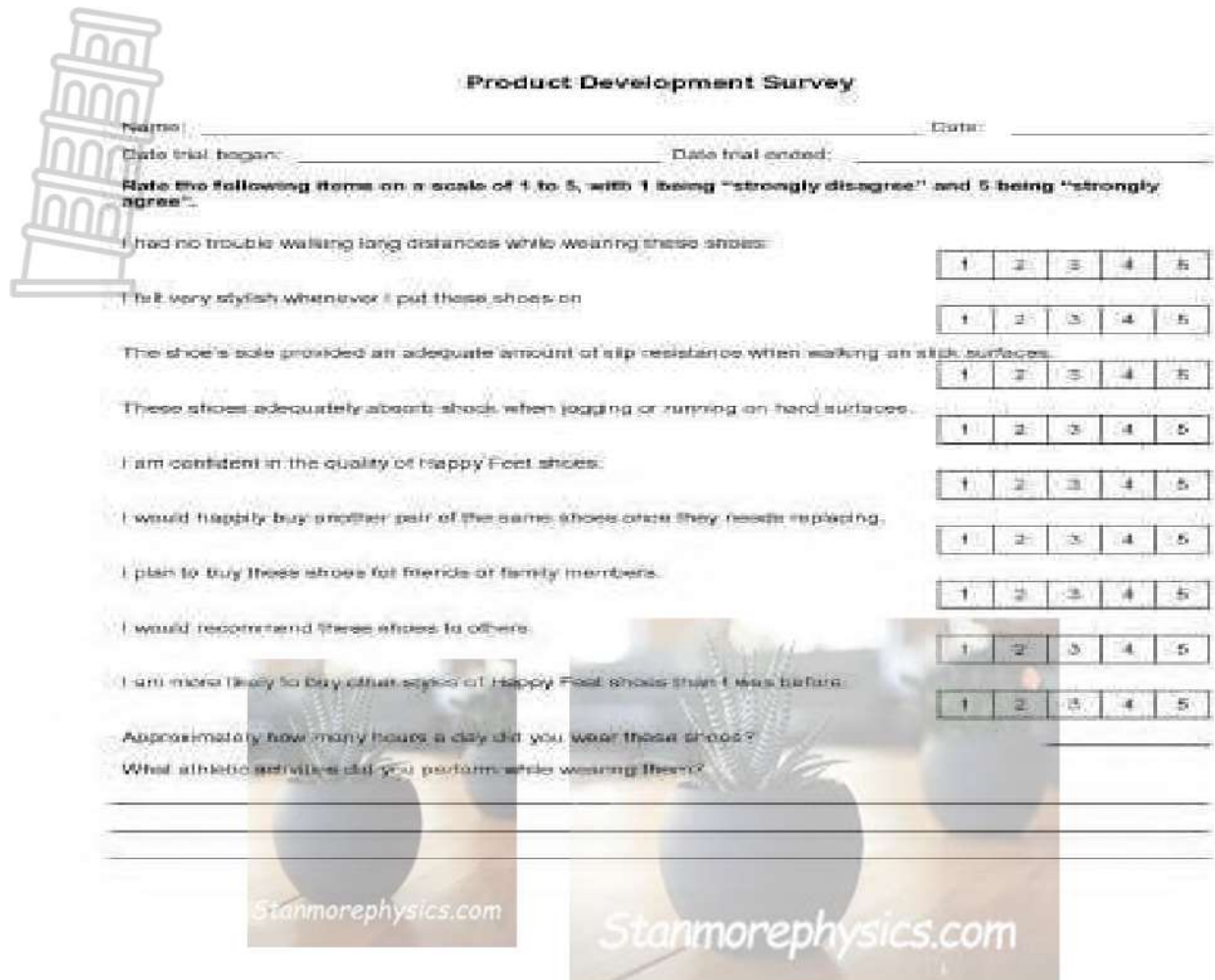
(5)

2.1.2 Consider the following requirements when designing a questionnaire:

- states the goal of the research.
- short and does not take too much time to complete (Simple and concise)
- asks one question at a time.
- questions are not misleading or biased.
- provide meaningful options to questions.
- use closed questions and open-ended questions.
- Any other relevant answer related to the requirements for designing a good questionnaire.

Example of a research questionnaire

(5)



Product Development Survey

Name: _____ Date: _____

Date trial began: _____ Date trial ended: _____

Rate the following items on a scale of 1 to 5, with 1 being "strongly disagree" and 5 being "strongly agree".

I had no trouble walking long distances while wearing these shoes.

1	2	3	4	5
---	---	---	---	---

I felt very stylish whenever I put these shoes on.

1	2	3	4	5
---	---	---	---	---

The shoe's sole provided an adequate amount of slip resistance when walking on slick surfaces.

1	2	3	4	5
---	---	---	---	---

These shoes adequately absorb shock when jogging or running on hard surfaces.

1	2	3	4	5
---	---	---	---	---

I am content in the quality of Happy Feet shoes.

1	2	3	4	5
---	---	---	---	---

I would happily buy another pair of the same shoes once they needed replacing.

1	2	3	4	5
---	---	---	---	---

I plan to buy these shoes for friends or family members.

1	2	3	4	5
---	---	---	---	---

I would recommend these shoes to others.

1	2	3	4	5
---	---	---	---	---

I am more likely to buy other styles of Happy Feet shoes than I was before.

1	2	3	4	5
---	---	---	---	---

Approximately how many hours a day did you wear these shoes? _____

What athletic activities did you perform while wearing them? _____

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2.2 SWOT ANALYSIS FOR EMS

STRENGTH	WEAKNESSES
1. Lerato, the general manager has a good leadership style.	2. The management of EM has not insured the business against any eventuality that may occur. OR EFM lacks the financial strength to keep up stock levels.
OPPORTUNITIES	THREATS
3. EFM entered an alliance with Green Farms to supply vegetables for local hospitals.	4. East Fresh Market is a well-established business located near a high crime taxi rank. OR Many customers prefer to buy at King Fresh Fruit and Veggie at a nearby shopping mall.

(4)

3.1 PRESENTATION OF BUSINESS INFORMATION

3.1.1 Purpose of collected visual aids.

Visual aid	purpose
Power Point/Data projector/Slides	• It is usually used for large group of audience to see the detailed information of a presentation. • Projects images from a computer to a screen • Shows summaries/ graphs/relationships/diagrams /process steps etc. • Can be used to create a mood through showing images and videos. • Slides summarises information to increase understanding
Handouts	• Use for small or large groups. • Used to give summary of the presentation and provides follow-up activities. • Contains summary of the most important points • They are given to the audience when they leave after the presentation. • Provide details that cannot be included in the presentation such as financial statement. • They provide structure and focus for the presentation
Interactive whiteboard/smart boards	• Can be used for small or large groups to engage in collaborative experience using a touchscreen to take notes. • To annotate content and offer on-board programs that helps to facilitate sharing and collaboration. • Can be used in brainstorming sessions to capture feedback and ideas. • Can be linked to other whiteboards in other venues. • Use coded pens to write new information and feedback
Flyers/Brochures	• Used as effective marketing tool. • Used for attracting people to an advert
Posters/signs/banners/Flags	• Are used to communicate with potential customers. • It is used as a marketing strategy. • They summarise information and discussions to stakeholders. • It is used to attract attention and arouse interest of audience.
Charts/Flip	• Charts/graphs/diagrams/pictures can be used

	for a small group • Used to summarise discussions. • Record ideas and feedback given by the group. • It does not need electricity and therefore cheaper visual aid. • Management may show the organisation's structure in the form of an organisational chart. • Tables are used to compare, and contrast information. • Diagrams/graphs are interesting, relevant, and support the presentation.
Video /video conferencing	• It enables face-to-face communication between two or more people in different locations. • Videos emphasize ideas through both sight and sound and captures and holds the audience's attention.

(5)

3.1.2 Factors that must be considered when preparing for a verbal presentation.

- the purpose and main points of the presentation.
- capturing the main aim in the introduction of the presentation.
- relevant and accurate presentation of the information.
- being fully conversant with the content of the presentation.
- knowing the background of the audience to determine the appropriate visual aids.
- preparing a rough draft of the presentation with an introduction, body, and conclusion
- summarising the key facts in the conclusion and showing that all aspects have been addressed.
- creating visual aids that will assist in getting the point across effectively.
- visiting the venue and ensuring that the equipment provided is working and suitable.
- considering the time frame for the presentation.
- practising the presentation and note how long it takes.
- practising in front of a person who will give an honest opinion of the presentation.
- preparing for the feedback session by anticipating possible questions.
- Any other relevant answer related to the factors that need to be considered when preparing the for a verbal presentation.

(5)

QUESTION 4

4.1 BUSINESS PLAN

4.1.1 FIVE 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.
- How capital will be obtained.
- Any other relevant answer related to the aspects that must be included in the executive.

(5)

[TOTAL 50]

