



**GAUTENG PROVINCE**

**Department: Education**

**REPUBLIC OF SOUTH AFRICA**



**BUSINESS STUDIES**

**GRADE: 10**



**TERM :3**

**ASSESSMENT TASK: PROJECT**

**YEAR:2022**



**This task consists of 13 pages**

## Terms of references for all tasks

### CASE STUDY

- Teachers must provide learners with the topics on which the case study will be based for assessment.
- Learners to be given one week to collect resources on the topics
- The case study must be administered and completed within two hours under controlled conditions.
- Case studies are a very good way of keeping the subject up to date and relevant.
- Learners are presented with a real-life situation, a problem, or an incident related to the topic.
- Each formal assessment task must consist of only one assessment activity
- They should draw on their own experience or prior learning to interpret, analyse and solve a problem or set of problems and make suggestion/s and or recommendation/s to defend their arguments.
- Case studies may be taken from newspaper articles, magazine articles, video clips, or radio recordings and all sources must be acknowledged.



## BUSINESS STUDIES

Grade 10

Term: 3

School: \_\_\_\_\_

Task: PROJECT

Marks: 50

Issue Date: \_\_\_\_\_ Submission Date: \_\_\_\_\_

Surname of Learner: \_\_\_\_\_

Name of Learner : \_\_\_\_\_

### MAIN TOPICS COVERED

**BUSINESS VENTURES:** BUSINESS PLAN

BUSINESS INFORMATION

BUSINESS OPPORTUNITY

**BUSINESS ROLES** : CREATIVE THINKING

FINAL MARK

50

## INSTRUCTIONS AND INFORMATION TO LEARNERS

- 1 You are required to complete this project to indicate your understanding of the following topics:  
**Business Ventures and Business Roles**
- 2 Read the instructions for each question and respond correctly.
- 3 Collect resources relevant to each question in support of your answers in the project.
- 4 Submit your final project to your teacher for assessment.
- 5 You are required to submit the components of the project to your teacher.
- 6 You must adhere to the submission date to avoid unnecessary penalties



**QUESTION 1****1.1 Creative thinking and Problem Solving**

1.1.1 Elaborate on the meaning of *creative thinking* (3)

1.1.2 Explain how entrepreneurs can use creative thinking to generate entrepreneurial opportunities. (5)

1.2 Describe how businesses can apply Delphi technique to solve business problems. (5)

**QUESTION 2****Business Opportunity and Related factors**

2.1 Develop a research instrument that can be used to assess customers' buying behaviour for any product of your choice. (5)

**QUESTION 3****Business plan**

3.1 Assist your friend to develop a business plan in which you include the following:

3.1.1 Name the aspects that should be included on the cover page. (4)

3.1.2 Elaborate on the meaning of the vision and mission statements of a business (4)

3.1.3 Describe the business overview of the chosen business. (5)

3.1.4 Outline the elements of a SWOT analysis of a business (4)

3.1.5 Suggest strategies to overcome competition in the market. (5)

**QUESTION 4****Presentation of business information**

4.1 Business reports enable management to keep track of every activity done in each department.

4.1.1 Outline guidelines on writing an effective business report. (5)

4.1.2 Advise businesses on factors to be considered when designing a presentation. (5)

**TOTAL MARKS [50]**

| CRITERIA                                                                                       | ZERO MARKS                                                                                                    | 1 MARK                                                                                                               | 2 MARKS                                                                                                                   | 3 MARKS                                                                                                                     | 4 MARKS                                                                                                                    | 5 MARKS                                                                                                                    | TOTAL |
|------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|-------|
| Elaborate on the meaning of creative thinking                                                  | Learner did not elaborate on the meaning of creative thinking                                                 | Learner elaborated only ONE meaning of creative thinking                                                             | Learner elaborated TWO meaning of creative thinking                                                                       | Learner elaborated THREE meaning of creative thinking                                                                       |                                                                                                                            |                                                                                                                            | 3     |
| Explain how entrepreneurs can use creative thinking to generate entrepreneurial opportunities. | Learner did not explain how entrepreneurs can use creative thinking to generate entrepreneurial opportunities | Learner explained ONE point on how entrepreneurs can use creative thinking to generate entrepreneurial opportunities | The learner explained TWO points on how entrepreneurs can use creative thinking to generate entrepreneurial opportunities | The learner explained THREE points on how entrepreneurs can use creative thinking to generate entrepreneurial opportunities | The learner explained FOUR points on how entrepreneurs can use creative thinking to generate entrepreneurial opportunities | The learner explained FIVE points of how entrepreneurs can use creative thinking to generate entrepreneurial opportunities | 5     |
| Describe how businesses can apply Delphi technique to solve business problems.                 | Learner did not describe how businesses can apply Delphi technique to solve business problems.                | Learner described ONE point on how businesses can apply Delphi technique to solve business problems                  | Learner described TWO points on how businesses can apply Delphi technique to solve business problems                      | Learner described THREE points of how businesses can apply Delphi technique to solve business problems                      | Learner described FOUR points on how businesses can apply Delphi technique to solve business problems                      | Learner described FIVE points on how businesses can apply Delphi technique to solve business problems                      | 5     |
| Steps in developing a research instrument                                                      | The learner did not develop a research instrument.                                                            | The learner research instrument has ONE step only                                                                    | The learner research instrument has TWO steps.                                                                            | The learner's research the THREE steps                                                                                      | The learner research instrument was based on FOUR aspects                                                                  | The learner's research instrument was based on FIVE steps                                                                  | 5     |
| Name the aspects that should be included on the cover page                                     | Learner did not name aspects that should be included on the cover page                                        | Learner named only ONE aspect that should be included on the cover page                                              | Learner named TWO aspects that should be included on the cover page                                                       | Learner named THREE aspects that should be included on the cover page                                                       | Learner named FOUR aspects that should be included on the cover page                                                       |                                                                                                                            | 4     |
| Elaborate on the meaning of the vision and mission statement                                   | The learner did not elaborate on the meaning of vision and mission statement                                  | Learner provided ONE fact on the meaning of vision and mission statement                                             | Learner provided TWO facts on the meaning of vision and mission statement                                                 | Learner provided THREE facts on the meaning of vision and mission statement                                                 | Learner provided all facts on the meaning of vision and mission statement                                                  |                                                                                                                            | 4     |

|                                                                             |                                                                                                 |                                                                                            |                                                                                        |                                                                                          |                                                                                              |                                                                                         |    |
|-----------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|----|
| Describe a business overview                                                | The learner did not describe the business overview                                              | The learner described ONE fact on the business overview                                    | The learner only described TWO facts on the business overview                          | The learner described THREE facts on the business overview                               | The learner described FOUR facts on the business overview                                    | The learner described FIVE facts on the business overview                               | 5  |
| Outline the elements of a SWOT analysis of a business                       | The learner did not outline a SWOT analysis.                                                    | The learner outlined One aspect of the SWOT analysis                                       | The learner outlined TWO aspects of the SWOT analysis                                  | The learner outlined THREE aspects of the SWOT analysis                                  | The learner outlined FOUR aspects of the SWOT analysis.                                      |                                                                                         | 4  |
| Suggest strategies to overcome competition in the market.                   | The learner did not suggest any strategies to overcome competition                              | The learner suggested ONE strategy to overcome competition in the market                   | The learner suggested TWO strategies to overcome competition in the market             | The learner only suggested THREE strategies to overcome competition in the market        | The learner suggested FOUR strategies to overcome competition in the market                  | The learner suggested FIVE strategies to overcome competition in the market             | 5  |
| Outline the guidelines for writing effective business reports.              | The learner did not outline any guidelines on writing an effective business report              | The learner outlined ONE guideline on writing an effective business report.                | The learner outlined TWO guidelines on writing an effective business report.           | The learner outlined THREE guidelines on writing an effective business report            | The learner outlined FOUR guidelines on writing an effective business report.                | The learner outlined FIVE guidelines on writing an effective business report.           | 5  |
| Advise businesses on factors to be considered when designing a presentation | The learner did not advise businesses on factors to be considered when designing a presentation | The learner gave only ONE advise on factors to be considered when designing a presentation | The learner gave TWO advises on factors to be considered when designing a presentation | The learner gave THREE advises on factors to be considered when designing a presentation | The learner gave only FOUR advises on factors to be considered when designing a presentation | The learner gave FIVE advises on factors to be considered when designing a presentation | 5  |
|                                                                             |                                                                                                 |                                                                                            |                                                                                        |                                                                                          |                                                                                              |                                                                                         | 50 |

**TOTAL MARKS: [50]**