



LIMPOPO
PROVINCIAL GOVERNMENT
REPUBLIC OF SOUTH AFRICA

DEPARTMENT OF EDUCATION

VHEMBE EAST DISTRICT

NATIONAL
SENIOR CERTIFICATE

GRADE 10

BUSINESS STUDIES
TERM 3 TEST
QUESTION PAPER
14 SEPTEMBER 2023

Stanmorephysics

MARKS : 100
TIME : 1h30 Minutes

This question paper consists of 8 pages including the cover page

INSTRUCTIONS AND INFORMATION

Read the following instructions carefully before answering the questions:

1. This question paper consists of THREE sections:

SECTION A: COMPULSORY

SECTION B: consists of THREE questions. Answer TWO of the THREE questions in this section

SECTION C: Consist of TWO questions. Answer any ONE of TWO questions from this section.

2. Read the instructions for each questions carefully and take a particular note of what is required.
3. Number the answers carefully according to the numbering system used in this question Paper
4. Except where other instructions are given, answer 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 guide when answering each question

SECTION	QUESTION	MARKS	TIME
A	Multiple – choice and matching items. (COMPULSORY)	1 20	20 Min
B	THREE direct/ indirect type questions. (Answer any TWO of THREE questions)	2 3 4 20 20 20	35 min
C	TWO essay – type question(Answer only ONE)	5 6 40 40	35 min
		100	90 Min

7. Begin the answer to each question on a new page.



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 number (1.1.1 –1.1.10) in the ANSWER BOOK, for example, 1.1.1 E.

1.1.1. Market research which is conducted by a person within the company is called...

- A. Internal
- B. External
- C. Secondary
- D. Primary

1.1.2. Mercy, an employee at Max Ltd, wants to use the...to make a confidential decision by pretending to discuss it with a non-existing person.

- A. Empty chair
- B. Nominal group
- C. Force combination
- D. SCAMPER

1.1.3. The business structure should have a description of the following aspects:

- A. The location where goods and services are sold
- B. The packaging of the product
- C. The mission statement
- D. The administration and record-keeping

1.1.4. Roxy traders complied with the...Act when they allowed workers family Responsibility leave.

- A. Consumer Protection
- B. Skills Development
- C. Labour Relations
- D. Basic conditions of employment Act

1.1.5. The process of choosing the best solution from alternatives, is known as...

- A. Decision-making
- B. Non-conventional thinking
- C. Problem solving
- D. Routine thinking



(10)

1.2 choose a description from COLUMN B that matches a term in COLUMN A. Write only the letter (A—J) next to the question number (1.2.1 —1.2.5) in the ANSWER BOOK, for example, 1.2.6. I.

COLUMN A	COLUMN B
1.2.1. Force Fields Analysis	A. It involves 7 PS
1.2.2. Decision making	B. Create a central idea or theme
1.2.3. Verbal presentation	C. It includes market research
1.2.4. Executive summary	D. Presentation is delivered through writing or supporting material.
1.2.5. Marketing mix	E. Weigh up the positives and negatives then decide if the project is viable.
	F. Encourages creative thinking since it aims to find a new solution to a problem
	G. The long-term future goal of the Business
	H. The presentation is delivered through word of mouth or in words.
	I. Existing alternatives are considered and choosing the best solution to a problem.
	J. A detailed summary of the entire business plan.

(10)

TOTAL SECTION A=20



SECTION B

Answer TWO questions from THREE independent questions.

QUESTION 2 (BUSINESS VENTURE)

2.1. Outline the differences between internal and external market research. (6)

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

ADIVHAHO AFTERCARE (AA)

Adivhaho Aftercare facilities to assist children to complete their homework. AA has adequate facilities to assist facilities to assist children to complete their homework. The local school started the same service. To make up for this loss, they decide to launch a reading club to expand their market. However, some of their employees are not well-trained.

2.2.1. Compile a SWOT analysis for Adivhaho Aftercare. Use the table below as a GUIDE to answering the question. (4)

STRENGTHES	WEAKNESSES
OPPORTUNITIES	THREATS

2.3 Identify the visual aid that is applied to Wanga Construction in EACH statement below:

2.3.1 Wanga showed the client a simple drawing of the processes for each stage of the project.

2.3.2 The sales manager presented a set of sales figures in a series of rectangles.

2.3.3 Images were used to show the front view of the building.

(3x2)(6)

2.4. List any FOUR components of a business plan.

(4)

[20]



QUESTION 3 (BUSINESS ROLES)

3.1. Elaborate on the meaning of problem solving. (4)

3.2. Read the scenario below and answer the questions that follow:

**NEMS PERI-PERI STORES (NPS)**

Nems peri-peri stores (NPS) sells peri-peri to both the young and old. The peri-peri sales have been declining for the past few months. The management of NPS requested their employees to come up with new ideas on how this problem could be solved. Workshops were held to train staff about the different creative thinking techniques.

3.2.1. Quote TWO ways in which NPS uses creative thinking to generate entrepreneurial opportunities. (2)

3.2.2. Explain other ways in which businesses can use creative thinking to generate entrepreneurial opportunities. (8)

3.2.3. Advise the management of NPS about the advantages of creative thinking in the workplace. (6)

[20]



QUESTION 4 (MISCELLENEOUS TOPIC)**BUSINESS VENTURE**

4.1 Identify the 7Ps of the marketing mix that applies to Zakhele Wholesalers in EACH statement below.

4.1.1 Zakhele Wholesalers advertise their products on social media to increase the number of customers.

4.1.2 Zakhele Wholesalers employed skilled workers who contribute positively to decision making.

4.1.3 Zakhele wholesalers keep their goods in a secure location. (3X2)(6)

4.2 Explain the importance of market research. (4)

BUSINESS ROLES

4.3 Read the scenario below and answer the question that follow:

MPHO TRADERS [MT]

The management of Mpho Traders divides employees into smaller groups of 5 to 6 people around a table to solve complex business problems on their own in silence. They also obtain input from experts on how to improve the quality of their products.

4.3.1 Identify TWO problems-solving techniques that are applied by Mpho traders.

Motivate your answer quoting from the scenario above. (6)

Use the table below as a guide to answering QUESTION 4.3.1

PROBLEM-SOLVING TECHNIQUES	MOTIVATION
1	
2	

4.3.2 Describe how MT can apply ONE of the problem-solving techniques identified in QUESTION 4.3.1 to solve business problems. (4)

[20]



SECTION C

Any one question in this section

QUESTION 5 BUSINESS VENTURE (PRESENTATION OF BUSINESS INFORMATION)

Business should be well conversant in writing effective business reports. Managers are expected to present these reports verbally. Visual Aids such as graphs and pictures enhance business reports and presentations. It is important to prepare the relevant support materials to aid with the presentation.

Write an essay in which you address the following aspects:

- Outline guidelines on writing effective business reports.
- Explain the factors that must be considered when preparing a verbal presentation.
- Discuss the advantages and disadvantages of visual aids.
- Advise business on how to prepare support material for presentation.

[40]

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

Companies apply creative thinking to solve complex business problems. Managers should be aware of the difference between decision making and problem solving. Business stand to benefit from creative thinking. There are several ways in which business could use creative thinking to solve problems.

Write an essay in which you address the following aspects:

- Elaborate on meaning of creative thinking.
- Outline the differences between decision –making and problem solving.
- Discuss the benefits of creative thinking in solving business problems.
- Suggest ways in which business could use creative thinking to solve business problems.

[40]

TOTAL SECTION C: 40

GRAND TOTAL: 100





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MARKING GUIDELINES
14 SEPTEMBER 2023

MARKS: 100

This marking guidelines consists of 19 pages including cover page.



NOTES TO MARKER:**PREAMBLE**

The notes to makers are provided for quality assurance purpose 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 making and moderation purpose, the following colours are recommended:

Marker: Red

School based HOD: Black

Subject advisor: Green

District Subject Manager: Pink

Provincial Moderator: Orange

DBE moderator: Turquoise

2. Candidates' responses must be in full sentences for SECTION B and C. However, this would depend on the nature of the question.

3. Comprehensive marking guidelines have 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 memorandum
- comes from another source
- original
- a different approach is used

NOTE: There is only one correct answer in SECTION A.

4. Take care 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 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 memo. 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 response to questions is recommended in SECTION A and B. However, if the numbering is incorrect, follow the sequence of the candidate's responses. Candidates will be penalized if the latter is not clear.
10. No additional credit must be given for repetition of facts. Indicate with a '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 memorandum and the context of each question.

Cognitive verbs, *such as:*

- 12.1 Advise, name, state, mention, outline, motivate, recommended, suggest,
(*list not exhaustive*) do not usually require much depth in candidates' response. Therefore, the mark allocation for each statement/answer appears at the end.

12.2 Define, describe, explain, discuss, elaborate, distinguish, differentiate, compare, tabulate, justify, 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 'MAX'

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 center 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 memorandum)
- Explanation : 1 mark

The 'fact' and 'explanation' are given separately 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 memorandum.

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 SECTION 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	
Conclusion	32
LASO	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 marks (No '-S') Where a candidate answers 50% or more (two to four sub-questions) of the question with only relevant facts; no '-S' appears in the left margin. Award the maximum of TWO (2) marks for synthesis. Option 2: Some relevant facts: 1 (One '-S') Where a candidate answers less than 50% (only one sub-question) of the question with only OR some relevant facts; one '-S' appears in the left margin. Award a maximum of ONE (1) mark for synthesis. Option 3: Some relevant facts: 1 mark (One '-S') Where a candidate writes four questions but one subquestion of the question with no relevant facts; one '-S' appears in the left margin. Award a maximum of ONE (1) mark for synthesis. No relevant facts: 0 (Two '-S') Where a candidate answers less than 50% (only one sub-question) of the question with no relevant facts; two '-S' appears in the left margin. Award a ZERO mark for synthesis. Option 4:	2
Originality	Is there evidence of examples based on recent information, current trends and developments?	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/marketing guidelines to each question.
- 15.5** Mark all relevant facts until the SUBMAX/MAX mark in a subsection has been attained. Write 'SUBMAX'/MAX' after maximum marks have been obtained but continue reading for the 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 guidelines.

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 memo, will not necessarily apply to each question. This would be also depend on the nature of the question.



SECTION A

QUESTION 1

1.1. MULTIPLE CHOICE

- 1.1.1 D✓✓
1.1.2 A✓✓
1.1.3 D✓✓

(5x2) (10)

- 1.1.4 D✓✓
1.1.5 A✓✓

1.2. MATCHING ITEMS

- 1.2.1 E✓✓
1.2.2 I✓✓
1.2.3 H✓✓
1.2.4 J✓✓
1.2.5 A✓✓

(5X2) (10)

TOTAL SECTION A: 20



SECTION B**QUESTION 2 (BUSINESS VENTURE)****2.1 Differences internal and external market research.**

Internal market Research	External Market Research
Internal market research usually conducted by a person within the company. ✓✓	External market research is market research usually conducted by an outside specialist.
Employees are familiar with both customers and products ✓ which means they are uniquely capable of generating new ideas and how to market it. ✓✓	The feedback is obtained from customers, potential customers and suppliers. ✓✓
Different resources within the business are used to gather information to make informed decisions. ✓✓	Information about the target market, environment, customers' needs and desire are obtained. ✓✓
Internal market research focuses on the factors within the business. ✓✓	External market research focuses on the interaction between the business and the customers. ✓✓
Any other relevant answer related to internal market research.	Any other relevant answer related to external market research.

Max (6)**2.2****2.2.1 SWOT analysis for Adivhaho Aftercare.**

STRENGTHS	WEAKNESSES
AA has adequate facilities to assist facilities to assist children to complete their homework. ✓	Some of their employees are not well trained. ✓
Sub max (1)	Sub max (1)
OPPORTUNITIES	THREATS
AA decided to launch a reading club to expand their market. ✓	When the local school started offering the same service, children became fewer. ✓
Sub max (1)	Sub max (1)

Max (4)

2.3 Visual aids

2.3.1 Flow chart / Diagrams✓✓

2.3.2 Bar graphs✓✓

2.3.3 Illustrations✓✓

(3x2) (6)

2.4 Components of the business plan

- Cover pages✓
- Contents page/index✓
- Executive summary✓
- Description of the business / overview✓
- SWOT analysis✓
- Legal requirements of business✓
- Marketing plan✓
- Operational plan✓
- Financial plan✓
- Management plan✓
- Competitor analysis.✓

Any (4x1) (4)

NOTE: Mark the first FOUR only Max (4)

QUESTION 3 (BUSINESS ROLES)

3.1 The meaning of problem solving

- Problem solving is the ability to search for and find information✓ relating to the problem✓
- It is a process of identifying and analysing the problem✓ and coming up with the solutions✓
- Problems can be solved by a group/ team✓ or an individual team member. ✓
- The ability to generate/ identify/ ✓and critically evaluate alternative solutions. ✓
- Any other relevant answer related to the meaning of problem solving. **Max (4)**
- Creative thinking can help to solve✓ business problems successfully.✓
- Any relevant answer related to the meaning of creative thinking.

Max (4)

3.2 Creative thinking to generate entrepreneurial opportunities

3.2.1 Ways to use creative thinking to generate entrepreneurial opportunities from the scenario.

- The management of NPS requested their employees come up with new ideas on how this problem can be solved.✓

- Workshops were held to train staff about the different creative thinking techniques.✓ (2x1)(2)

3.2.2 Other ways in which business can use creative thinking to generate entrepreneurial opportunities.

- Design environments✓ to stipulate creative thinking.✓
- Encourage alternative✓ ways of doing things.✓
- Respond enthusiastically to all ideas✓ and never let anyone feel less important.✓
- Place suggestion boxes around the workplace✓ and keep communication channels open for new ideas.✓
- Make time for brainstorming sessions to generate new ideas,✓ for example, regular workshops.✓
- Emphasise the importance of creative thinking✓ to ensure that all staff know that management want to hear their ideas.✓
- Encourage job swaps within the organisation✓ and study how other businesses are doing things.✓
- Indigenous knowledge is regarded as a valuable resource✓ when solving problems or identifying opportunities.✓
- Any relevant answer related to other ways in which businesses can use creative thinking to generate entrepreneurial opportunities.

NOTE: DO NOT ACCEPT ways which are quoted from 3.2.1

Max (8)

3.2.3 Advantages of creative thinking in the workplace.

- New, innovative and better ideas and solutions are generated.✓✓
- Creativity is key to staying one step ahead of competitors.✓✓
- Complex business problems may be solved.✓✓
- It leads to increased productivity of the entire business.✓✓
- It leads to more positive attitudes as managers and employees feel that they have contributed towards problem solving.✓✓
- It improves motivation amongst staff members.✓✓
- Creativity may lead to new inventions which improves the general standard of living.✓✓
- Management and employees may keep up with fast changing technology.✓✓
- Any relevant answer related to advantages of creative thinking in the workplace.

Max (6)

QUESTION 4 (MISCELLENEOUS TOPIC)**BUSINESS VENTURE****4.1. 7Ps of the marketing mix that applies in EACH statement below:**

4.1.1. Promotion✓✓

4.1.2. People✓✓

4.1.3. Place/Distribution✓✓

(3x2) (6)**4.2. Importance of a marketing research**

- A marketing plan helps businesses to✓ promote products and services.✓
- It is a process to understand more✓ about what the businesses customer's need.✓
- The target market refers to the people who are likely to buy the product✓ or service offered by the business.✓
- The business must conduct market research to know about the following factors✓ of the target market: age group, gender, personality, income and education.✓
- The results of the market research are important✓ – they indicate the target market and their interest in goods and services.✓
- Any other relevant answer related to the importance of the marketing research.

Max (4)**BUSINESS ROLES****4.3****4.3.1 Problem solving technique**

PROBLEM-SOLVING TECHNIQUES	MOTIVATION
1 Nominal group technique✓✓	The management of Mpho traders divides employees into smaller group of 5 to 6 around a table to solve complex business problems on their own silence.✓
2 Delphi technique✓✓	They also obtain input from experts on how to improve the quality of their products.✓

Max (6)

4.3.2 Application of the nominal group technique

- The problem is defined√ clearly.√
- Each individual brainstorms as many as possible√ and write them down.
- One by one, each person in the gives one of their solution and someone writes them all down on big sheet of paper.√
- Everyone gives a second solution,√ and so on until all possible solutions have been recorded.√
- No one is allowed to criticise,√ 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 the collected and calculated.√
- The rating are collected,√ and the points collected and calculated.√
- Any other relevant answer related to the application of nominal group technique.

Max (4)

OR

Application of Delphie 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 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 panellist.√
- The panellist read the feedback report√ and decide if they wish to change their initial ideas /suggestions solutions.√
- They then complete√ the second questionnaire.√
- Any other relevant answer related to the application of Delphie technique.

Max (4)

SECTION C

NOTE: Mark the FIRST question only.

QUESTION 5 BUSINESS VENTURES: (PRESENTATION)

5.1. Introduction

- It is essential for business-related information to be presented and validated for supported effectively.√
- The information can be presented verbally or non-verbally.√
- Information can be effectively validated through the proper use of tables/graphs/diagrams/illustration and other appropriate visual.√
- A flyer can come in many different formats depending on its purpose.√

- Business presentation are often required in a written format such as a report about the performance of a department.✓
- The presenter must ensure that the listener interprets the information correctly during a presentation.✓
- Any other relevant introduction related to guidelines on writing an effective business report/ types of visual aids/ factors that must be considered when preparing for a verbal presentation/guidelines on how to prepare for support materials for a presentation.

(2x1) (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.✓✓
- Prepare an overview of what the audience to know and details that should be included in the report.✓✓
- 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.✓✓
- Spend time revising the report and correct spelling mistakes and grammatical errors.✓✓
- Get someone to look at the report and to make suggestions for improvement.✓✓
- Any other relevant answer related to guidelines on writing an effective business report.

Max (12)

5.3 Factors that must be considered when preparing 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 aid.✓
- 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.✓

- Practicing the presentation✓ and note how long it takes.✓
- Practicing in front of a person ✓who will give an honest opinion of the presentation.✓
- Preparing for the feedback session✓ by anticipating possible questions.✓

Max (12)

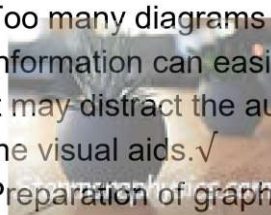
5.4. Advantages and disadvantages of visual aids

Advantages

- Graphical representation of information helps✓ with understanding and identifying patterns and trends in data.✓
- It enables quick analysis of large amounts of data at one time✓ and assist in making predictions and informed decisions.✓
- A lot of information can be displayed✓ in an easy- to- understand format.✓
- Graphs✓ do not require much explanations.✓
- Visual aids simplify the presentation✓ when using complex information.✓
- Any other relevant answer related to the advantages of visuals aids.

Disadvantages

- 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 the disadvantages of visual aids.

Max (14)

5.5. Guidelines on how to prepare for support materials for a presentations

- Most visual aids require similar qualities to make them effective. They should:
- Use large/clear lettering that is easy to read from an appropriate distance.✓✓
- Never have too much writing on them.✓✓
- Provide visual representations of statistics in the form of graphs/charts.✓✓
- Contain summaries of what the presenter wants to convey and not the whole text.✓✓
- Be colourful and grab attention.✓✓
- Be meaningful and appropriate.✓✓
- Any other relevant answer related to how to prepare for support materials for a presentation.

**Max (8)**

5.6. Conclusion

- A business report is done for businesses that have been in operations and key information must be shared with stakeholders.✓✓
- The question session need to be planned in advance to mandating order during the presentation.✓✓
- The presenter must know that the receipt might not have the same knowledge/background as him/her.✓✓
- A good flyers enable businesses to increase sales and convey important information about their products/services.✓✓
- Any other relevant conclusion related to the importance of presenting business information/composing a flyer/report writing/handling feedback.

Any (1x2) (2)

BREAKDOWN OF MARK ALLOCATION		
Details	Maximum	Total
Introduction	2	Max 32
Guidelines on writing an effective business report	12	
Factors that must be considered when preparing a verbal presentation	12	
Advantages and disadvantages of visual aids	14	
Guidelines on how to prepare for support materials for a presentations	8	
Conclusion	2	8
INSIGHT		
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 mark where requirements are not met at all.



[40]

QUESTION 6: BUSINESS ROLES: (CREATIVE THINKING)**6.1. Introduction**

- Creative thinking is the ability to come up with original ideas.✓
- Businesses use creative thinking to solve complex problems.✓
- Creative thinking focuses on exploring ideas and generating possibilities for answers.✓
- Decision making and problem solving help businesses to adapt to market changes quickly and creatively.✓
- A business has a clear process to follow whenever problem needs to be solved.✓
- Any other relevant introduction related to meaning of creative thinking/benefits of creative thinking in the workplace/differences between decision making and creative thinking in the workplace/ways in which businesses can use creative thinking to solve business problems.

(2x1) (2)**6.2 The 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)**6.3. 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 alternative are considered and choosing a best solution to a problem.✓✓	- Encourages creative thinking since it aims at finding a new 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.✓✓
- Implies a process of choosing a best solution✓✓	- Implies a method to address a failure.✓✓
- Any other relevant answer related to the benefits of decision making in the workplace.	- Any other relevant answer related to the benefits of problem solving in the workplace.
Sub-max(6)	Sub-max(6)

Max (12)

6.4. Benefits 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 the benefits of creative thinking in the workplace.

Max (16)

6.5. Ways in which businesses can use creative thinking to solve business Problems.

- Products and services can be marketed creatively.√√
- New products can be designed to meet changing tastes and demands.√√
- Existing products can be adapted creatively to meet changing tastes and demands.√√
- Managers can come up with creative strategies for the business.√√
- Managers can motivate and manage staff in creative ways in order to get the best from them.√√
- Employees can think for themselves and come up with creative solutions to all kinds of business problems.√√
- Creative public relations strategies can be designed and implemented.√√
- Encourage a spirit of play and experimentation in the workplace.√√
- Give feedback on employees performance√√
- Provide time/resources/opportunities for creative problem solving.√√
- Encourage brainstorming sessions for employees.√√
- Train employees on creative thinking and problem-solving techniques.√√
- Recognise and reward achievement.√√

- Encourage employees to express their ideas and take risks in a safe/non-threatening environment.✓✓
- Any other relevant answer related to the ways in which businesses can use creative thinking to solve business problems.

Max (8)**6.6. Conclusion**

- Businesses should promote creative thinking in the workplace.✓✓
- Decision making and problem solving are essential to manage situations in the workplace.✓✓
- Businesses should always up to date with creative thinking to benefits positively.✓✓
- Successful businesses use creative thinking to come up with new products or services.✓✓
- Any other relevant conclusion relation to meaning of creative thinking/benefits of creative thinking in the workplace/differences between decision making and creative thinking in the workplace/ways in which businesses can use creative thinking to solve business problems.

Any (1x2) (2)

BREAKDOWN OF MARK ALLOCATION		
Details	Maximum	Total
Introduction	2	Max 32
The meaning of creative thinking	4	
Differences between decision making and problem solving	12	
Benefits creative thinking in the workplace	16	
Ways in which businesses can use creative thinking to solve business problems.	8	
Conclusion	2	
INSIGHT		8
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 mark where requirements are not met at all.

[40]
TOTAL SECTION C: [40]
GRAND TOTAL: [100]
