 Province of the

EASTERN CAPE

EDUCATION

**DIRECTORATE SENIOR CURRICULUM MANAGEMENT (SEN-FET)**

**HOME SCHOOLING SELF-STUDY WORKSHEET ANSWER SHEET**

**MARKING GUIDELINES**

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| --- | --- | --- | --- | --- | --- |
| **SUBJECT** | BUSINESS STUDIES | **GRADE** | 11 | **DATE** | 15/04/2020 |
| **TOPIC** | BUSINESS ROLES & BUSINESS OPERATIONS | **TERM 1**  **REVISION** |  | **TERM 2 CONTENT** | **x** |

**INFORMAL TASKS**

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

**ACTIVITY 1**

1.1.1 **Ways in which NSS has applied creative thinking**

* Clients who require his services have been advised to dial Norman’s cab at no cost. √
* He allows drivers to choose their own working hours which are convenient to pick up and drop off customers to their destinations.√

**NOTE: Do not award marks for responses not quoted from scenario.**

**(2x1) (2)**

1.1.2 **Other ways NSS can create an environment that promotes creative thinking in a workplace**

* NSS must emphasise the importance of creative thinking to ensure that all staff know that their ideas will be heard. √√
* Encourage staff to come up with new ideas/opinions/solutions. √√
* Encourage job swops within the organisation/studying how other businesses are doing things. √√
* Encourage alternative ways of working/doing things. √√
* Respond enthusiastically to all ideas and never let anyone feel less important. √√
* Reward creativity with reward schemes for teams/individuals that come up with creative ideas. √√
* Provide a working environment conducive to creativity, free from distractions. √√
* Make time for brainstorming sessions to generate new ideas, e.g. regular workshops/generate more ideas/build on one another's ideas. √√
* Place suggestion boxes around the workplace and keep communication channels open for new ideas. √√
* Train staff in innovative techniques/creative problem solving skills/mind-mapping/lateral thinking. √√

Any other relevant recommendations of practical ways in which NSS can stimulate creative thinking in the workplace. **Max (8)**

1.1.3 **Advantages of creative thinking in the workplace**

* Starts/Ignites the process of problem solving, √ as there are usually more

problems and not enough solutions. √

* Better/Unique/Unconventional ideas/solutions√ are generate√
* May give businesses a competitive advantage√ if unusual/unique solutions/ ideas/strategies are implemented. √
* Complex business problems√ may be solved. √
* Managers/employees have more confidence√ as they can live up to their full potential. √
* Managers will be better leaders as they will be able√ to handle/manage change(s) positively and creatively. √
* Managers/Employees can develop a completely new outlook√, which may be applied to any task(s) they may do. √
* Leads to more positive attitudes as managers/employees√ feel that they have contributed towards problem solving/Improves motivation amongst staff members. √
* Managers/Employees have a feeling of great accomplishment √and they will not resist/obstruct once they solved a problem/contributed towards the success of the business. √
* Management/Employees can keep up with √fast changing technology. √
* Stimulates brain function of employees/managers, √as they are continuously pushed out of their comfort zone/improving the total well-being of employees. √
* Creativity may lead to new inventions √which improves the general standard of living. √

Any other relevant answer related to the advantages of creative thinking in the workplace. **Max (6)**

1.2 **Problem solving techniques**

1.2.1 Delphi Technique. √√

**Motivation**

They have requested the services of experts to generate creative ideas on how to improve their tiles to satisfy customers' needs. √√

**NOTE: Do not allocate marks for motivation that is not quoted directly from scenario Max (4)**

1.2.2 **Ways in which AT can apply the Delphi Technique**

* AT must invite a panel of experts √to research the complaints from customers. √
* Experts do not have to be in one place √and will be contacted individually. √
* AT must design a questionnaire consisting of questions on how to improve the quality of their tiles√ and distribute it to the panel members/experts. √
* Request the panel to individually respond to the questionnaire√/suggest improvements to the products and return it to businesses. √
* Summarise the responses from the experts√ in a feedback report. √
* Send the feedback report and a second set of questions/questionnaire√ based on the feedback report to the panel members. √
* Request panel members to provide further input/ideas√ on how to improve the quality of their tiles after they have studied the results/documentation. √
* Distribute a third questionnaire based on previous feedback√ from the second round. √
* Prepare a final summary/feedback report with all the methods√ to improve the quality of products. √
* AT should choose the best solution/proposal√ after reaching consensus. √
* Any other relevant answer related to the application of the Delphi technique by AT.

**NOTE: Do not allocate marks for advantages and disadvantages as the question focuses on the process/application of the technique Max (8)**

1.2.3 **Ways in which AT can apply the force field analysis**

* AC 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 by AT.

**NOTE: Do not allocate marks for advantages and disadvantages as the question focuses on the process/application of the technique** **Max (8)**

1.2.4 **Distinction between decision-making and problem-solving**

|  |  |
| --- | --- |
| **DECISION MAKING** | **PROBLEM SOLVING** |
| -It is often done by one person/a member of senior management√ who makes it authoritarian.√ | -Problems can be solved by a group/ team√ or an individual team member.√ |
| -Various alternatives are considered√ before deciding on the best one.√ | -Alternative solutions are generated/ identified√ and critically evaluated.√ |
| -It is part of the problem solving cycle√ as decisions need to be made in each step.√ | -Process of analysing a situation√ to identify strategies to bring about change.√ |
| -Any other relevant answer related to decision making. | -Any other relevant answer related to  problem solving. |
| Sub max (2) | Sub max (2) |

**NOTE: 1. The answer does not have to be in tabular format, but the distinction must be clear.**

**2. Award a maximum of TWO (2) marks if the distinction is not clear/ Mark either decision making or problem solving only. Max (4) (4)**

**BUSINESS OPERATIONS: MARKETING FUNCTION (MARKETING ACTIVITIES)**

**ACTIVITY 2:**

2.1 **Definition of marketing**

* Marketing is used to deliver value to the customers√ and satisfying their needs. √
* The aim is to link the business products and services√ with the customer needs√ and wants. √
* Marketing also aims to get the right product or service√ to the right customer at the right place and at the right time. √
* Businesses also establish a target market or maintain market share of a current product√ and locate the most appropriate customers through marketing activities √

Any other relevant answer related to the definition of marketing. **…….Max (2)**

2.2 **Role of the marketing function**

* Support the overall objectives of a business, √ which is to maximise profits √
* The marketing team needs to work closely with staff members√ from other business functions. √
* Gather information about customer needs, √ preferences and buying behaviour and share information with other departments.√
* Assist the development of the marketing strategy√ in collaboration with senior management from other business functions. √
* Develop a marketing plan√ using elements of the marketing mix. √
* Develop sales forecasts and projections√ and provide this information to other business functions. √
* Decide which products or services the business will sell√ and how the products will be distributed. √
* Determine what prices (cash or credit) √ they are going to sell. √

Any other relevant answer related to the role of the marketing function. **Max (6)**

2.3 **Marketing activities represented by each scenario**

2.3.1 Standardisation and grading√√

2.3.2 Storage√√

2.3.3 Transportation√√

2.3.4 Financing√√

2.3.5 Risk taking√√

2.3.6 Buying and selling√√ **(12)**

**TOTAL: 60**