



KWAZULU-NATAL PROVINCE

EDUCATION
REPUBLIC OF SOUTH AFRICA



**NATIONAL
SENIOR CERTIFICATE**

GRADE 10

BUSINESS STUDIES

COMMON TEST

SEPTEMBER 2022

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MARKS: 100

DURATION: 1½ hours

This question paper consists of 7 pages.

INSTRUCTIONS AND INFORMATION.

Read the following instructions carefully before answering the questions

- This paper consists of **THREE** sections.

SECTION A: COMPULSORY

SECTION B: Consists of **THREE** questions. Answer any **TWO** questions in this section.

SECTION C: Consists of **TWO** questions. Answer any **ONE** of the two questions in the section.

- Read the instructions for each question carefully and take a particular note of what is required.
- Number answer correctly according to the numbering system used in this question paper.
- Except where other instructions are given, answers must be in full sentences.
- Use the mark allocation and nature of each question to determine the length of an answer.
- Use the table below as a guide for marks and time allocation when answering each question.

SECTION	QUESTION	MARKS	TIME (Minutes)
A: Multiple choice questions and matching COMPULSORY	1	20	20
B: THREE Direct/Indirect questions. (Choose any TWO questions)	2	20	40
	3	20	
	4	20	
C: TWO essay questions. (choose any ONE of the TWO questions)	5	40	30
	6	40	
	TOTAL:	100	90 minutes

- Begin the answer to EACH question in a NEW page, for example QUESTION 1- new page, QUESTION 2- new page, et cetera.
- Write neatly and legibly.

SECTION A: (COMPULSORY)**QUESTION 1: MULTIPLE CHOICES**

- 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 – 1.1.5) on the ANSWER BOOK, e.g., 1.1.6 A
- 1.1.1 The problem-solving technique that allows participants to silently generate ideas before sharing with other group members.
- A. Delphi Technique
 - B. Nominal group technique
 - C. Group discussion
 - D. Brainstorming
- 1.1.2 The rising number of sick employees due to Covid-19 forms part of ...factor as a component of macro environment.
- A. Political
 - B. Social
 - C. Economical
 - D. Environmental
- 1.1.3 Presenters use ...which allow them to include sound and video clips.
- A. slides
 - B. illustrations
 - C. diagrams
 - D. Graphs
- 1.1.4 The ... technique helps businesses to manage change in the business and involve all employees
- A. Force-Field Analysis
 - B. Delphi
 - C. Brainstorming
 - D. Change management
- 1.1.5 The ... is regarded as the legal requirements of a business
- A. registration of the business name
 - B. registration of number plate
 - C. resources of the business
 - D. employees

(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

problem solving, needs, decision making, swot, wants, pestle, verbal, questionnaires, non-verbal, interviews

- 1.2.1 Businesses must conduct a ... analysis to assess their internally and externally environment.
- 1.2.2 The process done by one person and alternatives are considered in the workplace is known as....
- 1.2.3 Food, shelter and water are examples of basic ...
- 1.2.4 A ... presentation is done without a person physically presenting to the audience.
- 1.2.5 Gathering information using a...allows business to ask open-ended questions to potential customers.

(5x2) (10)

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, e.g. QUESTION 5 on a NEW page, QUESTION 6 on a NEW page.

QUESTION 2: BUSINESS VENTURES

- 2.1 Outline TWO factors that must be considered when designing a presentation (4)
- 2.2 Read the scenario below and answer the questions that follow.

KHETHENHLE FISHERMAN (KF)

Khethenhle Fishermen specialises in fishing and supply local restaurants. KF marketing plan considers what the community wants. They also charge fair prices for products offered. KF is currently the most successful fishing business in the area.

- 2.2.1 Identify TWO components of marketing mix (7 Ps) from the scenario above. Motivate your answer by quoting from the scenario. (6)

Use the table below as a guide

Marketing mix component (7 Ps)	Motivation
A)	
B)	

- 2.2.2 List any other TWO components of marketing mix beside those (2)
 - 2.3 Discuss the importance of a marketing plan. (4)
 - 2.4 Advise businesses on protocol for conducting research. (4)
- [20]**

QUESTION 3: BUSINESS ROLES

- 3.1 Outline the advantages of creative thinking in the workplace. (4)
- 3.2 Identify a problem solving technique applicable in each of the statements below.
 - 3.2.1 Management of Luke Manufacturers weigh up the positives and negatives then decide if the project is viable.
 - 3.2.2 Experts were seated separately to avoid discussion and reducing noise in the office. (4)



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

Mavis Tours (MT)

Mavis Tours offers transport to local citizens for 24 hours. Management of MT involved all employees to find best ideas to improve the business. Each idea was evaluated by everyone in the business.

- 3.3.1 Quote TWO ways in which MT used creative thinking to generate entrepreneurial opportunities. (2)
- 3.3.2 Explain OTHER ways that MT can use to generate more business opportunities. (4)
- 3.4 Recommend ways in which businesses can use creative thinking to solve business problems. (6)
- [20]**

QUESTION 4: MISCELLANEOUS

BUSINESS VENTURES

- 4.1 State FOUR examples of visual aids that can be used during a presentation. (4)
- 4.2 Identify components of the SWOT analysis for Zimele Bank (ZB) represented in statements below.
- 4.2.1 Employees are on strike demanding 10% wage increment.
- 4.2.2 JZ Bank was recently opened next to ZB. (4)
- 4.3 Explain guidelines for writing an effective business report. (4)

BUSINESS ROLES

- 4.4 Distinguish between decision making and problem solving. (8)
- [20]**

SECTION C

Answer **ANY ONE** question in this section

NOTE: Clearly indicate the QUESTION NUMBER of each question chosen. The answer to the question must start on a NEW page, e.g., QUESTION 7 on a new page, QUESTION 8 on a NEW page.

QUESTION 5: BUSINESS VENTURES (BUSINESS PLAN)

Businesses must have a clear understanding of the business plan and its components. Business plan is used as an instrument to guide proper planning in the business. Businesses must consider challenges of the macro environment when developing business plans. The purpose of executive summary must be clearly outlined.

Write an essay on the business plan and focus on the following aspects:

- Outline the components of a business plan
- Explain the importance of a business plan
- Discuss the challenges of the macro environment using PESTLE analysis.
- Advise businesses on the purpose of the executive summary in a business plan.

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[40]

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

Creativity and innovation are amongst many other ways businesses can be competitive and increase their market share. Problem solving cycle is a logical way of solving business related problems. Using problem solving techniques are only practical if the business is having an enabling environment that allows employees to be creative.

With reference to the above statement write an essay on the following aspects.

- Elaborate on the meaning of creative thinking
- Explain the problem-solving cycle.
- Discuss how businesses can apply brainstorming as a problem-solving technique
- Recommend ways in which businesses can create an environment that stimulate creative thinking in the workplace

[40]

TOTAL SECTION C:

[40]

GRAND TOTAL:

[100]



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SEPTEMBER 2022
MARKING GUIDELINE**

MARKS: 100



This marking guideline consists of 17 pages.

NOTES TO MARKERS

1. 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 source
 - Original
 - A different approach is used

NOTE: SECTION A:

- There are no alternative answers.
 - Each question has only one correct answer.
2. 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.)
 3. The word 'sub-max' is used to facilitate the allocation of marks within a question or sub-question.
 4. 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.
 5. In an indirect question, the theory as well as the response must be relevant and related to the question
 6. No additional credit must be given for repetition of facts. Indicate with an R.
 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 memo. Only the total for each question should appear in the left-hand margin next to the appropriate question number.

8. SECTION B

- 8.1 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 only applies to questions where the number of facts is specified.

- 8.2 If two facts are written in one sentence, award the candidate FULL credit. Point 10.1 above still applies.

- 10.2.1 Where the number of facts are specified, questions that require: candidates to 'explain/discuss/ describe' will be marked as follows
- Heading 2 marks
 - Explanation 1 mark (or as indicated in the marking guideline).
 - The 'heading' and 'explanation' are given separately to facilitate mark allocation.
- 10.2.2 If the number of facts is not specified, the candidate must be informed by the nature of the question and the maximum marks allocated
- 10.3 If candidates are required to provide their own examples/views, brainstorm this to come up with alternative answers
- 10.4 **ONE mark will be awarded for answers that are easy to recall, requires one-word answers, or is quoted directly from scenario/case study.**

SECTION C

Insight consists of the following components:

Layout/Structure	Is there an introduction, body and 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 must be allocated using this guide: All headings addressed: 1 (One 'A') interpretation (16 to 32 marks)	2
Synthesis	Are there relevant decisions/facts/responses made based on the questions? Marks to be allocated using this guide: No relevant facts: 0 (Two '-S'). Some relevant facts: 1 (One '-S') Only relevant facts: 2 (No '-S') Option 1: Where a candidate answers 50% or more 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: Where a candidate answers less than 50% 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 2: Where a candidate answers less than 50% of the question with no relevant facts; two- 'S' appears in the left margin. Award a ZERO mark for synthesis	
Originality	Is there evidence of examples based on recent information, current trends and development?	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 content repeated from the introduction and conclusion.
- (2) The candidate forfeits marks layout in 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.
- Indicate insight in the left-hand margin with a symbol e.g. (L, A, S, and/or O)
 - The breakdown of marks is indicated at the end of the suggested answer/ marking guideline to each question.
 - Mark all the 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"
 - 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

When awarding marks for facts, take notes of the sub-maximum indicated, especially if candidates do not make use of the same headings. Remember, headings and sub-headings are encouraged and contribute to insight (See MARK BREAKDOWN at the end of each question.)

SECTION A**QUESTION 1**

1.1 1.1.1 B✓✓

1.1.2 B✓✓

1.1.3 A✓✓

1.1.4 A✓✓

1.1.5 A✓✓

(5 x 2)(10)

1.2 1.2.1 SWOT✓✓

1.2.2 Decision making✓✓

1.2.3 Needs✓✓

1.2.4 Non-Verbal✓✓

1.2.5 Interviews✓✓

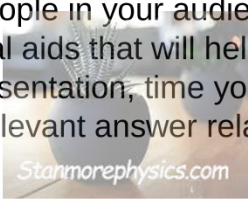
(5 x 2) (10)**TOTAL SECTION A: [20]****BREAKDOWN OF MARKS**

QUESTION 1	MARKS
1.1	10
1.2	10
TOTAL	20

QUESTION 2: BUSINESS VENTURES

2.1 Factors to be considered when designing a presentation

- List objectives and main points of the presentation as well as main purpose ✓✓
- Consider people in your audience ✓✓
- Create visual aids that will help to get points across ✓✓
- Practise presentation, time yourself ✓✓
- Any other relevant answer related to factors to consider when designing presentation.



Max (4)

2.2 Components of Marketing Mix

2.2.1 Identification of marketing mix components

MARKETING MIX COMPONENT	MOTIVATION
A) People ✓✓	KF marketing plan considers what people want ✓
B) Price ✓✓	KF also charges fair prices ✓
Submax (4)	Submax (2)

- NOTE: 1. Do not award marks for motivation / quote if the marketing mix component is incorrect.**
- 2. Award marks for marketing mix components if the motivation / quote is incomplete**

(6)

2.2.2 Other Marketing Mix components

- Place ✓
- Promotion ✓
- Product ✓
- Physical evidence ✓
- Process ✓

NOTE: Mark the first TWO (2) components only

(2)

2.3 Importance of a marketing plan

- The marketing plan entail the details of how the business is planning to go out advertising the business ✓ and letting customers know their offering, using different platforms like printed media. ✓
- Market research is a systematic gathering and recording ✓, analyse data about marketing goods and services. ✓
- Any other relevant answer related to the importance of a marketing plan.

2.4 Protocol for conducting research

- The research should be conducted with the willing cooperation participants✓ its should be on voluntary bases✓
- If its taking place within an organisation, it must be approved in terms of time✓ and place must be agreed ✓
- The interview shouldn't try to influence✓ the opinion of the participant✓
- Participants should be free✓ and be allowed to not answer some questions✓
- No information should be disclosed to anyone else✓to protect their privacy✓
- Participants should be told the reasons for the market research✓ and approximately how it will take to complete. ✓
- Findings must be reported accurately, and nit used to mislead anyone. ✓
- Any relevant answer related to protocol for conducting research.

Max (4)

[20]

BREAKDOWN OF MARKS

QUESTION 2	MARKS
2.1	4
2.2.1	6
2.2.2	2
2.3	4
2.4	4
TOTAL	20

QUESTION 3: BUSINESS ROLES

3.1 Advantages of creative thinking in the workplace

- Complex problems can be solved✓✓
- Creativity can lead to new inventions which improves the general standard of living✓✓
- Better/unique/unconventional ideas/solutions are generated✓✓
- May give business a competitive advantage if unusual strategies are implemented.✓✓
- Any other relevant answer related to advantages of creative thinking in the workplace.

Max (4)

3.2 Problem Solving Technique

- 3.2.1 Force-field Analyses✓✓
- 3.2.2 Delphi technique✓✓

(4)

3.3 Ways to use creative thinking to generate entrepreneurial opportunities

3.3.1 "Management of MT involved all employees to find best ideas to improve the business" ✓

"Each idea was evaluated by everyone in the business" ✓

(2)

NOTE: Do not award marks for responses not quoted verbatim form the scenario.

3.3.2 Other Ways MT can use creative thinking to generate entrepreneurial opportunities

- An entrepreneur needs creativity ✓ to create opportunities to solve problem and make life easier. ✓
- Creative thinking ignite flexibility ✓ for entrepreneurs to start businesses. ✓
- Creative thinking help entrepreneurs ✓ to actively look for new ideas ✓
- Any other relevant answer related to creative thinking to generate business opportunities

NOTE: Do not award marks for repeated responses /quoted in QUESTION 3.3.1 above from the scenario.

Max (4)**3.4 Ways to use creative thinking to solve business problems**

- Provide training and education. ✓✓
- Change employee's perspectives. ✓✓
- Encourage breaking habits that constrain innovation. ✓✓
- Expose employees to different cultures. ✓✓
- Set up suggestion box. ✓✓
- Reward creative ideas for solving problems. ✓✓
- Any other relevant answer related to the use of creative thinking to solve business problems.

(6)**[20]****BREAKDOWN OF MARKS**

QUESTION 3	MARKS
3.1	4
3.2.1	2
3.2.2	2
3.3.1	2
3.3.2	4
3.4	6
TOTAL	20

QUESTION 4: MISCELLANEOUS (BUSINESS VENTURES & BUSINESS ROLES)**BUSINESS VENTURES****4.1 Examples of visual aids**

- Data Projector✓
- Interactive white board✓
- Video conferencing✓
- Overhead projector✓
- Flip chart✓
- Handouts

(4)**Mark FIRST FOUR (4) visual aids only****4.2 Components of Swot analysis****4.2.1. Weakness****4.2.2. Threat****(4)****4.3 Guidelines for writing effective business report**

- Prepare an over view before you start writing✓,prepare using researched facts✓
- Write concisely✓note that writing a long report doesn't show that you know more.
- Use regular language✓do not try to impress by using fancy words✓
- Use grammar that is clear and correctly placed✓ using words that are understandable
use visual summaries✓ One of the most effective way to summarise information is to use✓
- Edit report✓ a report with grammatical errors and spelling mistakes. ✓
- Get a second person✓ who is going the editing and check if there are any errors. ✓
- Any other relevant answer related to guidelines for writing a business report.

Max (4)

BUSINESS ROLES

4.4 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 taken 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 relating to problem solving✓
Sub max (4)	Sub max (4)

(8)

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

- 2 Allocate full marks if differences are clear**
- 3 Allocate part marks if differences are clear.**

[20]

BREAKDOWN OF MARKS

QUESTION 4	MARKS
4.1	4
4.2.1	2
4.2.1	2
4.3	4
4.4	8
TOTAL	20



QUESTION 5: BUSINESS VENTURES (PRESENTATION)

5.1 Introduction

- Business plan give an overview of the business and how it will be operating ✓
- The various components of the business plan gives an organized structure ✓
- The executive summary help to give the overall over view of the business in terms of the core business operations ✓
- Matter that are emanating from the outside the business may cause delays in the business progress since business must adapt on those challenges. ✓
- Any other relevant answer relating to components of a business plan, executive summary, components of PESTLE for the business ✓

Any (2x1) (2)

5.2 Components of a business plan

5.2.1 Executive summary ✓✓

- This is about the entire business operation summarized in one component. Including things like what the core business, what product or service rendered. ✓
- Any other relevant answer related to executive summary as a component of a business plan ✓

Heading (2)
Explanation (2)
Sub Max (4)

5.2.2 Description of the business ✓✓

- The description explains the product that is sold by the business or service that is rendered by the business and its unique feature. ✓
- It also discusses the vision, mission of the business with legal requirements. ✓
- Any other relevant answer related to description of the business as a component of a business plan ✓

Heading (2)
Explanation (2)
Sub Max (4)

5.3.3 SWOT analysis ✓✓

- A SWOT analysis identifies the strength and weaknesses of the business ✓
- It also lists opportunities and threats of the business both internal and external ✓
- Any other relevant answer related to swot analysis as a component of a business plan ✓

Heading (2)
Explanation (2)
Sub Max (4)

5.3.4 Marketing plan ✓✓

- The marketing plan includes that matter of advertising ✓
- Using the market analysis to find out what customers need and how to deal with competition. ✓
- Any other relevant answer related to marketing plan as a component of a business . ✓

Heading (2)
Explanation (2)
Sub Max (4)

5.3.5 Operations plan✓✓

- This plan includes the locations of the business and how the manufacturing will be conducted✓
- It provides details about the equipment used, equipment and machinery used.✓
- Any other relevant answer related to financial plan as a component of a business plan

Heading (2)
Explanation (2)
Sub Max (4)

5.3.6 Management plan✓✓

- In usual terms this is referred to an organogram of the business.✓
- It stipulates the roles of people in the business hierarchy for the business✓
- Any other relevant answer related to financial plan as a component of a business plan

Heading (2)
Explanation (2)
Sub Max (4)

5.3.7 Financial Plan✓✓

- Component that is about the finances of the business
- These are projections on how that business will spend, it's about the budget, cash flow statements for a minimum of three years.✓
- Any other relevant answer related to financial plan as a component of a business plan

Heading (2)
Explanation (2)
Sub Max (4)

Max (14)

5.3 Importance of a business plan

- Business plan helps the business to be able to set goals✓which can be able to be measure ✓
- Ensures that stakeholders are able to understand the role to play✓ will encourage them to contribute effectively ✓
- Business plan helps to identify problems that my rise ✓ assists in taking steps to deal problems arising ✓
- Planning for the future of the business can help entrepreneur face challenges✓
- Any other relevant answer relating to importance of a business plan.

Max (8)

5.4 Purpose of the executive summary in a business plan

- To summarize the purpose of the business operations for readers that are busy and cannot read the entire document.✓✓
- It is useful when sending to the bankers or funders of the business ✓✓
- It's able to promote the business to the relevant stakeholders that can possibly invest in the business.✓✓
- To give a brief idea of the business to the reader✓✓
- Any other relevant answer related to the purpose of the executive summary in a business plan.

Max (8)

5.5 Challenges of the macro environment using PESTLE analysis

5.5.1 Politics ✓✓

- High inflation/Interest rate may decrease the market share of businesses as customers cannot afford high prices/Increase in taxes will result in lower customer spending. ✓
- Loans may be expensive due to high interest rates ✓.
- Fluctuations in foreign currency may restrict imports ✓.
- Any other relevant answer related to politic factors

Heading (2)
 Explanation (2)
 Sub Max (4)

5.5.2 Economic ✓ ✓

- Inflation/Interest rates may negatively impact on business. ✓.
- Loans may be expensive due to high interest rates. ✓
- Fluctuations in foreign currency may restrict import. ✓
- Any other relevant answer related to economic factors

Heading (2)
 Explanation (2)
 Sub Max (4)



5.5.3 Social ✓✓

- Customers may not be able to afford products due to low income levels/high unemployment. ✓
- Businesses may not be conversant with the language of their customers. ✓
- High crime rate may affect the trading hours of businesses resulting in decreased profit. ✓
- Any other relevant answer related to social factors

Heading (2)
 Explanation (2)
 Sub Max (4)

5.5.4 Technology ✓✓

- Businesses may not keep up with/be aware of the latest technology. ✓
- Employees may not be skilled to operate/maintain new technology/ equipment. ✓
- Businesses may not be able to afford new technology. ✓
- Any other relevant answer related to technology factors

Heading (2)
 Explanation (2)
 Sub Max (4)

5.5.5 Legal ✓✓

- Certain Acts may have a direct impact on a business, e.g. the CPA/BCEA. ✓
- Legal requirements for operating certain types of businesses time-consuming. ✓
- Legalities of business contracts may limit business operations ✓
- Any other relevant answer related to legal factors



Heading (2)
 Explanation (2)
 Sub Max (4)

5.5.6 Environmental ✓✓

- Chemicals/Ingredients in business' products may be harmful to customers ✓
- Measures to dispose of business waste may be expensive. ✓
- Packaging of some products may not be environmentally friendly may not be recyclable. ✓
- Any other relevant answer related to environmental factors

Heading (2)
Explanation (2)
Sub Max (4)
Max (16)

5.6 Conclusion

- Businesses must know the external factors that may cause any challenges in the business. ✓✓
- The purpose of the executive summary plays major role in applying for business funding ✓✓
- Components of the business plans help to keep the business plan following a good systematic presentation ✓✓
- It's a vital documents that a business can use to describe the business. ✓✓
- Any other relevant answer related to components of a business plan/ executive summary/ components of PESTLE for the business.

Any (1x2) (2)

QUESTION 5: BREAKDOWN OF MARK ALLOCATION

Details	Maximum	Total
Introduction	2	32
Components of a business plan	14	
Importance of a business plan	8	
Challenges of the macro environment using PESTLE analysis	16	
Purpose of the executive summary in a business plan	8	
Conclusion	2	
Insight		
Layout	2	8
Analysis/interpretation	2	
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.

QUESTION 6: BUSINESS ROLES (CREATIVE THINKING & PROBLEM SOLVING)**6.1 Introduction**

- Creative think plays an important role in developing new ways to solve business problems. is the ability of solving problems using unusual way of thinking✓
- Business need to apply certain steps when solving business problems✓
- Different technique are needed in the business to use different problems therefore it's important for the business to know how to apply the techniques✓
- Employees must come up with means that can be used to create a work space that encourage employees to be creative.
- Any other relevant answer relating to creative thinking, problem solving cycle, application of nominal group technique and brainstorming and ways to encourage creative thinking.

Any (2X1) (2)**6.2 Meaning of creative thinking**

- Creative thinking is the ability of solving problems using unusual way of thinking✓
- Be able to solve problem through thinking outside the box✓✓
- Apply new ways and unusual /innovative ways to solve the problem✓✓
- Its a way of generating new ideas aimed at addressing business problems.✓✓
- Any other relevant answer related to the meaning of creative thinking...

(Max 8)**6.3 Problem-solving cycle****6.3.1 Identify the problem✓✓**

- Identify the exact problem✓
- Acknowledge that there is a problem✓
- Any other relevant answer related to identify as step-in problem solving

Heading (2)
Explanation (2)
Sub Max (4)

6.3.2 Define the problem✓✓

- The nature of the problem must be precise. ✓
- Define the possible causes of the problem✓
- Any other relevant answer related to define as step in problem solving

Heading (2)
Explanation (2)
Sub Max (4)

6.3.3 Identify alternative solutions✓✓

- Identify all different possible solutions ✓
- Decide on the cause✓
- Any other relevant answer related to identify as step in problem solving.

Heading (2)
Explanation (2)
Sub Max (4)

6.3.4 Evaluate alternative solutions ✓✓

- Use critical evaluation and analytical skills to evaluate each solution. ✓
- Consider the advantages and disadvantages of each alternative solution. ✓
- Any other relevant answer related to evaluate as step in problem solving

Heading (2)
Explanation (2)
Sub Max (4)

6.3.5 Choose the best solution ✓✓

- Set criteria for the best solution, in terms of aspects such as time/cost/risk involved ✓
- The best solution should match the size and the resources of the business. ✓
- If the solution is not appropriate, the business should go back to defining the problem. ✓
- Any other relevant answer related to choose as step in problem solving

Heading (2)
Explanation (2)
Sub Max (4)

6.3.6 Formulate/Develop an action plan/strategy ✓✓

- Arrange the necessary resources and delegate tasks. ✓
- Establish a time line for implementation and set deadlines ✓
- Any other relevant answer related to formulate as step in problem solving.

Heading (2)
Explanation (2)
Sub Max (4)

6.3.7 Implement the action plan ✓✓

- Carry out the planned actions/solution. ✓
- Communicate delegated tasks/deadlines to employees. ✓
- Any other relevant answer related to implement as step in problem solving

Heading (2)
Explanation (2)
Sub Max (4)

6.3.8 Evaluate the solution/action plan ✓✓

- Assess whether the problem has been solved partially or entirely ✓
- Monitor/test the solution/action plan/strategy continuously. ✓
- Any other relevant answer related to problem solving cycle.

Heading (2)
Explanation (2)
Sub Max (4)

Max (16)

6.4 Application of the Brainstorming

- State/Define the business problem clearly, ✓ so that all participants/ stake-holders understand the problem. ✓
- Members state possible causes ✓ of the business problems. ✓
- Set a time limit ✓ for each brainstorming session. ✓
- Record/Write ideas down, where all participants can see it./Ideas may also be shared online during an E-brainstorming session. ✓
- Use each suggestion ✓, to inspire new thoughts/ideas. ✓
- Do not judge/criticise/discuss the ideas ✓, so that many ideas could be generated as quickly as possible. ✓
- All members of the group randomly make suggestions ✓.
- The group rates ideas according to its usefulness/success ✓/difficulty/cost to implement. ✓
- The group evaluates all ideas ✓, and combines similar ones/draw up a refined list. ✓
- Discuss a plan of action on how to implement the best ideas. ✓
- Any other relevant answer relating to the application of brainstorming as a problem solving technique

Max (12)



6.5 Ways in which businesses can create an environment that stimulate creative thinking in the workplace

- Emphasise the importance of creative thinking to ensure that all staff know that management want to hear their ideas. ✓✓
- Encourage staff to come up with new ideas/opinions/solutions. ✓✓
- 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 ✓✓
- Encourage alternative ways of working/doing things. ✓✓
- Respond enthusiastically to all ideas and never let anyone feel less important. ✓✓
- Any other relevant answer related to ways to create an environment that stimulate creative thinking in the workplace

Max (10)

6.6 Conclusion

- The steps of the problem solving cycle can be very helpful to solve the business problems. ✓✓
- Creative thinking can help lot of businesses to succeed ✓✓
- Application of brainstorming and nominal group technique that have an impact on solving the problem. ✓✓
- Working in a creative space can encourage employees to be creative as well ✓✓
- Any other relevant answer relating to creative thinking, problem solving cycle, application of nominal group technique and brainstorming and ways to encourage creative thinking.

Any (1x2) (2)

QUESTION 6: BREAKDOWN OF MARK ALLOCATION

Details	Maximum	Total
Introduction	2	32
Meaning of creative thinking	8	
Problem-solving cycle	16	
Application of the Brainstorming	12	
Ways in which businesses can create an environment that stimulate creative thinking in the workplace	10	
Conclusion	2	
Insight		8
Layout	2	
Analysis/interpretation	2	
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.