 Province of the

EASTERN CAPE

EDUCATION

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

**HOME SCHOOLING SELF-STUDY WORKSHEET**

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| **SUBJECT** | **BUSINESS STUDIES** | **GRADE** | **11** | **DATE** | **15/04/2020** |
| **TOPIC** | **BUSINESS ROLES & BUSINESS OERATIONS** | **TERM 1****REVISION** |  | **TERM 2 CONTENT** | X |
| **TIME ALLOCATION** | **1 HOUR MARKS: 60** | **TIPS TO KEEP HEALTHY**1. **WASH YOUR HANDS** thoroughly with soap and water for at least 20 seconds. Alternatively, use hand sanitizer with an alcohol content of at least 60%.2. **PRACTICE SOCIAL DISTANCING** – keep a distance of 1m away from other people.3. **PRACTISE GOOD RESPIRATORY HYGIENE**: cough or sneeze into your elbow or tissue and dispose of the tissue immediately after use.4. **TRY NOT TO TOUCH YOUR FACE.** The virus can be transferred from your hands to your nose, mouth and eyes. It can then enter your body and make you sick. 5. **STAY AT HOME.**  |
| **INSTRUCTIONS** | INSTRUCTIONS AND INFORMATION 11. Answer ALL questions in the ANSWER BOOK.
2. Number the answers correctly according to the numbering system used in this question paper. NO marks will be awarded for answers that are numbered incorrectly
3. Read the instructions for each question carefully and take particular note of what is required.
4. Except where other instructions are given, answers 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. Write neatly and legibly.
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**INFORMAL TASKS**

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

**ACTIVITY 1**

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

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| **NORMAN SHUTTLE SERVICES (NSS)**Norman is well known for his excellent transport services that cater for all kinds of clients. NSS has introduced a new easy system of getting his clients to preferred destinations. 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. |

1.1.1 Quote TWO ways in the scenario above in which NSS has applied creativity thinking from the scenario above (2)

1.1.2 Advise NSS on other ways the business can create an environment that promotes creative thinking in the workplace (8)

1.1.3 Explain to NSS the advantages of creative thinking in the workplace. (6)

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

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| **ARTZY TILES (AT)**The management of Artzy Tiles wants to improve the quality of their tiles because of various complaints from their customers. They have requested the services of experts to generate creative ideas on how to improve their tiles to satisfy customers' needs. |

1.2.1 Identify the problem solving technique that is applicable to the scenario above. Motivate your answer by quoting from the scenario above. (4)

1.2.2 Advise AT on how they can apply the problem solving technique identified in QUESTION 1.2.1. (8)

1.2.3 Explain how AT can apply force field analysis to solve business problems. (8)

1.2.4 Distinguish between decision-making and problem-solving. (4)

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

**ACTIVITY 2**

2.1 Define Marketing (2)

2.2 Explain the role of the marketing function (6)

2.3 Identify marketing activities represented by EACH scenario below:

2.3.1 Maluti store makes sure that the bags she sells are of the same quality and size.

2.3.2 Tau uses cold storage facilities to keep her yoghurt fresh.

2.3.3 South African Grape farms use different airlines to deliver supplies to the UK.

2.3.4 PQ has delivered a pruning machine to a grape farm in return for a fee over a three-year period.

2.3.5 Some farmers in the coast are afraid that they will lose all their livestock due to the drought but they continue with daily operations.

2.3.6 Khumalo uses online services to sell her fashionable dresses. (12)

 **TOTAL: 60**