 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** | **24/04/2020** |
| **TOPIC** | **BUSINESS ROLES & BUSINESS OERATIONS** | **TERM 1**  **REVISION** |  | **TERM 2 CONTENT** | X |
| **TIME ALLOCATION** | **1 HR: 30 MINUTES MARKS: 100** | **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 1   1. Section A is compulsory, answer ONE question in section B and ONE in C. 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. |

**SECTION A (COMPULSORY)**

**QUESTION 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 1.1.11 D.
     1. Which one of the following can be considered unethical in advertising?

1. Advertising only in the Sunday newspaper
2. Advertising only on television
3. Giving goods deceptive names
4. Advertising your products as the best on the market
   * 1. Which one of the following terms is not one of the four Ps of marketing communication policy?
5. Profit
6. Place
7. Peace
8. Promotion
   * 1. Inviting experts to solve business problems:
9. Empty chair technique
10. Force field
11. Brainstorming
12. Delphi technique
    * 1. A government agency that develops quality standards for products manufactured in South Africa:
13. SABC
14. SABS
15. SARB
16. SAQA
    * 1. The practice of charging a very high price when a new, innovative product is introduced to the market is known as..
17. Skimming
18. Odd pricing
19. Bait pricing
20. Unethical pricing **(5X2) (10)**
    1. 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.

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| Trademark; break-even; ISO 9000; responsibility; sustainability; quality management; quality control |

* + 1. The business can continue to exist despite all its challenges.
    2. Business operations meet the required standards through….
    3. ….is a symbol, word(s) legally registered and identify a product from those of competitors.
    4. A quality management system
    5. The point at which no profit or loss is made by the business.

(5X2) (10)

**/20/**

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

**SECTION B (answer ONE question)**

**QUESTION 2**

2.1 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. |

2.1.1 Quote TWO ways in the scenario above in which NSS has applied creativity thinking from the scenario above

(2)

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

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

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

|  |
| --- |
| **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. |

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

2.2.2 Advise AT on how they can apply the problem solving technique identified in QUESTION 2.2.1. (8)

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

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

**TOTAL: (40)**

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

**QUESTION 3**

3.1 Define Marketing (2)

3.2 Explain the role of the marketing function (6)

3.3 Identify marketing activities represented by EACH scenario below:

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

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

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

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

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

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

3.4 Outline THREE categories of consumer goods. (6)

3.5 Read the scenario below and answer the questions that follow:

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| --- |
| **RENDANI GENERAL DEALERS (RGD)**  Rendani General Dealers sells different types of sweets. They want to attract their customers by giving some of their sweets a high class image. Customers can also use the sweets containers to store other home supplies. They also sell related types of sweets in one box. Recently some of RGD’s sweet packages changed to keep up with the 2018 world cup theme. |

3.5.1 Quote FOUR statements from the scenario above and link EACH ONE to a specific type of packaging.

Use the table below to answer this question.

|  |  |
| --- | --- |
| **STATEMENT FROM THE SCENARIO** | **TYPE OF PACKAGING** |
|  |  |
|  |  |
|  |  |
|  |  |

(12)

3.6 Mention TWO pricing techniques. (2)

**TOTAL (40)**

**BUSINESS OPERATIONS (ANSWER ONE ESSAY)**

**QUESTION 4**

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| Businesses are mindful of the fact that the price of their products can either attract or scare consumers away. Customers want their products to be delivered on time without any delays. Businesses realise that these can be achieved by using the best channel of distribution to get goods and services to consumers. |

As an expert in pricing and distribution policies. Write an essay based on the following aspects:

* Outline the factors that influence pricing
* Differentiate between direct and indirect distribution
* Explain the FOUR types of distribution channels
* Justify the importance of intermediaries in the distribution process. (40)

**QUESTION 5**

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| Many young entrepreneurs believe that foreign marketing is better than domestic marketing. Some business owners argue that foreign marketing should be discouraged as it reduces the demand for proudly South African products. Some argue that the production function should be produce good quality products that increase the demand for South African products in foreign countries. |

Justify the above argument by referring to the following aspects:

* Elaborate on the meaning of foreign marketing
* Discuss FOUR restrictions and regulations that control foreign marketing
* Explain how the production function can align its processes in order to meet global demand.
* Suggest ways in which South African businesses can enter into foreign marketing. **(40)**