KWAZULU-NATAL PROVINCE

EDUCATION

REPUBLIC OF SOUTH AFRICA

PINETOWN DISTRICT

BUSINESS STUDIES: EXEMPLAR PRESENTATION

TERM TWO: 2025

GRADE 11

MARKS: 50

Presentation MARKS: 40 **(Written) 10 (Oral)**

Instructions and information

This Formal Assessment Task consists of TWO sections:

SECTION A: WRITTEN PRESENTATION

Oral presentation will be conducted in class.

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This FAT consists of 2 pages

1. Complete this task to indicate your understanding in the following topics:
   1.1 Creative thinking and problem solving.
   1.2 Stress, Crisis and Change Management
   1.3 Marketing function
   1.4 Production function
2. Read the instructions of each question and respond appropriately.
3. Collect resources relevant to each activity below to support your presentation.
4. Extra relevant articles collected will earn you more marks.
5. You are required to submit your completed written task to your teacher for assessment.
6. Adhere to the submission date to avoid unnecessary penalties.

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SECTION A: WRITTEN PRESENTATION QUESTION 1: TOTAL MARKS – 40

Well-managed marketing and production departments are key for business growth and sustainability. Crisis may lead to complex problems if not managed properly by businesses. Businesses should also ensure a conducive environment for creative thinking processes.

Considering the above information conduct an onsite visit/website of any local formally registered manufacturing business. Present your findings by answering the following questions:

1.1 State the name of the business that was visited. (2)

1.2 Discuss the type/types of packaging used by the business stated in QUESTION 1.1. Support your answer by including images of the type/types of packaging used (5)

1.3 Outline the importance of trademark to businesses. (5)

1.4 Draw the channel of distribution used by the business stated in QUESTION 1.1 (5)

1.5 Businesses are compelled by law to ensure safety in the workplace.

1.5.1 Advise the business on the importance of managing safety in the workplace (5)

1.5.2 Describe ways in which the identified business complied with Occupational Health and Safety Act. (5)

1.6 List any THREE examples of crisis that the visited business had to deal with. (3)

1.7 Suggest ways in which the identified business can deal with crisis in the workplace. (5)

1.8 Explain ways in which the identified business has created an environment that stimulate creative thinking in the workplace. (5)

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RUBRIC: WRITTEN PRESENTATION **(40 MARKS)**

QUESTION NO	CRITERIA	LEVEL 0	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4	LEVEL 5	TOTAL:40 MARKS
1.1	**Stating the name of the business**	The learner was not able to state the name of the business	The name of the business was clearly stated					**2**
1.2	**Discussing the types of packaging**	The learner failed to identify the type of packaging used by the business.	The learner was only able to name the type of packaging used by business.	The learner was able to identify and discuss one type of packaging.	The learner was able to identify and discuss two types of packaging used by the identified business.	The learner was able to discuss various types of packaging used by the identified business. One image was included to support the responses.	The learner was able to discuss various types of packaging used by the identified business. Relevant images were attached to support the responses.	**5**
1.3	**Outlining the importance of a trademark**	Irrelevant responses on the importance of trademark were provided by the learner.	The learner outlined ONE fact on the importance of trademark.	The learner outlined TWO facts on the importance of trademark.	The learner outlined THREE facts on the importance of trademark.	The learner outlined FOUR facts on the importance of trademark.	The learner outlined more than four facts on the importance of trademark for businesses	**5**
1.4	**Drawing up a channel of distribution**	The learner failed to identify and draw up the channel of distribution used by the business.	The drawing was presented with incomplete information.	A well-constructed drawing with all relevant details on the channel of distribution used by the business was				**5**

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				presented by the learner.				
1.5.1	**Importance of managing safety in the workplace**	The learner was not able to discuss ways used by the identified business to manage stress in the workplace	The learner was able to state one incomplete fact on the importance of managing stress in the workplace.	The learner stated two incomplete facts on the importance of managing stress in the workplace	The learner was able to discuss in detail ONE relevant fact on the importance of managing safety in the workplace.	The learner was able to discuss in detail TWO relevant facts on the importance of managing safety in the workplace.	The learner was able to discuss in detail THREE relevant facts on the importance of managing safety in the workplace.	**5**
1.5.2	**Describing ways in which the identified business complied with Occupational Health and Safety Act**	The learner was not able to describe ways in which the business complied with OHSA.	The learner was only able to describe ONE in which the business complied with OHSA.	The learner was able to describe TWO ways in which the business complied with OHSA.	The learner was able to describe THREE ways in which the business complied with OHSA.	The learner was able to describe FOUR ways in which the business complied with OHSA.	The learner was able to describe FIVE ways in which the business complied with OHSA.	**5**
1.6	**Listing the examples of crisis**	The learner failed to list the examples of crisis faced by the business	One example was cited	Two examples were cited by the learner	The learner was able to list all three examples			**3**
1.7	**Suggesting ways to deal with crisis in the workplace**	The learner did not attempt to answer this question/provide irrelevant responses.	One way was suggested on how businesses can deal crisis in the workplace.	Two ways were suggested on how businesses can deal crisis in the workplace.	Three ways were suggested on how businesses can deal crisis in the workplace.	Four ways were suggested on how businesses can deal crisis in the workplace.	More than FIVE ways were suggested on how businesses can deal crisis in the workplace.	**5**

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1.8	**Ways in which the identified business has created an environment that stimulate creative thinking in the workplace.**	The learner was not able to explain ways in which the identified business has created an environment that stimulate creative thinking in the workplace.in	The learner was able to explain ONE way in which the identified business has created an environment that stimulate creative thinking in the workplace.	The learner was able to explain TWO ways in which the identified business has created an environment that stimulate creative thinking in the workplace.	The learner was able to explain THREE ways in which the identified business has created an environment that stimulate creative thinking in the workplace.	The learner was able to explain FOUR ways in which the identified business has created an environment that stimulate creative thinking in the workplace.	The learner was able to explain FIVE ways in which the identified business has created an environment that stimulate creative thinking in the workplace.	**5**

RUBRIC: ORAL PRESENTATION **(10 MARKS)**

CRITERIA	LEVEL 0	LEVEL 1	LEVEL 2	LEVEL 3	LELEV 4	LEVEL 5	TOTAL MARK:10
Insight/mastery of topic	The learner showed no understanding of subtopics assessed.	The learner showed very little understanding of the sub-topic presented	The learner showed understanding of two subtopics presented.	The learner showed understanding of three sub-topics presented	The learner showed understanding of all four subtopics and were satisfactory presented.	The learner demonstrated excellent understanding and insight into all four subtopics assessed. Practical examples were cited during the presentation.	**5**
Research evidence/images of	The learner was not able to	The learner designed a	The learner designed a	The learner designed a	The learner designed a	The learner designed a	**5**

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types of packaging/distribution channels/safety measures and visual aids usage	conduct research on practical examples of types of packaging used by the business. visual aids were not incorporated in thepresentation.	collage/.poster illustrating ONE image of a type of packaging during the presentation	collage/poster illustrating ONE image of types of packaging during the presentation.	collage/poster illustrating TWO images of types of packaging during the presentation.	collage/poster illustrating TWO images of types of packaging and distribution channels	collage/poster illustrating TWO images of types of packaging,the distribution channels and safety measures in the business The visual aid was effectively incorporated in the during the presentation.	

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