GAUTENG PROVINCE
EDUCATION
REPUBLIC OF SOUTH AFRICA

BUSINESS STUDIES

GRADE 11

TERM 2

NEW 2020 APRIL (12 pages)

INFORMAL ACTIVITIES

These informal activities consists of the following term 2 topics:

- Creative thinking and problem solving
- Stress, crisis and change management
- Marketing activities and the product policy
- Pricing and distribution policy
- Marketing communication policy
- Marketing in the informal sector

Learners note the following:

- Refer to chapter 7-11 notes when answering these activities.
- First study each chapter then answer questions for this chapter.
- Do not simply copy answers from the notes as this will mean that you are not studying but copying.
- Ensure that you answer an essay question in each topic
- Make the best use of time during this lockdown.

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TERM 2: TOPIC 1: REFER TO CHAPTER 7 NOTES

CREATIVE THINKING AND PROBLEM SOLVING

QUESTION 1

1.1 Elaborate on the meaning of routine thinking. **(4)**

1.2 Distinguish between conventional and non-conventional solutions. **(8)**

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

NEO HAIR SALON (NHS)

Neo Hair Salon is a popular hair salon for both females and males of all ages. NHS staff was interviewed by a local media about the quality of service rendered. Some clients mentioned that NHS does not change their hairstyles and threatened to stop using their services.

The management of NHS requested their employees to come up with new ideas on how this problem can be solved. They also offered reward schemes for employees who came up with creative ideas.

1.3.1 Quote TWO ways in which NHS created an environment that stimulates creative thinking. **(2)**

1.3.2 Advise NHS on other ways in which they can create an environment that stimulates creative thinking. **(8)**

1.3.3 Explain to NHS the advantages of creative thinking in the workplace. **(8)**

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

ORNETTE CONSTRUCTIONS (OC)

Ornette Constructions is well known for building quality houses and office buildings. Ornette, the owner of the business wants to change the design of her products. She requested her employees to weigh the advantages and disadvantages of her ideas. Ornette also wants to increase her target market. She requested a group of experts to suggest ideas on how to attract more customers.

1.4.1 Identify TWO problem solving techniques applied by Ornette. Motivate your answer by quoting from the scenario. **(6)**

Use the table below as a guide to answer QUESTION 1.4.1

PROBLEM SOLVING TECHNIQUE	MOTIVATION
1.	
2.	

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1.4.2 Advise Ornette on how to apply EACH problem solving technique identified in QUESTION 1.4.1 above. **(16)**

Use the table below as a guide to answer QUESTION 1.4.2

PROBLEM SOLVING TECHNIQUES	APPLICATION
1.	
2.	

QUESTION 1.5

Essay question

Businesses are faced with many business problems. Everyone needs to think creatively in the workplace so that complex business problems can be solved. Businesses need to apply the Delphi technique and the force field analysis to solve some of their problems. Many businesses have benefited from creative thinking in the workplace.

Write an essay on creative thinking and problem solving in which you include the following aspects:

- Elaborate on the meaning of creative thinking
- Distinguish between decision-making and problem-solving
- Discuss the advantages of creative thinking in the workplace
- Advise businesses on how they can apply the following problem solving techniques in the workplace:
    - Delphi technique
    - Force field analysis

(40)

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TOPIC 2: REFER TO CHAPTER 8 NOTES

STRESS AND CRISIS MANAGEMENT

QUESTION 2

2.1 Elaborate on the meaning of stress. **(4)**

2.2 Identify the causes of stress represented by EACH statement below:

2.2.1 Dan is not able to perform his duties as he was given the responsibility to manage three departments in his workplace.

2.2.2 The employees of Elsie Manufacturer are not able to use the latest equipment to produce quality products.

2.2.3 The management of Nkone Auditors always instruct their employees to work at home and spend less time with their families. **(6)**

2.3 Mention FIVE other causes of stress in the workplace. **(5)**

2.4 Recommend ways employees can manage stress in the workplace. **(8)**

2.5 Explain the importance of stress management in the workplace. **(8)**

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

AGNES EVENTS (EA)

Agnes Events is a large business that specialises in planning birthdays and wedding events. Some of EA's assets and equipment were stolen. EA's employees blamed each other for stealing these items. This created conflict in the workplace.

2.6.1 Name TWO causes of crisis from the scenario above. **(2)**

2.6.2 Give other FOUR example of crisis in the workplace. **(4)**

2.6.3 Advise the management of EA on how they can deal with crisis in the workplace. **(8)**

2.7 Elaborate on the meaning of change in the workplace. **(4)**

2.8 Give examples of the following external causes of change:

2.8.1 Social factors **(2)**

2.8.2 Economic factors **(2)**

2.8.3 Market factors **(2)**

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

EASY SHOPPING SUPERMARKET (ESS)

Easy Shopping Supermarket is a large business that sells a variety of goods to different types of customers. The businesses was affected by the coronavirus that they had to terminate the employment contract of some employees as they could no longer afford paying their salaries.

ESS lost some of their customers to the American Smooth Supermarket that sells quality goods at lower prices. The government instructed the management of ESS to give the previously disadvantages individuals equal job opportunities.

2.9.1 Identify THREE major changes that ESS and its employees have to deal with. Use the table below as a guide to answer QUESTION 2.9.1. **(9)**

MAJOR CHANGE	MOTIVATION
1.	
2.	
3.	

2.9.2 Suggest strategies that ESS can use to deal with EACH of any TWO major changes identified in QUESTION 2.9.1 above. **(12)**

Use the table below as a guide to answer QUESTION 2.9.2

MAJOR CHANGE	STRATEGIES
1.	
2.	

2.9.3 Advise ESS on how they can apply the following John P Kotter's 8 steps of leading change:

- Form a powerful coalition/Build the guiding team
- Develop a vision and a strategy
- Empower broad based action
- Generate/ Create short term wins **(8)**

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2.10 Essay question

Processes and systems change regularly in the workplace due to internal and external causes of change .These changes increase employees' stress levels in the workplace. Businesses need to be able to handle stress and manage change in the workplace.

Write an essay on stress and change in which you include the following aspects:

- Elaborate on the meaning of stress
- Explain the importance of stress management in the workplace.
- Discuss FOUR major changes that businesses have to deal with.
- Advise businesses on how they can apply John P Kotter's 8 steps of leading change in the workplace. **(40)**

TOPIC 3: REFER TO CHAPTER 9 NOTES

MARKETING ACTIVITIES AND THE PRODUCT POLICY

QUESTION 3

3.1 Elaborate on the meaning of marketing. **(4)**

3.2 Outline FOUR roles of the marketing function. **(8)**

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

DANNY SUPERMARKET (DS)
Danny Supermarket is known for a prompt delivery of products to customers' places. Perishable goods are kept in cold rooms so that they do not decay. Individual units of products are sorted into specified classes.

3.3.1 Identify THREE marketing activities carried by DS. Motivate your answer by quoting from the scenario above. **(9)**

Use the table below to answer QUESTION 3.3.1

MARKETING ACTIVITY	MOTIVATION
1.	
2.	
3.	

3.3.2 Explain other THREE marketing activities that must be carried by DS. **(9)**

3.4 List FOUR components of the marketing mix. **(4)**

3.5 Elaborate on the meaning of a product policy. **(2)**

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3.6 Name the type of consumer goods that is represented by EACH statement below:

3.6.1 Tom Manufacturers uses machinery to produce winter clothes. **(2)**

3.6.2 Selby Trading sells fish and chips. **(2)**

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

EDGO RETAILERS (ER)

Edgo Retailers sells the following types of consumer goods:

- Jewellery and branded clothes
- Televisions and clothes
- Bread and milk

3.7.1 Classify the above mentioned types of products according to types of consumer goods. **(6)**

Use the table below as a guide to answer QUESTION 3.7.1

TYPES OF PRODUCTS FROM THE SCENARIO	TYPES OF CONSUMER GOODS
1.	
2.	
3.	

3.8 Discuss the importance of product development **(6)**

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

TEDDY MANUFACTURER (TM)

Teddy Manufacturer produces ladies fashionable suits. Teddy, the owner of the business shared the following tips on how he designs his products:

- Idea generation
- Concept development and testing
- Testing consumer's responses by using a sample of a small market
- Implements the advertising campaign

Advise Teddy on the other steps in product design. **(8)**

3.10 Explain the purpose of packaging. **(8)**

3.11 Identify the type of packaging used by Nathi Trading in EACH statement below:

3.11.1 Nathi bought a big box containing many boxes of washing powder.

3.11.2 Some of his wrappers are continually changing.

3.11.3 He sells ice creams in containers so that customers can use it for something else.

3.11.4 They package their exclusive cellphones in expensive boxes.

3.11.5 Soaps and face clothes are packed and sold together **(10)**

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3.12 Elaborate on the meaning of a trade mark. **(4)**

3.13 Discuss the importance of a trade mark for businesses and consumers. **(12)**

3.14 Advise businesses on the requirements of a good trade mark. **(8)**

3.15 **Essay question**

Many businesses sell different categories of goods in order to remain competitive and sustainable. They also ensure that they follow the steps in product design and develop a good trade mark for their products.

Write an essay on the product policy in which you include the following aspects:

- Elaborate on the meaning of product policy
- Explain FOUR categories of consumer goods
- Discuss the steps/stages of product design
- Advice businesses on importance of a trade mark for businesses and consumers

(40)

TOPIC 4: REFER TO CHAPTER 10 NOTES

THE MARKETING FUNCTION (DISTRIBUTION & PRICING POLICIES)

QUESTION 4

4.1 Define the meaning of price. **(2)**

4.2 Explain the importance of pricing. **(6)**

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

KHENSANI TRADING ENTERPRISE (KTE)

Khensani Trading Enterprise uses different pricing techniques to attract many consumers and to increase their market share. Khensani, the owner of the business shared the following pricing techniques with other businesses:

- She sets high prices for innovative and prestigious products
- Her prices are based on what she believes consumers are prepared to pay.
- She used prices such as R699 instead of R700.
- She offers sales and gives special offers
- New products are sold at lower prices
- She sets prices lower than the items cost price
- She sets prices based on what competitors are charging customers

4.3.1 Identify the pricing techniques that are used by KTE in the scenario above. Motivate your answer by quoting from the scenario. **(21)**

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Use the table below as a guide to answer QUESTION 4.3.1

PRICING TECHNIQE	MOTIVATION
1	
2	
3	
4	
5	
6	
7	

4.3.2 Explain to Khensani other TWO pricing techniques she can use to attract more customers. **(6)**

4.3.3 Forms of market are one of the factors that influence pricing. Discuss other FOUR factors that influence pricing. **(12)**

4.4 Identify a form of market that is represented by EACH statement below:

4.4.1 Only a few suppliers control the prices of products.

4.4.2 Each supplier has his/her own brand of a particular product.

4.4.3 Only one supplier controls prices and products.

4.4.4 There are many buyers and sellers in market. **(8)**

4.5 Elaborate on the meaning of distribution and the channel of distribution. **(8)**

4.6 Define the meaning of intermediaries and give THREE example of intermediaries. **(5)**

4.7 Explain the role of intermediaries in the distribution process. **(8)**

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

SAKINA MANUFACTURERS (SM)

Sakina Manufactures is a large business that produces winter clothes for both males and females. Sakina sells goods to the consumer using retailers. She has decided to sell directly to consumers.

4.8.1 Identify TWO channels of distribution used by SM. Motivate your answer by quoting from the scenario above. **(6)**

Use the table below as a guide to answer QUESTION 4.8.1

CHANNEL OF DISTRIBUTION	MOTIVATION
1.	
2.	

4.8.2 Explain to SM other THREE channels of distribution they can use to distribute their products to consumers. **(9)**

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4.8.3 Explain the reason why Sakina uses the channel of distribution that enables her to sell directly to consumers. **(8)**

4.8.4 Advise Sakina on the reasons why she should consider using the other method of distribution channels. **(8)**

4.9 Essay question

Pricing of products plays an important role in the business world. Businesses should take into consideration different pricing techniques that can be used to attract customers. Businesses agree that intermediaries play an important role in the channel of distribution.

Write an essay on the product and distribution policies in which you include the following aspects:

- Elaborate on the meaning of pricing and distribution
- Explain FOUR pricing techniques businesses can use to attract customers
- Discuss the role of intermediaries in the distribution process
- Advice businesses on the differences between the direct and indirect channel of distribution **(40)**

TOPIC 5: CHAPTER 11 NOTES

THE MARKETING FUNCTION (COMMUNICATION POLICY) & MARKETING IN THE INFORMAL SECTOR

QUESTION 5

5.1 Elaborate on the meaning of a marketing communication policy. **(4)**

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

NICKY'S WHOLESALERS (NW)
Nicky's Wholesalers sells a variety of goods and services. Nicky, the owner of the Company always reminds her customers of the availability of her products. She also increases the sales of her products by offering her customers free discounts and gift vouchers.

5.2.1 Quote TWO purpose of sales promotion in the scenario above. **(2)**
5.2.2 Give TWO examples of sales promotion from the scenario above. **(2)**
5.2.3 Give FOUR other examples of sales promotion. **(4)**
5.2.4 Advise NW on other purpose of sales promotion. **(6)**

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5.3 Explain the meaning of AIDA as a purpose of advertising. **(8)**

5.4 Classify the following advertising medium according to categories of advertising.

5.4.1 Billboards
5.4.2 Radio
5.4.3 Newspapers
5.4.4 Emails and SMS **(8)**

5.5 Elaborate on the meaning of publicity. **(4)**

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

CLARG INSURANCE (CI)

Clarg Consulting has just appointed Dominique as a public relations officer. Dominique was told to keep the media informed of news about the business product launches and to present a favourable image of the business. Dominique gave his customers gifts and samples with the business branding on them.

5.6.1 Quote TWO roles of Dominique as a public relations officer in publicity from the scenario above.
(2)

5.6.2 Advise Dominique of his other roles as a public relations officer in publicity. **(6)**

5.6.3 Name the example of publicity used by Dominique in the scenario above. **(1)**

5.6.4 Outline FOUR other examples of publicity that Dominique can use to promote the image of CI as a business. **(8)**

5.7 Define the meaning of personal selling. **(2)**

5.8 Advise businesses on the effectiveness of personal selling in promoting their products.
(8)

5.9 **Essay question**

Marketing communication policy plays a vital role in the business success. The success of every business depends on how effective businesses intensify and strengthen the application of the components of the marketing communication policy.

Write an essay on the marketing communication in which you include the following aspects:

- Elaborate on the meaning of a marketing communication policy
- Explain FOUR categories of advertising medium
- Discuss the purpose of sales promotion
- Advise businesses on the effectiveness of personal selling in promoting their products.

(40)

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5.10 **Essay question**

The informal sector plays an important role in local communities. Large businesses are concerned that they are losing many customers to this sector. Others argue that the informal sector brings goods and service to those customers who cannot afford to visit large businesses that are situated in cities.

Write an essay on the informal sector in which you include the following aspects:

- Elaborate the meaning of the informal sector
- Explain the reasons why the informal sector prefers to use direct distribution
- Discuss the advantages of the informal sector
- Advise the informal sector on ways in which they can use indirect distribution

(40)

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