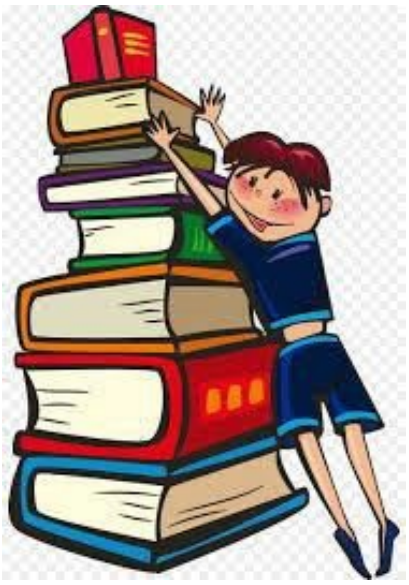
GAUTENG PROVINCE
Department: Education
REPUBLIC OF SOUTH AFRICA



SUBJECT: BUSINESS STUDIES

GRADE : 11

TASK : PRESENTATION

YEAR : 2025

MARKING GUIDELINE

This marking guideline consists of 5 pages.

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1.1 **Possible Causes of Stress in the Workplace**

- Work overload/unrealistic targets due to an increase in job demand, an employee must work more than usual.
- A lack of power or influence where employees are given responsibility but no authority in their work.
- Long working hours/extended/very odd working hours may lead to many physiological problems in employees.
- Badly designed shift systems/changes in the organisational structure policy, process/procedures may cause misunderstanding within the business.
- Lack of finances, human resources/physical resources lead to inefficiencies in employee performance.
- Changes in job description due to new development and management information systems in technology or the economy.
- Confrontations and conflicts or difficulties in getting along with co-workers and colleagues at work due to lack of communication.
- Lack of participation in decision-making due to lack of trust by management.
- Inadequate training due to lack of financial muscle within the business/ poor budgeting.
- Any other relevant answer related to causes of stress in the workplace. **Max (5)**

1.2 **Ways in which employees can manage stress in a workplace**

- Develop self-awareness to recognize stress and its causes.
- Create a balanced lifestyle and minimize extreme emotions.
- Exercise regularly and keep fit.
- Follow a balanced diet.
- Get enough sleep and relaxation.
- Replace negative self-talk with positive thoughts.
- Apply good time-management skills.
- Set personal realistic goals and targets.
- Accept things one cannot change and focus on things one can control.
- Any other relevant answer related to the ways employees can manage stress in a pressured work environment? **Max (4)**

Creative thinking and problem-solving

1.3 **Meaning of creative thinking**

- Creative thinking refers to thinking differently and looking at something in a new way.
- Creative thinking is about approaching a thought/idea/problem/situation in a new and interesting way.
- It is a process of putting facts/concepts/principles together in new and original ways.
- Businesses need to solve their problems efficiently to find creative solutions to problems.
- Creative thinking is when people are able to think of new and original approaches and ideas to find solutions to challenges.
- Creative thinking is being resourceful by applying artistic and clever ideas to create something original or new.
- Any other relevant answer related to the meaning of creative thinking. **Max (4)**

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1.4 Problem – solving techniques

1.4.1 Problem-solving technique from the scenario

Delphi technique

Motivation LL invited a panel of experts to research complaints from customers.

Max (3)

1.4.2 Ways in which businesses apply Delphi technique to solve complex business problems.

- Experts do not have to be in one place and will be contacted individually.
- Design a questionnaire consisting of questions on how to improve the quality of their tiles and distribute it to the panel members/experts.
- Request the panel to individually respond to the questionnaire/suggest improvements to the products and return it to businesses.
- Summarise the responses from the experts in a feedback report.
- Send the feedback report and a second set of questions/questionnaire based on the feedback report to the panel members.
- Request panel members to provide further input/ideas on how to improve the quality of their tiles after they have studied the results/documentation.
- Distribute a third questionnaire based on previous feedback from the second round.
- Prepare a final summary/feedback report with all the methods to improve the quality of products.
- Choose the best solution/proposal after reaching consensus.

Note: Do not allocate marks for answers quoted in QUESTION 1.4.1 Max (4)

1.5 Benefits of creative thinking in the workplace

- Creative thinking will lead to improved participation of staff members, which will ensure the generation of new ideas.
- Complex business problems may be solved.
- Creativity may lead to new inventions which improves the general standard of living.
- Better/Unique/Unconventional ideas/solutions are generated.
- May give businesses a competitive advantage if unusual/unique solutions/ ideas/strategies are implemented.
- Managers/employees have more confidence as they can live up to their full
- potential.
- Managers will be better leaders as they will be able to handle/manage change(s) positively and creatively.
- Managers/Employees can develop a completely new outlook, which may be applied to any task(s) they may do.
- Managers/Employees have a feeling of great accomplishment, and they will not resist/obstruct once they solved a problem/contributed towards the success of the business.
- Management/Employees can keep up with fast changing technology.
- Stimulates brain function of employees/managers, as they are continuously pushed out of their comfort zone/improving the total well-being of employees.
- The morale among staff members will be improved. **Max (4)**

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Marketing function

1.6 Type of packaging from a given scenario

1.6.1 Packaging for double use **(2)**

1.6.2 **Other types of packaging that businesses can use.**

Packaging for immediate use/Unit packaging

- Packaging needs to be cheap, because once the product is consumed, the packaging is thrown away.
- Example : packet of chips/chocolate bar wrapper

Type of packaging (2)
Explanation (1)
Submax (3)

Packaging for resale

- Retailers buy products in bulk from wholesalers or suppliers.
- Retailers unpack the products to sell them separately in smaller quantities.
- Example: big box containing many boxes of washing powder.

Type of packaging (2)
Explanation (1)
Submax (3)

Kaleidoscopic/Frequently changing packaging

- Some details of the packaging change to advertise an important sporting event/competition
- The container or wrapper are continually changing.
- Example. the advertise a sporting event

Type of packaging (2)
Explanation (1)
Submax (3)

Speciality packaging

- Packaging must suit the product.
- Example. packaging for an expensive phone.

Type of packaging (2)
Explanation (1)
Submax (3)

Combination packaging

- Various complementary products are packaged together because such products are usually purchased together.
- Example. Soap and a face cloth/shower gel and sponge/matching perfume and hand cream.
- Any other relevant answer related to the types of packaging.

Type of packaging (2)
Explanation (1)
Submax (3)

NOTE: Mark the first TWO (2) only **Max (6)**

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1.7 **Importance of pricing**

- The pricing process needs to consider flexibility/discount/territory/life cycle status/allowance.
- Pricing affects the number of products that an enterprise is able to sell, which in turn, affects profitability.
- The price of a product can influence the consumers' attitude towards the product or the brand.
- If the is believed to be too high, fewer consumers may buy the product.
- If the price is too low, consumers may perceive the good as being of poor quality.
- The pricing policy should explain when and to whom discounts will be granted.
- The price of a product must make provision for transport costs.
- The price of a product must make provision for VAT.
- Low sales result in stockpiles of unsold product that have to be stored and not repaying the cost of manufacturing that product.
- It defines the value of the product in terms of production costs and customer use.
- It is a tangible price point that lets customers know whether the product will be worth their time and investment.
- Any other relevant answer related to the importance of pricing. **Max (4)**

1.8 **Importance of trademarks**

- Creates a sense of security and consistency for customers.
- Promotes loyalty and creates consistency for customers.
- Consumers are more likely to accept new products that are marketed under a well-known brand/trademark
- It represents a certain standard of quality and price to the consumer.
- Any other relevant answer related to importance of trademarks to customers.

Max (4)

TOTAL WRITTEN PRESENTATION [40]

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