Western Cape Government

Western Cape Education Department

Directorate: Curriculum FET

BUSINESS STUDIES

REVISION BOOKLET

2025 TERM 2

Grade 11

This revision program is designed to assist you in revising the critical content and skills covered during the 2nd term. The purpose is to prepare you to understand the key concepts and to provide you with an opportunity to establish the required standard and the application of the knowledge necessary to succeed in the Final NSC examination.

The revision program covers the following topics:

- Creative thinking and problem solving,
- Stress, crisis and change management
- Marketing Function
- Production Function
- Professionalism & Ethics

INDEX PAGE

	Contents	Page number
1	Creative thinking and problem solving	2 - 5
2	Stress, crisis and change management	6 - 9
3	Management Function	10 - 13
4	Production Function	14 – 17
5	Professionalism & Ethics	18 - 21
6	Examination Tips	22 - 24

This revision booklet covers the **FIVE** topics that was taught in Term 2.

The first topic we will focus on is:

1. CREATIVE THINKING & PROBLEM SOLVING

1.1 Meaning of creative thinking

- The ability to think of original, varied new ideas or new approaches.
- To be original, innovative, and resourceful.
- You must try to think differently and to apply.

1.2 ROUTINE versus CREATIVE thinking

ROUTINE THINKING	CREATIVE THINKING
• Is a **LEFT**-brain function • function. Focus on analytical thought, logic, reasoning, number, and written skills.	• Is a **RIGHT** brain function. • Focus on creativity, imagination, insight, holistic thought, art, and music awareness.

1.3 CONVENTIONAL and NON-CONVENTIONAL solutions

CONVENTIONAL SOLUTIONS	NON-CONVENTIONAL SOLUTIONS
• Getting solutions that are based on and that conforms to, what is generally done or	• Getting solutions that are <u>not</u> based on and do <u>not</u> conform to, what is generally done or

1.4 Ways in which a business can create an environment that stimulate and promote creative thinking

Fill in the missing word/s

	Statement	Answer
1	Emphasise the importance of … and ensure that all staff know that management want to hear their ideas.	
2	Encourage staff to come up with … ideas.	
3	Make time for … sessions to generate new ideas, e.g., regular workshops	
4	Place suggestion boxes around the workplace and keep … channels open for new ideas.	
5	Train staff in innovative … and lateral thinking.	
6	Encourage job … within the organisation and other businesses	
7	Encourage … ways of working	
8	Respond … to all ideas and never let anyone feel less important.	

1.5 Advantages/benefits of creative thinking in the workplace

Fill in the missing word/s

	Statements	Answer
1	Better … are generated.	
2	May give the business a … advantage if unique strategies are implemented.	
3	Complex business … may be solved.	
4	Productivity increases as management or employees may quickly generate … ideas	
5	Managers and employees have more … as they can live up to their full potential.	
6	Managers will be better … as they will be able to manage change(s) positively and creatively.	
7	Managers and employees may … a completely new outlook, which may be applied to any task(s) they may do.	
8	Leads to more positive … as managers and employees feel that they have contributed towards problem solving.	

1.6 Meaning of Problem solving

- Process of analysing a situation to identify strategies to bring about change.
- Gathering facts that include problem findings and problem shaping.
- Problems can be solved by a group/ team or an individual team member.
- Alternative solutions are generated and critically evaluated.

1.7 Types of Problem-solving techniques

1. Delphi Technique	2. Force Field Analysis techniques

Indicate which of the following statements refers to the Delphi Technique or Force Field Analysis Technique

	Statements	Answer
1	Structured way of looking at the pros (advantages) and cons (disadvantages) as a plan for change.	
2	Used to solve new and complex problems.	
3	Uses an expert panel who never meets face-to-face.	
4	Effective when implementing change management.	
5	Used for decision making.	
6	This encourages creative problem solving without the disadvantage of group meetings.	

1.8 Application of the Delphi Technique

Fill in the missing word/s

	Statement	Answer/s
1	Businesses must invite a panel of … to research the complaints from customers.	
2	Experts do not have to be in one … and will be contacted individually.	
3	Design a … consisting of questions on how to improve the quality of their products and distribute it to the panel members/experts.	
4	Request the panel to … respond to the questionnaire/suggest improvements to the products and return it to the business	
5	Summarise the … from the experts in a feedback report.	
6	Send the report and a second set of questions/questionnaire based on the … report to the panel members.	

VIDEO - **Application of the Delphi Techniques**

Source: shorturl.at/lACDV
Date accessed: 9 May 2021
Publisher: Audiopedia

1.9 Application of the Force Field Analysis

Fill in the missing word/s

	Statements/s	Answers
1	Describe the current … and the desired situation.	
2	List all driving/pros and restraining/cons forces that will.. and resist change.	
3	Allocate a … to each force using a numerical scale, where 1 is weak and 5 is strong.	
4	Weigh up the positives and negatives then decide if the project is viable.	
5	Choose the force with the highest score as the …	
6	If the project is…, find ways to increase the forces for change.	
7	Identify … and develop an action plan	



– Application of the Force Field Analysis

Source: shorturl.at/osRX1
Date accessed: 9 May 2021
Author: Howard Bailey

1.10 Advantages of working with others to solve problems

	Statement/s	Answer/s
1	Difficult to be creative and … on your own.	
2	It helps if you can bounce … off others and get their opinion on a matter.	
3	Hearing other people expressing ideas often … more ideas in your own mind	
4	Working in groups, is a good way to … ideas.	
5	With a group of people, the total experience and … increases.	
6	This allows the group to view … from a different perspective.	

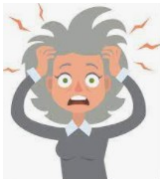
Key concepts to remember

Creative thinking	Delphi technique
Problem solving	Force field analysis
Routine thinking	Panel experts
Conventional thinking	Work place

2. STRESS, CRISIS & CHANGE MANGEMENT

The next topic that this booklet covers relate to stress and crisis management

2.1 Meaning of stress



Stress is the body's way of responding to change that requires a physical, mental or emotional adjustment or response**.**

2.2 Causes of stress in the business environment

1. Workload	2. Organisational culture	3. Role within the organisation
4. Participation & Management	5. Work content	6. Working hours

Match the causes of stress listed above with the statements below:

	Causes of Stress	Statements
1		• Lack of variety • Unpleasant tasks • Dangerous tasks
2		• To have too much or too little to do • To work under time pressure
3		• Strict work schedules • Long hours to work alone • Unpredictable working hours
4		• Lack of participation in decision making • Lack of control
5		• Unclear role in the organogram • Contradictory roles in the same work • Responsibility for people
6		• Poor communication • Poor leadership • Lack of clarity on business goals

2.3 Importance of stress management in the workplace

Fill in the missing words:

	Statements	Answer/s
	Reduced staff … and intention to leave, so improving retention.	
	Better… management.	
	Fewer days … to sickness and absenteeism.	
	Fewer … at work	
	Improved … of work.	
	Improved organizational … and reputation.	
	Better … understanding and tolerance of others experiencing problems.	

2.4 Ways for employees to manage stress

Fill in the missing words:

	Statements	Answer/s
1	Be aware of your … that are fulfilling and rewarding	
2	Predict stressful … and make changes where possible.	
3	Manage your … effectively	
4	Avoid … with co-workers in the workplace	
5	Get enough … to allow your body to relax	
6	Find a relaxation … that works for you.	
7	Follow a … lifestyle.	
8	Find … ways to balance work with relaxation.	

2.5 Meaning of the term Crisis

- Crisis is any event that is expected to lead to an unstable and dangerous situation affecting the business.
- It is a situation that is unpredictable, but it is not unexpected

2.6 Examples of crisis in the workplace

• Financial crisis • Technological crisis • Natural crisis	• Workplace violence • Personnel crisis • Organisational crisis

2.7 Ways businesses can deal with crisis in the workplace.

	Statements	Answer
1	Communicate the crisis with all those involved, even if there isn't a … yet.	
2	Communicate the … resolution.	
3	Have a … mindset.	
4	Evaluate the … objectively	

2.8 Internal & External causes of change

Indicate which of the following statements refers to the internal causes or external causes

	Statements	Answer/s
1	Globalisation of markets.	
2	New competitors on the market.	
3	Changes in direction and objectives.	
4	Changes in ideology of a company.	

2.9 Major changes that people and businesses deal with

1. Globalisation	2. Affirmative Action	3. Unemployment	4. Retrenchment

Match the major changes above with the statement below

	Major changes	Statements
1		• Business cuts the number of workers to reduce their wage and salary bill • Business must operate with reduced staff and pay out jobloss packages
2		• Change can lead to the business closing down, are sold or merge with another business • This reduces the standard of living of the community
3		• Business can trade in different countries. • Business must adapt to changes brought about by global trade • New technology must be incorporated to make processes more efficient. • Product or service differentiation and improved quality is essential. • This leads to strong competition.
4		• Laws have forced business to ensure that they offer equal opportunities to the previously disadvantaged. • This can lead to resentment of affirmative action appointments. • People who have been appointment in these positions struggle to be accepted by other employees.

2.10 Strategies business can use to deal with globalisation and affirmative action.

Indicate which of the following statements refers to strategies to deal with globalisation or affirmative action.

	Statements	Answer/s
1	Investigate overseas markets for your products.	
2	Acknowledge and respect differences and focus on achieving the goals and objectives.	
3	Look for self-employment opportunities.	
4	Be aware of changes in your related industry.	
5	Increase skills level in order to be more competitive for positions and promotion.	
6	Source overseas manufacturers, materials, and suppliers.	
7	Keep abreast of new technology, processes and developments that could give your business a competitive edge.	

2.11 Ways business can manage change in the workplace

Fill in the missing word/s

	Statements	**Answer/s**
	Utilize effective and appropriate … skills.	
	Utilize effective and appropriate approaches to …	
	Recognize and … change.	
	Manage unfamiliar situations and respond … to them.	
	Deal with … immediately	
	Be … when dealing with change	

Important Concepts

Stress	Crisis	Workload	Organisational culture
Globalisation	Affirmative Action	Unemployment	Retrenchment

3. MARKETING FUNCTION

3.1 Meaning of marketing

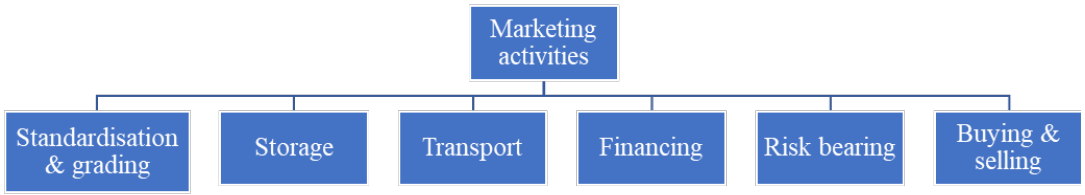
- Marketing refers to activities a company undertakes to promote the buying or selling of a product or service.
- Marketing includes advertising, selling, and delivering products to consumers or other businesses.

3.2 Role of marketing function

Fill in the missing word

	Statements	Answers
1	To identify the … of customers	
2	Share information gained from customers with the … function to ensure that the products/services offered meets the customers' expectations.	
3	Promoting the products/services that the … offer amongst customers.	
4	Providing … from customers about the businesses products/services and identifying areas of improvement.	
5	Marketing shapes the experience … have after the products/services are delivered to them.	

3.3 Marketing activities



Match the marketing activities above with the statements below

	Marketing activities	Statements
1		• Products sold under the same label for the same price; should be a uniform size, shape and standard. • Related products should therefore be identical. • Mechanisation of the production process, has promoted the standardisation of products.
2		• Take place according to the quality of the products. • Each level has specific criteria to measure the product. • Allows the customers to choose the level of quality that best suits their need and budget.
3		• From the time products are finished with the production process, to the time it is sold to the customer, the product must be stored • Some products need specialised storage conditions. • Mass production have created a need for more storage.
4		• Refers to the movement of products from one place to another place.

		• The production of products on large scale requires the transport thereof to markets all over the country • Transport makes it possible for certain products to be exported to other countries.
5		• Refers to the act of obtaining funds to ensure that business activities could operate effectively in pursuit of the organisations' objectives. • Business acquires funding from financial institutions/investors to expand/maintain operations. • Loan financing are available from financial institutions and must be repaid with interest over a certain period of time.
6		• All businesses carry risk such as unplanned and unforeseen circumstances, e.g., outbreak of a pandemic • This can impact on their productivity, production process, delivery, quantity, and profit. • Businesses may transfer possible risks to insurance companies.
7		• The acts of buying and selling are integral parts of any business activities. • Buying and selling refers to the process of exchanging goods/services for money. • Manufacturers would buy raw materials, convert it into finished products and sell the products to consumers. • Consumers buys the finished products for consumption.

3.4 Product Policy

3.4.1 Consumer good/products

Lower Order Question	1	Name categories of consumer goods/products.
Middle Order Question	2	Outline/ Discuss categories of consumer goods/products.
Higher Order Question	3	

Name categories of consumer goods/products.

Response required:

- Durable goods ✓
- Non-durable goods ✓
- Consumer products ✓
- Industrial products ✓

NB: You are guided by the action verb when answering a question in Section B and C
For questions that includes action verbs like name; give; mention, list, and state ONE mark is awarded for a correct answer

3.4.2 Product development

Lower Order Question	1	
Middle Order Question	2	Explain/Discuss the importance of product development
Higher Order Question	3	Advise businesses on the importance of product development

3.4.3 Advise businesses on the importance of product development

Response required:

- It is critical for a business to develop new products/improve their current products if
- they want to stay in the market. ✓✓
- Business must follow changing market demands and keep up to changes in technology ✓✓
- Diversify product offering to reduce risk and remain competitive ✓✓

NB: You are guided by the action verb when answering a question in Section B and C for questions that includes action verbs like advice; recommend; suggest; motivate; outline; elaborate; support and classify TWO marks are awarded for a correct fact.

3.4.4 Product design

Lower Order Question	1	List the steps/stages of product design.
Middle Order Question	2	Outline/ Discuss/Explain the steps/stages of product design.
Higher Order Question	3	

NB: Note the progression of the question from lower order question (List?) to middle order question (Outline/Discuss/Explain?)

3.4.5 Purpose of packaging

Lower Order Question	1	State the purpose of packaging
Middle Order Question	2	Explain/Discuss the purpose of packaging
Higher Order Question	3	Advise businesses on the purposes of packaging

NB: Note the progression of the question from lower order question (State?) to middle order question (Discuss/Explain?) to higher order question (Advise)

3.4.6 Types of packaging

Lower Order Question	1	Name examples of types/kinds of packaging.
Middle Order Question	2	Outline /Discuss/Describe/Classify types/kinds of packaging.
Higher Order Question	3	

3.4.7 Meaning of Trademarks

Lower Order Question	1	
Middle Order Question	2	Elaborate on the meaning of trademarks
Higher Order Question	3	

3.4.2 Elaborate on the meaning of trademarks

Response required:

- The term trademark refers to a recognizable phrase, word, or symbol ✓ that denotes a specific product that legally differentiates it from all other products of its kind. ✓
- A trademark exclusively identifies a product as belonging to a specific organisation ✓and recognizes the company's ownership of the brand. ✓
- Trademarks are generally considered a form of intellectual property✓ and may or may not be registered. ✓

NB: You are guided by the action verb when answering a question in Section B and C
For questions that includes action verbs like discuss; explain; elaborate; differentiate; evaluate; analyse; describe; define; tabulate; and compare TWO marks are awarded but split/part marking is applied. ONE mark is awarded for a correct fact and ONE mark for an explanation or motivation of the facts

3.4.8 Importance of Trademarks

Lower Order Question	1	
Middle Order Question	2	Discuss/Explain/Describe the importance of trademarks to businesses and consumers.
Higher Order Question	3	

3.4.9 Requirements of a good Trademark

Lower Order Question	1	List the requirements of a good trademark.
Middle Order Question	2	Outline /Explain the requirements of a good trade mark.
Higher Order Question	3	Recommend requirements of a good trade mark to businesses

Required response:

1. It must be distinctive (not descriptive).
2. It must be in use in commerce

Key concepts:

Marketing	Standardisation	Grading	Transport
Risk bearing	Buying & selling	Financing	Storage
Consumer products	Industrial products	Durable products	Non-durable products
Product development	Product design	Packaging	Trademarks

4. PRODUCTION FUNCTION

This topic deals with aspects relating to the production function:

4.1 Production planning

Lower Order Question	1	
Middle Order Question	2	Define the term production planning.
Higher Order Question	3	

4.2 Aspects that must be considered during production planning

Lower Order Question	1	Mention aspects that must be considered during production planning
Middle Order Question	2	Outline/Explain/Discuss aspects that must be considered during production planning
Higher Order Question	3	

NB: Note the progression of the question from lower order question (Mention?) to middle order question (Outline/Discuss/Explain?)

4.2.1 Mention aspects that must be considered during production planning

- Planning
- Routing
- Scheduling
- Loading

4.2.2 Outline/Explain/Discuss aspects that must be considered during production planning

1. Planning:

- Refers to the planning of each aspect of the overall process.
- Includes the layout of the factory
- Flow of materials through the process.
- Decisions are taken to determine what materials to use and how many to purchase.
- Budgets, machines, and manpower are calculated and used to determine expected output

2. Routing:

- Establishes the best and cheapest way to sequence the production process.
- This involves the process time and production order.
- Routing determines:
    - quality and type of raw materials.
    - manufacturing process and sequence.
    - specification of the final product.
    - cost analysis.

3. Scheduling:

- Refers to the timing of the production process.
- Prioritises certain jobs.
- Determines which jobs need to be completed before the next one can take place.
- Time periods that need to be worked out and considered include:
    - preparation of the material.

- delivery of the raw materials.
- process from raw material to finished product.
- delivery of the final product

4. Loading:

- Involves allocating every person or machine to their specific task.

4.3 Advantages of production planning

Lower Order Question	1	
Middle Order Question	2	Explain/Discuss the advantages of production planning.
Higher Order Question	3	

4.3.1 Explain/Discuss the advantages of production planning.

Complete the missing word

	Statements	**Answer**
1	Efficient production planning allows a business to meet its … and prevents problems that could cause unnecessary expenses and wastage	
2	By setting standards, planning shows what level of … must be met and allows this to be monitored	
3	Proper planning allows … to be used efficiently and profits to be maximised.	

4.4 Meaning of production control

Lower Order Question	1	
Middle Order Question	2	Explain the meaning of production control.
Higher Order Question	3	

4.5 Aspects that must be considered during production control

Lower Order Question	1	Mentions aspects that must be considered during production control
Middle Order Question	2	Outline/ Explain/Discuss aspects that must be considered during production control
Higher Order Question	3	

NB: Note the progression of the question from lower order question (Mention?) to middle order question (Outline/Discuss/Explain?)

4.6 Reasons why businesses must manage safety in the workplace.

Lower Order Question	1	
Middle Order Question	2	Explain the reasons why businesses must manage safety in the workplace.

Higher Order Question	3	

Fill in the missing word:

	Statements	Answer/s
1	Businesses create a … work environment and demonstrate a commitment to securing the premises from avoidable accidents	
2	Absenteeism rates drop when safety programs are a priority because … are less likely to happen because employees are properly trained to use equipment.	
3	High standards are set and met in the … as employees know that their safety depends on it	
4	Employees are … when they come to a safe work environment.	
5	Workers' compensation insurance claims … as a culture of safety reduces the number of claims employees file each year.	

4.7 Requirements for a safe environment

Lower Order Question	1	
Middle Order Question	2	Explain/Discuss the requirements for a safe environment
Higher Order Question	3	

4.8 Precautionary measure that businesses should take when handling machinery.

Lower Order Question	1	
Middle Order Question	2	Explain/Discuss precautionary measure that businesses should take when handling machinery.
Higher Order Question	3	Recommend precautionary measure that businesses should take when handling machinery.

NB: Note the progression of the question from middle order question (Explain/Discuss?) to higher order question (Recommend?)

4.9 Purpose of the Occupational Health and Safety Act.

Lower Order Question	1	
Middle Order Question	2	Explain the purpose of the Occupational Health and Safety Act.
Higher Order Question	3	

4.10 Ways in which businesses can comply with the Occupational Health and Safety Act.

Lower Order Question	1	
Middle Order Question	2	
Higher Order Question	3	Recommend/Suggest ways in which businesses can comply with the Occupational Health and Safety Act.

4.11 Meaning of quality control

Lower Order Question	1	
Middle Order Question	2	Define the term quality control
Higher Order Question	3	

4.12 Total Quality Management [TQM]

Lower Order Question	1	
Middle Order Question	2	Explain Total Quality Management (TQM) as part of quality management system.
Higher Order Question	3	

4.13 Quality Control Bodies

Lower Order Question	1	Mention examples of quality control bodies
Middle Order Question	2	Outline quality control bodies
Higher Order Question	3	

NB: Note the progression of the question from lower order question (Mention?) to middle order question (Outline?)

Key concepts:

Production planning	Production control	Safety in the workplace	Workplace environment
Occupational Health and safety Act [OHSA]	Quality	Total Quality Management [TQM]	Quality control bodies

5. PROFESSIONALISM & ETHICS

5.1 Meaning of ethical and professional behaviour

Ethical behaviour	Professional behaviour
• Refers to acting in ways consistent with what society and individuals think are good values. • Ethical behaviour is expected from every employee in the business. • It means that the highest legal and moral standards are upheld when dealing with stakeholders.	• Professionalism refers to the competent and skilful behaviour expected of a professional person. • It includes taking pride in your actions and never compromising your standards. • Professionalism is an attitude towards what you do and towards the people around you.

5.2 Differences between ethical- and professional behaviour

Indicate which of the following statements refer to ethical- and professional behaviour

	Statements	Answer/s
1	Applying a code of conduct of a profession or business	
2	Refers to the principles of right and wrong/acceptable in society	
3	Refers to what is right / wrong / acceptable in a business	
4	Includes guidelines on employees' appearance / communication / attitude / responsibility, etc.	
5	Conforms to a set of values that are morally acceptable	
6	Forms part of a code of conduct to guide employees to act ethically	
7	Involves following the principles of right and wrong in business practices	
8	Set of standards of expected behaviour	
9	Focuses on upholding the reputation of a business/profession	
10	Focuses on developing a moral compass for decision making	

5.3 Principles of Professionalism

1. Confidentiality	2. Respect	3. Objectivity
4. Integrity	5. Competency	

Match the principle of professionalism listed above, with the statements below:

	Principles of Professionalism	Statements
1		Employees apply their knowledge and skills in the interests of society and the environment.
2		Employees work with honesty, according to the law and generally accepted norms of professional conduct.
3		Employees respect the dignity and rights of others and the image of the profession or business.
4		Employees act in a way that is fair and just to all without any bias or favour.
5		Employees do not divulge any details of the business or clients to others or use confidential information for their own benefit.

5.4. Principles of Ethics

1. Commitment	2. Avoid self-interest	3. Transparency
4. Environment responsibility	5. Caring	

Match the principle of ethics listed above, with the statements below:

	Principles of Ethics	Statement/s
1		Pay heed to transparency and full disclosure of information
2		Avoid conflict of interest.
3		Employees respect the dignity and rights of others and the image of the profession or business.
4		Practice social responsibility.
5		Look after the environment.

5.5 Theories of Ethics

1. Consequential theory	2. The common good approach	3. The rights approach

Fill in the missing words

	Statements	Answer/s
1	The focus is on individual rights where people are treated with respect and dignity.	
2	If the expected result is good then it's ethically right to do, if it's bad then it is wrong.	
3	Theory determines whether to do or not do something based on the expected result of the action.	
4	Ensures that business values and ethical principles are in line with the society in which the business operates.	
5	Theory tries to answer the ethical questions about right or wrong and how we arrive at this answer.	
6	No person should be ill-treated.	
7	Business does not impose its mission or products on people.	
8	Recognises that ethics and values vary from area to area and from country to country.	

5.6 Good and Bad Decisions

Good Decision	Bad Decisions
• Often these right decisions are made with thought, sufficient information and by following ethical principles. • It is often best to follow your instinct once you have all the facts.	• These are often the result of spur of the moment decisions, without having all the facts available or checking if they are complete and correct. • The opinions of other stakeholders are not considered. • The consequences and ethics are not considered.
Example: When an up and-coming business decides to expand its premises to accommodate additional operational activities. In the long term, the decision taken will increase the value and profits of the business.	**Example:** when businesses employ staff in a position when they do not have adequate job experience. This may result in losses for the business as the employee/s may not be able to perform their work at the expected level.

5.7 Ways in which professional, responsible, ethical, and effective business practice should be conducted

Fill in the missing word/s

	Statements	Answer/s
1	Refrain from starting a venture using other businesses' ideas that are … by law.	
2	Business decisions and actions must be … to all stakeholders.	
3	Businesses should be … for their decisions and actions	
4	Hire … accountants/financial officers with good credentials.	
5	Regular … of taxes	
6	Draw up a … of ethics/conduct.	
7	On-going … for all employees.	
8	Performance … systems should be in place.	
9	Providing good … products to consumers	

5.8 Advantages/Benefits of ethical business ventures.

- Build a good reputation.
- Create loyal customers.
- Keep staff morale high.
- Boost investor confidence.

Examples of ethical business practices:

- Avoid illegal business practice through compliance with the business code of conduct.
- Establish corporate social responsibility initiatives as part of the business' Vision and mission.
- Make use of fair advertising practices.
- Put policies and procedures in place to maintain the confidentiality.
- Conduct transparent and honest business deals.
- Pay fair wages and salaries to employees.

5.9 Perspective on Ethics: Fill in the missing words

	Statements	Answers
1	Ethics are not …	
2	Ethics … according to culture, religion, socialisation, and education.	
3	There is no … right or absolute wrong when it comes to ethics.	
4	Each … needs to decide by itself what is acceptable.	
5	Business is entitled to decide the kind of … that it demands from its employees.	
6	This is where a … of ethics is useful.	

Important concepts

Ethical behaviour	Professional behaviour	Integrity	Competency
Confidentiality	Respect	Objectivity	Caring
Transparency	Commitment	Avoid self-interest	Good decisions
Environment responsibility	Bad decisions	Ethical business ventures	Stakeholders
Consequential theory	The common good approach	The rights approach	Perspective of ethics

6. EXAMINATION TIPS

Section A-Type Questions

- Try to work out the answer without looking at the possibilities.
- Read through the statement and all the options.
- Underline the key words in the statement.
- Cross out the options that are definitely incorrect.
- Read through the statement again and select the most appropriate answer from the options remaining.
- Write down your answer and move to the next question
- Go back to the questions you were not sure of at the end of the paper.
- DO NOT leave any answer blank

1. The ... problem solving technique is being used to solve new and complex problems.

A. Innovative
B. Force field analysis
C. Delphi
D. Technological

- The two incorrect options are A and D – they're not problem-solving techniques – Draw a line through it
- The answer should therefore be B or C – they are both problem solving techniques
- B is used to support changes in the business
- C is used to get experts to solve new and complex problems
- The answer, therefore, is C

Section C: Essay-type Questions

Production control includes important aspects. It is important that employers create a safe workplace for all employees. Production planning forms an integral part of the production process. Businesses have a responsibility to comply with the Occupational Health and Safety Act.

Write an essay on the production functions in which you include the following aspects:

- Outline the aspects to be considered during production control
- Explain the reasons why businesses need to manage safety in the workplace
- Discuss the following aspects to consider during production planning
  - Routing
  - Scheduling
- Recommend how businesses can comply with the Occupational Health and Safety Act. [40]

Examination Tips

Introduction	Body
• Start with the word “Introduction” as a heading • Write an opening statement that links to the instructions of the essay question • Give TWO meaningful facts to obtain maximum 2 marks [2 x 1=2] • Do not repeat or use the words that are in the preamble.	• Use information in the bullet points below the preamble as headings in the body • Break up the information into logical parts, making use of heading and sub headings • The maximum marks obtained for the body = 32 marks • Don’t repeat facts, get to the point • Responses must be bulleted and in full sentences Put your statements in context
Conclusion	**LASO**
• Start with the word “conclusion” as a heading.	• Write the words Introduction and Conclusion to

• Briefly summarise the main points and focus of the essay • End your essay with a meaningful fact – not repeating what was said in the introduction or body Give at least one meaningful closing statement - [1x2=2]	obtain full marks for layout. • Write sub-headings that appear in the question paper to obtain ONE mark for analysis. • Ensure that you write as many correct facts as you can that amount to at least 16 marks or more in the body to obtain another ONE mark for analysis. • Write only responses relevant to the questions asked to obtain two marks for synthesis. • Use at least TWO current examples to elaborate on facts to obtain two marks for originality.

Acknowledgement of Sources:

1. 2022 WCED Gr 11 Business Studies Core Notes
2. 2023 WCED Gr 11 Business Studies Learner book
3. Google Images