



LIMPOPO
PROVINCIAL GOVERNMENT
REPUBLIC OF SOUTH AFRICA

DEPARTMENT OF
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 10

**BUSINESS STUDIES
TERM 3
PROJECT
06 AUGUST 2025
MARKING GUIDE**

MARKS : 50

This marking guideline consists of **07 pages** including the cover page

QUESTION 1 CREATIVE THINKING AND PROBLEM SOLVING**1.1 Problem solving cycle/steps**

- Identify the problem
- Formulate a strategy√√
- Choose the best solution/strategy√
- Allocate the resources√√
- Implement the strategy√
- Monitor the problem solving √√
- Evaluate the problem-solving process√√
- Any relevant answer related to the problem-solving steps/cycle

NOTE: Mark the first **THREE** only**Max (6)****1.2 The meaning of problem solving**

- Problem solving is the ability to search for√ and find information relating to the problem √
- It is a process of identifying and analysing the problem√ and coming up with the solutions. √
- Any relevant answer related to the meaning of creative thinking

Max (4)**1.3. SCENARIO****1.3.1 Delphi technique √√****Motivation**

Each expert is asked to submit their insights on the possible causes of the service quality issues independently and anonymously through a series of questionnaires'. √

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Max (4)**1.3.2.1 Nominal Group****Application of the nominal Group technique√√**

- The group is divided into a smaller group of 5 or 6 people around the table
- The problem is defined clearly. √
- Each individual silently brainstorms as many ideas as possible and write them down√
- One by one, each person in the group gives one of their solution and someone writes them all down on a big sheet of paper. √
- Everyone gives a second solution, and so on until all possible solutions have been recorded. √
- No one is allowed to criticize, but participants may ask questions to understand the suggested solution more clearly. √
- Each person reads through all the suggestions and anonymously rates them giving the highest points for the best solution, down to the lowest point for the one they like the least. √
- The ratings are collected, and the points collected and calculated. √

- The group is given the results of which idea received the most points, the second most points, and so on. ✓
- Each group presents the solution that was deemed the best according to the votes. ✓
- Any relevant answer related to the application of Nominal group.

Naming the technique: (2)

Explanation: (1)

Max: (3)

1.3.2.1 Brainstorming ✓✓**Application of brainstorming**

- The problem must be defined clearly. ✓
- People in the group suggest ideas and solutions at random. ✓
- All ideas must be written on a flip chart ✓
- The facilitator must encourage everyone to participate and ensure that no-one criticizes any suggestions. ✓
- When the time is up/no one has any more ideas, the sheets with suggestions are hung around the room. ✓
- Similar ideas are grouped together using coloured pens. ✓
- The group evaluates the ideas and rates them according to how successful they think each idea will be. ✓
- A plan of action is discussed ✓to put the best ideas into practice. ✓
- Any relevant answer related to the application of brainstorming.

Naming the technique: (2)

Explanation: (1)

Max: (3)

1.3.2.2 Force field analysis ✓✓**Application****Option 1**

- Change should be communicated effectively to employees. ✓
- Stop all change for a while until proper communication has been done ✓
- Explain the reasons and benefits of the changes to all staff. ✓
- Ensure that everyone understands how the change will affect them.
- Ensure that all questions are dealt with effectively ✓
- Do not make any more changes in the organization for a while so that it can stabilise and employees can get used to the changes. ✓
- Any relevant answer related to the application of forcefield

Option 2

- The business should describe the current situation and the desired situation. ✓
- Write a plan/proposal for change in the middle. ✓
- List all the forces driving (positive) and resisting (negative) change ✓
- List all forces in support of the change in one column. ✓
- Assign a score for each, from 1 (weak) to 5 (strong). ✓

- Determine if change is viable. If not, check which resisting forces can be influenced/mitigated/avoided to make the change possible. ✓
- If so, find ways to increase the forces for change and diminish the forces against change. ✓
- Based on this outcome, come up with a strategy to help reduce the resisting forces and ensure that the changes can be done. ✓
- Any relevant answer related to the application of forcefield analysis.

Naming the technique: (2)

Explanation: (1)

Max: (3)

1.3.2.3 Empty Chair ✓✓**Application of Empty Chair**

- One person sits facing an empty chair and imagines that someone he/she respects is sitting in the chair. ✓
- Explain the problem to them in detail, out loud. ✓
- Describe all the angles of the problem ✓
- Tell them what you think the possible solutions are and how you think each of the solutions will work out. ✓
- Any relevant answer related to the application of empty chair.

Naming the technique: (2)

Explanation: (1)

Max: (3)**1.3.2.4 Mind-mapping ✓✓****Application of mind mapping**

- Decide on the central problem or topic ✓
- Find a word/picture that captures the problem/topic ✓
- Break down the central theme into main ideas/points. ✓
- Put these points on the main branches ✓
- Break the ideas down further into sub-points ✓
- Use colour and shapes to help sort ideas logically. ✓
- Use few words ✓ where possible. ✓
- Any relevant answer related to the application of mind mapping.

Naming the technique: (2)

Explanation: (1)

Max: (3)**1.3.2.5 SCAMPER ✓✓****Application of SCAMPER**

- Substitute: Replace part of the problem ✓ with something new ✓
- Combine (mix): Arrange parts of a problem ✓ in a creative way to cancel out the problem ✓
- Adapt: Look at existing solutions and adapt ✓ them to solve the current problem. ✓
- Modify exaggerate the problem ✓ and see if that can be adjusted to solve the whole problem ✓
- Put to other use: Use part of the problem for something else
- Eliminate: Get rid of some parts ✓ of the problem ✓

- Rearrange: Push the idea around and rearrange✓ so that it can be seen differently.
- Any relevant answer related to the application of SCAMPER.

Naming the technique: (2)

Explanation: (1)

Max: (3)**Max (6)**

1.4 Ways in which businesses can use creative thinking to generating entrepreneurial opportunities

- Successful entrepreneurs use creative thinking ✓ to come with new products/services. ✓
- They create a new market. ✓ for their products that never existed before. ✓
- Creative thinking can be applied to continuously improve products. ✓ and to stay ahead of competition. ✓
- Designing environments ✓ that stimulate creative thinking. ✓
- Any other relevant answer related to ways in which businesses can use creative thinking to generating entrepreneurial opportunities.

Max (6)

1.5. Differences between decision making and problem solving

DECISION MAKING	PROBLEM-SOLVING
Often done ✓ by one person or senior management✓	Carried out✓ by a group of people ✓
Existing alternative✓ are considered and choosing a best solution to a problem. ✓	Encourages creative thinking ✓since it aims at finding a new solution to a problem. ✓
It does not form part of the problem solving✓ since decisions need to be taken for each step of the business process. ✓	Innovative solutions are generated, implemented, and evaluated. ✓
Any relevant answer related to the meaning of decision making	Any relevant answer related to the meaning of problem solving
Sub max (2)	Sub max (2)

- NOTE:**
1. The answer does not have to be in tabular format.
 2. The difference does not have to link but must be clear.
 3. Award a maximum of TWO (2) marks if the difference is not clear/Mark either decision making or problem solving

Max (8)

1.6 Advantages/benefits of creative thinking in the work place.

- Creative thinking improves quality√ solutions to business solutions. √
- Products and services √can be marketed creatively. √
- Stimulates profitable new ideas for products/marketing campaign and
- public relations. √
- Managers can come up with strategies√ for the business. √
- Employees can think for themselves√ and come up with creative solutions. √
- Motivates, employees and improves their skills √ resulting in a happy force. √
- Improves productivity√ and reduces voluntary turnover. √
- Creative public relation strategies√ can be designed and implemented. √
- Helps businesses to respond to the threats of competition √and to remain
- leaders in the field. √
- Helps businesses to provide its clients√ with the best possible products or services, which promotes client loyalty. √
- Leads to the development of better methods√ of production to save costs. √
- Allows businesses to extend its range of services√ like offering better
- customer services or credit facilities. √
- New products/services can be designed√ to meet needs of customers. √
- Managers can motivate and manage staff√ in creative ways to get the best
- from them. √
- Any other relevant answer related to the benefits/advantages of creative
- thinking in the workplace.

Max(6)**[36]****QUESTION 2 BUSINESS OPPORTUNITY AND RELATED FACTORS****2.1 Meaning of business opportunity**

- A business opportunity is an idea for a product/service √that will meet needs/desires, and that can be sold or leased to earn an income. √
- Entrepreneur should be constantly on the lookout√ for new business opportunities to be competitive. √
- It is an idea that can be converted√ into viable, income-producing business. √
- Each need and desire√ is a possible business opportunity. √
- It is a gap in the market when people's needs, and desires are unfulfilled. √
- Any relevant answer related to the meaning of business opportunity

Max (4)**2.2. "Build-Your-Own Smoothie or let students create their own smoothie √√ Max (2)****2.3 The importance of assessing needs and desires in identifying a business opportunity**

- Needs and desires are keys to successful business opportunities. √√

- Entrepreneur should create a desire for the product through a well-designed advertising and marketing campaign. ✓✓
- When people have needs or desires that are not fulfilled, then a business opportunity is presented to fulfil those needs and desires. ✓✓
- Any other relevant answer related the importance of assessing needs and desires in identifying business opportunity. ✓✓

Max (4)**2.3 Ways in which creative business opportunities can realistically be implemented.**

- People have to be prepared to pay enough for the product to cover the production costs. ✓✓
- There has to be a demand for the product/service ✓✓
- Introduce the new product to the consumers and educate them on how it could be useful to them. ✓✓
- The entrepreneur must first identify a business opportunity to implement ✓✓
- Develop a realistic plan ✓✓
- Plan the activities to be conducted with reasonable deadlines and resources ✓✓
- People in the business must also be identified and given tasks and activities of the plan ✓✓
- The entrepreneur must motivate the workers to implement the plan ✓✓
- Put control measures in place to ensure that workers are implementing the plan. ✓✓
- Any relevant answer related to ways in which creative business opportunities can realistically be implemented.

Max (4)**[14]****TOTAL MARKS: [50]**