



HOERSKOOL JOHAN JURGENS HIGH SCHOOL
BUSINESS STUDIES MARKING GUIDELINE
GRADE 10 PAPER 2 (OCT/NOV)
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TIME : 2hrs
MARKS : 150

SECTION A

1.1

1.1.1 A√√

1.1.2 D√√

1.1.3 A√√

1.1.4 C√√

1.1.5 A√√

(5x2) (10)

1.2

1.2.1 written report√√

1.2.2 problem-solving√√

1.2.3 tenant√√

1.2.4 company with personal liability√√

1.2.5 social responsibility√√

(5x2) (10)

1.3

1.3.1 D√√

1.3.2 E√√

1.3.3 C√√

1.3.4 A√√

1.3.5 F√√

(5x2) (10)

TOTAL SECTION A: 30

SECTION B

Mark only the first TWO answers in this section.

QUESTION 2: BUSINESS VENTURES

2.1 Entrepreneurial qualities

Desire for responsibility ✓

- Risk-taker ✓
- Perseverance ✓
- Passion ✓
- Organizational skills ✓
- High level of energy ✓
- Good management and leadership skills ✓
- High degree of commitment ✓
- Flexibility ✓
- Confidence in one's ability to succeed ✓
- Any other relevant answer related to the entrepreneurial qualities

NOTE: Mark only the first FOUR (5 x 1) (5)

2.2 2.2.1 Research instruments

- Interview ✓
- Surveys ✓
- Group research ✓
- Observation ✓
- Experimenting ✓

NOTE: Mark the first TWO only. (2 x 1) (2)

2.2.2 Protocols for conducting research

- The research should be conducted ✓ with the willing cooperation of participants only. ✓
- If research is taking place within the organization, ✓ it must be approved first. ✓
- A time and place must be agreed upon ✓ with the organization. ✓
- The person conducting research should not try to influence the opinion ✓ of the participants. ✓
- Participants should be free to refuse ✓ to answer a particular question. ✓
- No information collected about the individual should be disclosed ✓ to anyone else without the participant's approval. ✓
- The response should not be used for any purpose other than the market research ✓ being conducted. ✓
- Participants should be told the reason for the research ✓ and approximately how long it will take to complete the questions. ✓
- Research findings must be reported accurately, ✓ and not used to mislead anyone. ✓
- Any other relevant answer related to protocol and ethics for conducting research.

NOTE: Mark the any THREE (3 x 2) (6)

2.2.3 SWOT analysis

STRENGTHs	WEAKNESS
<ul style="list-style-type: none"> - She sells affordable swimwear suits. ✓✓ - She has a degree in business management. ✓✓ <p style="text-align: right;">Sub-max. (2)</p>	<ul style="list-style-type: none"> - ZSD has employed Sam, a new cashier with no experience. ✓✓ - Sam treats customers unprofessionally..✓✓ <p style="text-align: right;">Sub-max. (2)</p>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> - Because of the increase in demand, Zuki opened new branches in Jefferys Bay and East London. ✓✓ <p style="text-align: right;">Sub-max.. (2)</p>	<ul style="list-style-type: none"> - The municipality has introduced stage 2 load shedding throughout the province, and a regular increase in the fuel price has increased transportation costs between branches. ✓✓ <p style="text-align: right;">Sub-max.. (2)</p>

(6)

2.3 Advise businesses on the importance of assessing people's needs and desires in identifying a business opportunity.

- Needs and desires are keys to successful business opportunities. ✓✓
- The success of a business opportunity depends on the awareness and fulfillment of the target market. ✓✓
- Every need and every desire is a possible business opportunity. ✓✓
- Businesses should create a desire for the product through a well-designed advertising and marketing campaign.
- Needs and desires form a guarantee a possible market.
- When people have needs or desires that are not fulfilled, then a business opportunity is presented to fulfill those needs and desires.
- It is easier to find something that people want and to create a business around that since desires are unlimited.
- Sometimes an entrepreneur will invent a new product for which there is no existing desire or market.
- In such a case the entrepreneur would have to create a desire for the product through clever advertising and a good marketing campaign.

Mark any THREE

2.4 Importance of a business location.

- To have access to skilled and unskilled labour. ✓✓
- To have access to both the consumers and suppliers. ✓✓
- To determine business profitability. ✓✓
- Business premises are often very costly to rent. ✓✓
- To determine a less harmful environment to the community. ✓✓
- To have access to the availability of transport to bring raw material closer. ✓✓
- To have sufficient availability of water, electricity, and communication networks. ✓✓
- To have access to the proximity of sources of raw material. ✓✓
- Have access to favorable weather conditions. ✓✓
- Have access to favourable government regulations. ✓✓
- To have access to low tax concessions. ✓✓
- To determine low-crime-rate areas. ✓✓
- Exposure to fair labour regulations. ✓✓

Any other relevant answer related to the importance of business location.

Max. (6)

2.5 Difference between internal market research and external market research

INTERNAL MARKET RESEARCH	EXTERNAL MARKET RESEARCH
<ul style="list-style-type: none"> • Internal market research is usually conducted from within the business. ✓✓ 	<ul style="list-style-type: none"> • External market research is market research usually conducted by an outside specialist. ✓✓
<ul style="list-style-type: none"> • Employees, together with general employers, indicate taste, type of products/services of the business ✓✓. 	<ul style="list-style-type: none"> • Businesses use data from market research that has been conducted in the past by other organizations/ statistics published by the government. ✓✓
<ul style="list-style-type: none"> • Different resources are used for gathering business information to help management make informed decisions. 	<ul style="list-style-type: none"> • Useful information about the target market, environment, and customers' needs and desires can be obtained.
<ul style="list-style-type: none"> • Employees are familiar with both customers and products. 	<ul style="list-style-type: none"> • The feedback is obtained by customers, potential customers, and suppliers
Sub max (8)	Sub max (4)

Any other relevant answers related to the difference between elements of internal and external market research

Max. (8)

[40]

QUESTION 3: BUSINESS ROLES

3.1 Problem-solving techniques from the scenario

3.1.1

PROBLEM-SOLVING TECHNIQUES	MOTIVATION
1. Nominal group technique√√	Employees are requested to first generate ideas and then share the ideas with another group. √
2. Delphi technique√√	The manager also contacted designer experts to complete a questionnaire on how to change the design. √

NOTE: 1 Award marks for problem-solving technique, even if the quote is incomplete
2 Do not award marks for the motivation if the problem-solving technique was incorrectly identified.

Max. (6)



3.3 Self-management concepts

3.3.1 Self-confidence √√

3.3.2 Self-knowledge √√

3.3.3 Adaptability √√

(3 x 2) (6)

3.4 Importance of recognising one's strengths and weaknesses.

- Help you to understand weaknesses in order to manage them properly. ✓✓
- Help you to explore your interests which could open up new careers and opportunities. ✓✓
- Help you uncover your hidden talents that you might otherwise not have discovered. ✓✓
- Help use your strength to the best of your ability to advance your career. ✓✓

Any other relevant answer related to the importance of recognising one's strengths.

Max. (6)

[40]

3.4 Advantages of creative thinking in the workplace

- Better /Unique /Unconventional ideas/solutions ✓ are generated. ✓
- May give the business a competitive advantage ✓ if unusual/unique solutions /ideas /strategies are implemented. ✓
- Management/employees may keep up with fast-changing technology ✓, which might lead to increased market share. ✓
- Complex business problems ✓ may be solved. ✓
- Productivity increases ✓ as management/employees may quickly generate multiple ideas that utilize time and money more effectively. ✓
- Management /employees have more confidence ✓ as they live up to their full potential. ✓
- Managers will be better leaders ✓ as they will be able to handle/ manage change (s) positively and creatively. ✓
- Improves motivation ✓ among staff members. ✓
- Stimulates initiative from employees/managers, ✓ as they are continuously pushed out of their comfort zone. ✓
- Leads to more positive attitudes ✓ as managers/employees feel that they have contributed towards problem-solving. ✓
- Managers/Employees can develop a completely new outlook, ✓ which may be applied to any task(s) they may do. ✓
- Creativity may lead to new inventions ✓ which improve the general standards of living/attract new investors. ✓

Any other relevant answer related to the advantages of creative thinking in the workplace

QUESTION 4: MISCELLANEOUS TOPICS

BUSINESS VENTURES

4.1 Types of legal requirements of a business.

- Trading Licenses and permits to operate legally ✓
- Taxation regulations ✓
- International trading/Exporting & Importing requirements/Exchange rates ✓
- Registration fees. ✓
- Registration. ✓
- Basic conditions of Employment Act. ✓
- Labour relations Act. ✓
- National Credit Act. ✓
- Environmental Conservation Act. ✓
- Patents and copyrights ✓
- Any other type of legal requirements of a business.

NOTE: Mark the first FOUR (4) options only.

(4 × 1) (4)

4.2 Factors that must be considered when designing a presentation

- Use large, clear fonts that are easy to read. ✓✓

- Use outlines on slides and keep detailed explanations for the verbal presentation. ✓✓
- Limit each slide to five or six lines. ✓✓
- Make sure the grammar is correct. ✓✓
- End with a closing message that the audience will remember. ✓✓
- Be colourful and grab attention. ✓✓
- Be meaningful and appropriate. ✓✓
- Select a suitable background. ✓✓
- Avoid long sentences and keep it simple. ✓✓
- Avoid fancy decorations. ✓✓

Any relevant answer related to the factors that must be considered when designing a presentation.

Mark any TWO

Max (4)

4.3

- 4.3.1** Partnership ✓✓
- 4.3.2** Private company ✓✓
- 4.3.3** Sole trader ✓✓
- 4.3.4** Private company ✓✓

Max 8

4.4 Advantages of a public company

- The business has its own legal identity and can own assets/property. ✓✓
- Managed by at least one competent highly skilled director. ✓✓
- Directors bring creative ideas which encourage innovation/high productivity. ✓✓
- Shareholders can sell/transfer their shares freely. ✓✓
- Attracts small investors as shares can be transferred freely/ easily. ✓✓
- Strict regulatory requirements protect shareholders. ✓✓
- Easy to raise funds for growth through the sale of shares. ✓✓
- Additional shares can be raised by issuing more shares or debentures.
- No limitation on the number of shareholders, so growth/expansion is not limited.
- Shareholders have a limited liability for the debt of the company/Shareholders may only lose the amount which they invested.
- The management of the company can improve since directors are accountable to shareholders.
- The public has access to the information, and this could motivate them to buy shares from a company.

Any other relevant answer related to the advantages of a public company.

Max (4)

BUSINESS ROLES

4.4 Meaning of creative thinking

- Creative thinking is the ability to think original, varied and innovative ideas. ✓✓
- Creative thinking focuses on exploring ideas/generating possibilities/looking for many possible solutions. ✓✓
- Thinking in a way that is unconventional and original. ✓✓
- Creative thinking is the act of producing new ideas and making them real. ✓✓
- Generating new ideas and being open to new ideas. ✓✓
- Focuses on exploring ideas/generating possibilities and looking for many possible answers. ✓✓

Any relevant answer related to the meaning of creative thinking.

Max (4)

4.5 Differences between problem-solving and decision-making

DECISION MAKING	PROBLEM-SOLVING
- Decision-making is the process✓ of choosing from several alternatives. ✓	- Problem-solving is the process✓ of finding a solution to a problem. ✓
- Various alternatives are considered✓ before deciding on the best one. ✓	- Alternative solutions are identified ✓ and evaluated. ✓
- Decision-making is part of the problem-solving process✓ where a solution is chosen. ✓	- Problem-solving involves analysing the problem ✓ to identify solutions. ✓
- Decisions are usually made✓ by one person. ✓	- Problem-solving usually involves✓ a group/team. ✓
- 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 it must be clear.
3. Award a maximum of TWO (2) marks if the difference is not clear. Mark either decision making or problem-solving only.

Max (4)

4.7 How businesses can implement the force field analysis.

- Change should be communicated effectively to employees. ✓✓
- Stop all changes 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 stabilize, and employees can get used to the changes.
- The business should describe the current situation and the desired situation.
- Write a plan/proposal for change in the middle.
- Weigh up the positives and negatives then decide if the project is viable.
- Choose the force with the highest score as the solution.
- List all the forces driving (positive) and resisting (negative) change.
- List all forces in support of the change in one column.
- Allocate 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.
- Identify priorities and develop an action plan.

Mark any THREE

Max (6)

4.8 Corporate social responsibility

4.8.1 Meaning of Corporate Social Responsibility

- Corporate social responsibility is about businesses taking responsibility ✓ for their impact on society and the environment. ✓
- Corporate social responsibility means that a business needs to be careful that all its actions protect the environment ✓ and improve the quality of life for the citizens of the country. ✓
- CSR is also the way in which a business conducts its operations ethically ✓ and morally – that is, how they use human, physical, and financial resources. ✓

Any relevant answer related to the meaning of corporate social responsibility

Max (2)

4.8.2 Initiatives that businesses can take to address HIV/Aids

Counselling programs/train counsellors to provide infected and affected persons/employees. ✓✓

Develop counselling programs for infected/affected persons/employees. ✓✓

Businesses should conduct regular workshops and information sessions on the effects of HIV/AIDS on the employees and their peers. ✓✓

Encourage employees to join HIV/Aids support groups. ✓✓

Participate in the HIV/Aids prevention programmes implemented in the community. ✓✓

Support non-governmental organizational /community-based organizations that work with people infected/affected by HIV/AIDS in the community. ✓✓

Any relevant answer related to the initiatives to address HIV/Aids.

(4)

[40]

SECTION C

Mark the answer to the FIRST question only.

QUESTION 5 BUSINESS VENTURES (BUSINESS PLAN)

5.1 Introduction

- Once an entrepreneur has identified a business opportunity, the next step would be to turn the business's idea into a workable plan. ✓✓
- This workable plan is what we refer to as a business plan. ✓✓
- The business plan provides details on where the business would like to go with its idea and how you will get there. ✓✓
- A business plan is a written description of a prospective business. ✓✓
- The business plan describes how the business will deal with threats and market its goods/services.
- The form of ownership picked can lead to the success/failure of a business.

Any other relevant introduction related to the importance of a marketing plan and market research, the marketing mix, the differences between a partnership and a private company and ways to overcome competition in the market.

Any (2 × 1) (2)

5.2 Importance of a marketing plan

- It is a description of the market analysis including the target market. ✓✓
- It includes the analysis of the target market, customer, and competition. ✓✓
- Explains the marketing mix and provides the marketing strategy of the business. ✓✓
- Guides businesses on how to advertise their products/services. ✓✓
- Describes the proposed prices of goods and services. ✓✓

Any relevant answer related to the importance of the marketing plan

Sub max (4)

Importance of a market research

- It is a process to understand more about customers' needs. ✓✓
- The target market refers to the people who are likely to buy the product or service offered by the business. ✓✓
- The business must conduct market research to know about the following factors of the target market: age group, gender, personality, income, and education. ✓✓
- The methods of conducting market research include surveys, interview, and questionnaires. ✓✓
- The results of the market research are important as it will indicate whether the target market shows interest in the goods and services the proposed business aims to offer. ✓✓

Any relevant answer related to the importance of market research.

**Sub max (4)
Max (8)**

5.3 The 7P's of marketing

Product/Service✓✓

- Product is a description of the product, ✓ appearance, and usage that is available to customers. ✓
- The product/service can be a picture, drawing, or photograph✓ of what the product looks like. ✓
- The manufacturing process✓ is used to make the product. ✓
- The appearance of the product/services✓ must be different from competitors' products. ✓
- The packaging of the product ✓ should protect and preserve the product. ✓

Any relevant answer related to the product/service as a component of the 7ps of marketing.

Component (2)
Discussion (2)
Sub max (4)

Price✓✓

- The price of a product refers to the amount of money✓ that must be paid by the consumer to obtain the product. ✓
- The proposed business must include its pricing policy✓ in the business plan. ✓
- The pricing policy describes the way in which the price is used✓ to attract customers. ✓
- The price needs to cover all costs ✓ and must appeal to the target market. ✓
- The price must be affordable✓ for the consumers. ✓
- Good access to the product/service✓ will increase sales. ✓
- Cash or credit facilities✓ may affect the customer's attitude to the price. ✓
- Customers may be aware of other sellers✓ who are selling the same products for less. ✓

Any relevant answer related to price as a component of the 7ps of marketing.

Component (2)
Discussion (2)
Sub max (4)

People✓✓

- People refer to employees, management, directors✓, and shareholders/All people involved in selling the products. ✓
- The business plan must include detailed information about people✓ who will be involved in the proposed business and in making the business. ✓
- People can affect the business with their knowledge✓, skills, and attitudes. ✓

Any relevant answer related to people as a component of the 7ps of marketing.

Component (2)
Discussion (2)
Sub max (4)

Place/Distribution✓✓

- The location where goods and services are sold✓ or place where consumers can access the goods or services. ✓
- The business can sell the product directly to customers itself✓ or can market the product through other businesses. ✓
- Businesses may use the following channels of distribution: ✓
- Direct selling: manufacturer sell directly to consumers. ✓
- Door to door selling: businesses employ salespeople to sell door to door and they carry few stocks with them. ✓
- Mail Order: Large businesses print catalogues that can be used by consumers to order of their choice. Small businesses advertise in local paper inviting consumers to buy direct from the business. ✓
- Telephone sales: the business employ people who phone members of the public and try to persuade them to buy their goods. ✓
- Internet/online shopping: businesses use systems on the internet to allow customers to order their shopping online and have it delivered to the door. ✓
- **Any relevant answer related to place as a component of the 7ps of marketing.**

Component (2)
Discussion (2)
Sub max (4)

Promotion✓✓

- A promotion should communicate the benefits✓ of the product to customers. ✓
- Promotion is the business is going to make its target market aware✓ of its product or service. ✓
- The proposed business must include details✓ about its promotion policy. ✓
- The promotion policy must describe how sales✓ of products will be promoted. ✓
- Promotion outlines the following methods of advertisements: ✓
 - Advertising through the radio, magazines, press, television etc✓/Special offers✓/Trial products such as free sample for testing✓/Free gifts✓/Direct mailing✓/Online marketing✓/Social media✓/Public relations✓/Brand awareness✓

Any relevant answer related to promotion as a component of the 7ps of marketing.

Component (2)
Discussion (2)
Sub max (4)

Process✓✓

- Refers to processes that are designed and implemented✓ to ensure a pleasant shopping experience. ✓
- Describes the way in which the marketing and sales processes✓ are carried out. ✓
- The process of giving a service and the behavior of those delivering the service are important for customer approval of staff to keep customers happy. ✓
- Examples of systems and processes✓ that will ensure a good customer experience✓
- Systems and processes to ensure that consumers✓ do not wait long in cues/for goods delivered. ✓
- Systems and processes to make sure telephonic messages are dealt with✓ and delivered to the right person. ✓
- Systems and processes to ensure✓ that e-mailed messages are read. ✓

Any relevant answer related to process as a component of the 7ps of marketing.

Component (2)
Discussion (2)
Sub max (4)

Physical environment✓✓

- Refers to the environment where goods and services✓ are sold/service rendered.✓
- The physical environment includes the appearance of the building ✓ and the uniforms of employees. ✓
- The physical environment must be appropriate✓ and make the customer feel comfortable. ✓
- Clean and functional facilities✓ attract and retain customers. ✓
- Well decorated reception✓ also helps to reassure customers that the business offers best services and values their customers. ✓

Any relevant answer related to the physical environment as a component of the 7ps of marketing.

Component (2)
Discussion (2)
Sub max (4)

TAKE NOTE: Mark the first FOUR (4) options only

Max (16)

5.4 Importance of a business plan

- A business plan helps entrepreneurs to set ✓goals and objectives.✓
- Can be used to attract investors✓ and prospective employees. ✓
- Helps stakeholders to understand the role they play in the business✓, and encourages them to contribute effectively. ✓
- Guides the entrepreneur✓ on the viability of his/her business idea.✓
- Helps the entrepreneur to identify problems✓ that may arise and helps management✓ to take steps to avoid these problems.
- Improves business operations✓, processes and practices.✓
- Evaluates the success of the business.
- It is essential when applying for financial assistance from investors or lenders.
- Compels an entrepreneur to arrange his/her thoughts in a logical order.
- Gives direction once the business is operating.
- Helps the entrepreneur to face threats head-on and deal with them.

Any relevant answer related to the importance of a business plan.

Max (12)

5.5 Strategies that a business will use to overcome competition in the market.

- Businesses must ensure that they produce unique/differentiated goods or services for the target market. ✓✓
- Businesses need to provide more personalized services by being responsive to their customers' needs/wants. ✓✓
- Goods/services must be priced lower than the competitor's goods/services in the market. ✓✓
- Businesses must produce high-quality goods/services that the customers will be interested in. ✓✓
- Businesses must improve customer services and keep customers happy. ✓✓
- Businesses must create a positive outlook by regularly renovating their premises and improving their systems. ✓✓
- Businesses must undertake good marketing campaigns that will draw the attention of the target market. ✓✓
- Create a positive image/publicity through regular engagements in community development projects. ✓✓
- Businesses must offer low-cost extras such as improved credit terms/loyalty schemes. ✓✓
- Businesses must ensure that they have well-trained and dedicated employees that create a better working atmosphere. ✓✓
- **Any relevant answer related to the strategies that a business will use to overcome competition in the market.**

Max (10)

5.6 Conclusion

- The business plan provides details on where the business would like to go with its idea and how you will get there. ✓✓
- A business plan is a written description of a prospective business. ✓✓
- It explains how the prospective business owner will obtain funding. ✓✓
- The business plan describes how the business will deal with threats and market its goods/services. ✓✓

Any other relevant conclusion related to the importance of a business plan, the importance of a marketing plan and market research, the marketing mix and ways to overcome competition in the market.

Any (1 x 2) (2)

QUESTION 6 BUSINESS ROLES (RELATIONSHIPS AND TEAM PERFORMANCE)

6.1 Introduction

- Successful teams communicate frequently and openly, team members can engage with one another, and they are flexible to ensure the overall success of the team. ✓
- Teamwork can be natural for some people, but difficult for others. ✓
- Poor relationships amongst team members can be characterised by emotional and behavioural actions that can create distress, anger, and withdrawal. ✓
- Teamwork can be natural for some people, but difficult for others. ✓
- Any other relevant introduction related to the benefits of teamwork, criteria for successful team performance, application of nominal group technique as a problem-solving technique and the ways in which creative business opportunities can realistically be implemented.

Any (2 × 1) (2)

6.2 Benefits of teamwork

- The team achieve more than the individual. ✓✓
- Good teamwork helps business to achieve its objectives. ✓✓
- Gives employees more control over their jobs. ✓✓
- The performance of all team members improves because they support each other's skills. ✓✓
- Teamwork encourages workers to increase their range of skills to increase productivity. ✓✓
- Teamwork improves effective communication. ✓✓
- Teamwork can create strong relationships among employees, which in turn leads to better communication within a team. ✓✓
- Teamwork promotes healthy risk-taking/Working as a team allows team members to take more risks, because they have the support of the team in case of failure. ✓✓
- Teamwork promotes a wider sense of ownership when working together to achieve business objectives. ✓✓
- Teamwork promotes creativity and learning as creativity prospers when people work together as a team. ✓✓
- The team members can learn from each other and grow. ✓✓
- Team members feel connected to the business which leads to individual job satisfaction. ✓✓
- Teamwork creates synergy to maximise energy levels of employees. ✓✓
- Any relevant answers related to the benefits of teamwork.

Max (10)

6.3 Criteria for successful team performance

Clear objectives and agreed goals ✓✓

- Team members must agree on goals✓ and set clear objectives. ✓
- Team members who agree to the goals✓ will be more committed. ✓
- Team members will show more commitment✓ if the objectives are understood clearly. ✓
- Teams need to focus on the agreed goals✓ essential for success. ✓
- Team members should know✓ what they want to achieve. ✓
- Clear goals for direction. ✓
- Any relevant answer linked to clear objectives as criteria for successful team performance.

Criteria (2)
Discussion (2)
Sub max (4)

Interpersonal attitudes and behaviour✓✓

- Team members have a positive attitude✓ of support and motivation towards each other. ✓
- Good interpersonal relationships will ensure job satisfaction✓ and, in this way, increase the productivity of the team. ✓
- Team members are committed ✓ and enthusiastic to achieve a common goal. ✓
- Team leaders give credit✓ to members for positive contributions. ✓
- Any relevant answer linked to interpersonal attitude as criteria for successful team performance.

Criteria (2)
Discussion (2)
Sub max (4)

Shared values and mutual respect ✓✓

- Shows respect for the knowledge✓ or skills of other members. ✓
- Perform team tasks with integrity meeting team deadlines✓ with necessary commitment to team goals. ✓
- Shows loyalty, respect and trust✓ towards team members despite differences. ✓
- Shows respect✓ for the knowledge/skills of other members. ✓
- Perform team tasks with integrity/pursuing responsibility/meeting team deadlines✓ with necessary commitment to team goals. ✓
- Any relevant answer linked to shared values and mutual respect as criteria for successful team performance.

Criteria (2)
Discussion (2)
Sub max (4)

Communication ✓✓

- A clear set of processes and procedures for teamwork✓ ensures that every team member understands their role. ✓
- Efficient communication✓ between team members may result in quick decisions.✓
- Quality feedback from team members✓ will improve the morale of the team. ✓
- Open discussions between team members✓ will lead to effective problem solving. ✓
- Continuous review of team progress ensures that team members can correct/minimise mistakes✓ and can act pro-actively to ensure that goals are achieved. ✓
- Any relevant answer linked to communication as criteria for successful team performance.

Criteria (2)
Discussion (2)
Sub max (4)

Co-operation/Collaboration ✓✓

- Clearly defined and realistic goals✓ will ensure all team members know exactly what is expected of them. ✓
- All team members should actively participate✓ in the decision-making process. ✓
- Show a willingness to cooperate as a unit✓ to achieve team objectives. ✓
- Co-operate with management ✓ to achieve team/business objectives. ✓
- Agree on how to get a task done effectively✓ and without wasting time on conflict resolution. ✓
- A balanced composition of skills, knowledge, experience and expertise✓ ensures that teams achieve their objectives. ✓
- Any relevant answer linked to co-operation/collaboration as criteria for successful team performance.

Criteria (2)
Discussion (2)
Sub max (4)

Mutual respect, support, and trust ✓✓

- Team members must not fear being laughed at or rejected✓ for expressing concerns which will encourage participation. ✓
- Team members should consult✓ with all group members. ✓
- Team members should learn✓ from one another. ✓
- Team members must support and trust one another ✓to be an effective team. ✓
- Reliability, doing what you say you will and taking risks✓ with others help to build mutual trust. ✓
- Any relevant answer linked to mutual respect, support and trust as criteria for successful team performance.

Criteria (2)
Discussion (2)
Sub max (4)

NOTE: Mark the first THREE (3) options only.

Max (12)

6.4 Factors that can influence team relationships

Prejudice ✓✓

- Prejudice is a negative attitude ✓ towards an individual. ✓
- This attitude is usually based on the differences ✓ between individuals who may belong to a particular social group. ✓
- For example, prejudice is common against people who are members of an unfamiliar cultural group. ✓
- Any relevant answer linked to prejudice as a factor that can influence team performance.

Factor (2)
Discussion (2)
Sub max (4)

Discrimination ✓✓

- Discrimination is negative action toward an individual ✓ because of their belonging to a certain gender, race, religion or sexual orientation. ✓
- Any relevant answer linked to discrimination as a factor that can influence team performance.

Factor (2)
Discussion (2)
Sub max (4)

Diversity ✓✓

- Diversity is the practice of including people from a range of different social and ethnic backgrounds, ✓ and of different genders and sexual orientations. ✓
- Any relevant answer linked to diversity as a factor that can influence team performance.

Factor (2)
Discussion (2)
Sub max (4)

Belief ✓✓

- Belief is a conviction that we generally accept ✓ to be true without evidence or proof. ✓
- Beliefs are related ✓ to culture and religion. ✓
- Beliefs influence our thoughts and attitudes, ✓ and we must be aware of them. ✓
- Any relevant answer linked to belief as a factor that can influence team performance.

Factor (2)
Discussion (2)
Sub max (4)

Equity ✓✓

- Equity encourages diversity ✓ in decision making ✓/allows job satisfaction ✓ and employee engagement ✓
- Equity in the workplace to respectful and dignified treatment ✓ of every person in the business. ✓
- Any relevant answer linked to equity as a factor that can influence team performance.

Factor (2)
Discussion (2)
Sub max (4)

NOTE: Mark the first THREE (3) options only.

Max (12)

6.5 Ways in which businesses can create an environment that enables teams to work effectively

- Ensure the team clearly understands the business objectives. ✓✓
- Set ground rules for the team. ✓✓
- Establish team values and goals. ✓✓
- Consider each employee's ideas as valuable. ✓✓
- Be clear and specific when communicating to prevent confusion. ✓✓
- Encourage listening and brainstorming. ✓✓
- Encourage trust, respect, and cooperation among members of the team. ✓✓
- Encourage team members to share information and resources effectively. ✓✓
- Delegate problem-solving tasks to the team. ✓✓
- Establish a method for arriving at a consensus to prevent conflict. ✓✓
- Be aware of employees' unspoken feelings. ✓✓
- Any relevant answer related to ways in which businesses can create an environment that enables teams to work effectively

Max (12)

6.6 Conclusion

- Whether the business is dealing with customer dissatisfaction or a financial issue, there will always be unforeseen issues that arise – which would require problem-solving. ✓✓
- Successful teams communicate frequently and openly, team members can engage with one another, and they are flexible to ensure the overall success of the team. ✓✓
- Any other relevant conclusion related to the benefits of teamwork, criteria for successful team performance, application of nominal group technique as a problem-solving technique and the ways in which creative business opportunities can realistically be implemented.

Any (1 x 2) (2)

GRAND TOTAL: 150
