



**EFFINGHAM SECONDARY SCHOOL
BUSINESS STUDIES**



REVISION EXERCISES

GRADE 11

TERM TWO

- **Creative thinking**
- **Stress, Crisis and Change Management**
- **Marketing Function**
- **Production Function**

EXERCISE 1

1. Describe how the Delphi Technique works.
2. What is the 'Forcefield Analysis'
3. Outline the steps to be followed in the Forcefield Analysis.
4. State the steps in the problem solving cycle.
5. Briefly discuss 'indigenous knowledge'
6. List the actions you can try to maintain a balanced lifestyle.

EXERCISE 2

1. What is a crisis?
2. Why is Change Management important?
3. List three theories of change management.
4. List the nine steps of change management.
5. Describe some of the biggest changes faced by management in the past few years.

EXERCISE 3

1. Differentiate between professionalism and ethics.
2. Outline the seven characteristics of good governance
3. Describe the three point test guideline.
4. List the six pillars in a code of ethics.

EXERCISE FOUR

1. Describe the following marketing activities.
 - 1.1 Storage

1.2 Grading

1.3 Standardisation

2. What is a 'target market'?

3. Differentiate between industrial goods and consumer goods.

4. List and describe the three types of consumer goods. Provide an example for each.

5. Describe the following pricing techniques :

5.1 Psychological pricing

5.2 Odd pricing

5.3 Bait pricing

5.4 Skimming prices

EXERCISE FIVE

1. Briefly explain the following :

1 Benchmarking

2 Six sigma

3 SABS

4 CSIR

5 Fixed costs

6 Variable costs

7 Break-even analysis