**Business Studies**

**Grade 12**

**Creative thinking and problem solving QUESTIONS**

1. Evaluate the brainstorming technique as a method used to solve business problems. (8)

2. Recommend ways in which a business can create an environment that promotes creative thinking. (8)

3. Read the scenario below and answer the questions that follow.

**GOODWOOD SPORT**

Goodwood Sport specialises in selling women’s sportswear. The business’s sales are declining and they are losing customers to the business’s that sell similar products. Goodwood Sports’ management wants to design a creative marketing campaign that will increase the sales and attract new customers.

3.1 Elaborate on the meaning of problem solving. **[p.132]** (4)

3.2 State THREE advantages of creative thinking in solving Goodwood

Sports’ problems. **[p.141]** (6)

4. Identify the problem-solving technique applied by Charlie’s Chocolate Factory in EACH statement below.

4.1 Employees are requested to sit in large groups and suggest ideas on

how to increase sales.

4.2 The CEO wants to make a confidential decision by pretending to discuss

these problems with a non-existing person.

4.3 Management has considered the pros and cons of changing the design

of their products.

4.4 Employees were requested to generate ideas on how to combine their

chocolate products with soccer concepts.

(8)

5. Discuss the impact of the Delphi technique in solving business problems. (8)

6. Read the scenario below and answer the questions that follow.

**SMOOTH FURNITURE LTD (SF)**

Smooth Furniture Ltd wanted to change the design of some of their furniture. Employees were requested to suggest new ideas in a large group without working individually. These ideas were used to inspire new thoughts. The management of SF evaluated the advantages and disadvantages of each idea.

6.1 Identify TWO problem-solving techniques used by Smooth Furniture Ltd.

Quote from the scenario above to support your answer. (6)

7. Outline any FOUR problem-solving steps. (4)

8 Explain how businesses could apply the forced-field analysis technique to solve

business problems. (6)

9. Read the scenario below and answer the questions that follow.

**CC CREATIVE DESIGNS**

CC Creative Designs is a successful graphic design business that makes use of emails or faxes to invite experts to take part in problem solving without bringing them together face to face.

9.1 Identify the problem solving technique from the scenario above. Motivate your

answer by quoting from the scenario. (4)

9.2 Evaluate the impact of the problem solving technique identified in

QUESTION 9.1. (8)

10. Distinguish between problem solving and decision making. (8)

(10)

11. Discuss the application of Nominal Group technique in solving complex

business problems. (8)