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PC-FT-BMAN223.1-1

Requirements for this paper/Benodighede vir hierdie vraestel:				Resources/Hulpmiddels:
Answer Scripts/ Antwoordskrifte:		Multi-choice cards (A4)/ Multikeusekaarte (A4)		
Attendance Slips (Fill-in Paper)/ Presensiestrokies (Invulvraestel):		Graph Paper/ GrafiekPapier		
Scrap Paper/ Rofwerkpapier		Calculators/ Sakrekenaars		
Multi-choice cards (A5)/ Multikeusekaarte (A5)		Laptop (Power not provided)/ Skootrekenaar (Krag word nie voorsien nie)		

Type of Assessment/
Tipe Assessering:

Paper Number/
Vraestel Nommer:

Module Code/
Modulekode:

Examiner(s)/
Eksaminator(e):

Internal/Interne
Moderator(s):

External Moderator(s)/
Eksterne Moderator(s):

Duration/
Tydsduur:

Maximum Marks/
Maksimum Punte:

Module Description/
Module Beskrywing:

Date/
Datum:

Time/
Tyd:

Qualification/
Kwalifikasie:

Submission of answer scripts/Inhandiging van antwoordskrifte:

SECTION B: Theory questions [40]

Answer all the questions of Section B in the answer book(s) provided.

Question 1 (3)

When we start to improve creativity, we first need to understand the business environment. Therefore, explain the difference between the micro-, market-, and macro environment by referring to the variables of each environment.

Question 2 (10)

Creativity does not develop in a vacuum; it occurs in a particular environment, context or workplace. Most managers would agree that creativity is important for their long-term survival, yet they don't really know how to go about fostering it. Describe the aspects that are considered important for the development of creativity in a business context.

Question 3 (8)

It is important to understand what changes are taking place in the specific industry of the business, in order to assist you in determining where to focus your energy. Distinguish between the four (4) areas that you will identify when considering the level of capacity against the level of importance in your effort to determine the best place to focus your energy. Provide an explanation of each area.

Question 4 **(6)**

In step two of the problem-solving process, you need to gather more information about the problem. One of the techniques used to gather more information about the problem, is the 5WH technique. You need to provide an overview of each element of the technique.

Question 5 **(8)**

There are certain factors that prevent a person from being creative. These factors are known as personal stumbling blocks, which include intellectual, emotional, cultural and perceptual stumbling blocks. Describe the four (4) types of personal stumbling blocks and provide an example for each stumbling block.

Question 6 **(5)**

When individuals come together to solve complex problems it is likely that they will favour their dominant problem-solving style. Identify your preferred problem-solving style by discussing five (5) facts about the style.

SECTION C: Application questions	[40]
Answer all the questions of Section C in the answer book(s) provided.	

Question 2 **(14)**

The next step in the problem-solving process is to write a problem statement. Apply the necessary steps (hits, hotspots, evaluation criteria) in order to write a problem statement.

Question 3 **(10)**

Chic Threads has mentioned that they are considering a strategic move into the world of e-commerce. Facilitate the management team of Chic Threads by assessing the barriers that might prevent their employees to assist in the process of creating an online store.

Question 5   (3)

Use the various parameters and variations in the table below to develop a minimum of three (3) new ideas that Alex can implement to increase the purchasing of his coffee in the new market he is entering into.

Type of coffee	Time coffee consumed	Extra flavouring	Way of ordering	Markets
Americano Espresso Late Cappuccino Flat White Café Late Irish Iced coffee	With breakfast As a snack With lunch With dinner Before bed	Hazelnut Caramel Vanilla Almond White Chocolate Chocolate	Online for pick-up Online for delivery In store at the counter In store self-service	Families Singles Learners Working individuals Stay at home mom/dad Remote working individuals

TOTAL: 100

AFDELING B: Teorie vrae [40]

Beantwoord al die vrae van Afdeling B in die antwoordboek(e) wat verskaf word.

Vraag 1 (3)

Wanneer ons begin om kreatiwiteit te verbeter, moet ons eers die ondernemingsomgewing verstaan. Verduidelik dus die verskil tussen die mikro-, mark- en makro-omgewing deur na die veranderlikes van elke omgewing te verwys.

Vraag 2 (10)

Kreatiwiteit ontwikkel nie in 'n lugleegte nie. Dit vind in 'n sekere omgewing, konteks of werksplek plaas. Die bestuurders sal saamstem dat dit belangrik is vir die oorlewing van die onderneming oor die langtermyn, maar die bestuurders weet egter nie hoe om dit aan te moedig nie. Beskryf die aspekte wat belangrik geag word vir die ontwikkeling van kreatieiteit in 'n ondernemingkonteks.

Vraag 3 (8)

Dit is belangrik om te verstaan watter verandering in die spesifiek bedryf plaasvind om jou te help om jou pogings te fokus. Onderskei tussen die vier gebiede wat jy sal identifiseer wanneer jy die vlak van vermoë teen die vlak van belangrikheid opweeg. Om sodoende die beste area te bepaal waar jy jou energie moet bestee. Gee 'n verduideliking van elke gebied.

Vraag 4 (6)

In stap twee van die probleemoplissingsproses moet jy meer inligting oor die probleem insamel. Een van die tegnieke om meer inligting in te samel is die 5WH-tegniek. Jy moet 'n oorsig gee van elke element van die tegniek.

Vraag 5 (8)

Daar is sekere faktore wat 'n 5erson verhoed om kreatief te wees. Hierdie faktore staan bekend as persoonlike struikelblokke, wat intellektuele, emosionele, kulturele en perseptuele struikelblokke insluit. Beskryf die vier (4) tipes persoonlike struikelblokke en verskaf 'n voorbeeld vir elke struikelblok.

Vraag 6 (5)

Wanneer individue bymekaar kom om komplekse probleme op te los, is dit waarskynlik dat hulle hul dominante probleemoplossingstyl sal bevoordeel. Identifiseer jou voorkeurprobleemoplossingstyl deur middel van vyf (5) feite oor die styl te bespreek.

AFDELING C: Toepassings vrae [40]

Beantwoord al die vrae van Afdeling C in die antwoordboek(e) wat verskaf word.

Vraag 2 (14)

Die volgende stap in die probleemoplossingsproses is om 'n probleemstelling te skryf. Pas die nodige stappe (treffers, brandpunte, evalueringskriteria) toe om 'n probleemstelling te skryf.

Vraag 3 (10)

Chic Threads het genoem dat hulle 'n strategiese skuif na die wêreld van e-handel oorweeg. Fasiliteer die bestuurspan van Chic Threads deur die hindernisse te evalueer wat hul werknemers kan verhinder om te help met die proses om 'n aanlynwinkel te skep.

Vraag 5 (3)

Gebruik die verskillende parameters en variasies in die tabel hieronder om 'n minimum van drie (3) nuwe idees te ontwikkel wat Alex kan implementeer om die aankoop van sy koffie te verhoog in die nuwe mark wat hy betree.

Tipe koffie	Tyd koffie verbruik	Ekstra geursel	Manier van bestel	Markte
Americano Espresso Late Cappuccino Flat White Café Late Irish Iced coffee	Met ontbyt As 'n versnapering Met middagete Met aandete Voor slapenstyd	Hazelneut Karamel Vanielje Amandel Wit Sjokolade Sjokolade	Aanlyn vir afhaal Aanlyn vir aflewering In winkel by die toonbank Self-help in die winkel	Families Enkellopendes Leerders Werkende individue Bly by die huis ma/pa Afgeleë werkende individue

TOTAAL: 100

File reference: 8.1.7.2.2