



UNIVERSITY OF JOHANNESBURG
FACULTY OF EDUCATION
NOVEMBER EXAMINATION 2014

PROGRAMME: B Ed
MODULE: TEACHING METHODOLOGY: BUSINESS STUDIES
CODE: MOFPBB2
TIME: 1 hour
MARKS: 20
EXAMINER: Mr A Wentzel
MODERATOR: Dr N Dasoo

(This paper consists of 2 pages)

INSTRUCTIONS:

1. Answer all questions.
2. This is an open-book exam and any text or electronic source may be consulted during the exam.

QUESTION 1: BIG IDEAS

Why should young entrepreneur know about “self-management” when he/she is just about to start a new business? Explain at least two reasons in detail. **(4)**

QUESTION 2: MAKING CONTENT INTERESTING

Explain in detail two ways in which you can make the topic of “contracts” interesting to learners. **(6)**

QUESTION 3: HELPING LEARNERS REMEMBER

There are many different elements in a business plan (see Appendix A). How will you help learners remember all of them? (You are not allowed to use the acronym technique – if you do you will automatically score zero). **(5)**

QUESTION 4: INSTRUCTIONAL MODELS

Develop a Socratic Seminar to guide a discussion on the topic of “presentation of business information”. You should have at least two basic questions and four follow-up questions for each basic question. **(5)**

Appendix A (p.209 from Via Afrika Grade 10 Learner's Book)

- cover page
- contents page
- executive summary (introduction)
- business description
- product or service description
- SWOT analysis
- market analysis
- marketing mix (product, price, promotion, place, people, process)
- competitor analysis
- management team
- financial analysis
- loan or investment proposal
- social responsibility plan
- mechanics and format.

TOTAL: 20

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