



**UNIVERSITY OF JOHANNESBURG**  
**FACULTY OF EDUCATION**  
**NOVEMBER EXAMINATION 2015**

PROGRAMME: B. Ed.  
 MODULE: Teaching Methodology (Business Studies)  
 CODE: MOFPBB3  
 TIME: 60 minutes  
 MARKS: 20  
 EXAMINERS: Arnold Wentzel  
 MODERATOR: Dr Nazreen Dasoo

(This paper consists of 2 pages)

**INSTRUCTIONS:**

1. Answer all questions
2. This is an open-book exam – any text or electronic source may be consulted during the exam. No sharing of sources are allowed between students.
3. All the questions below are to be applied to the **Grade 11 Business Studies** curriculum (CAPS)

1. Big ideas [12]
  - a) Develop 2-3 big ideas for a lesson on the 'marketing function'.  
(5)
  - b) Develop 2-3 big ideas for a lesson on the 'production function'.  
(5)
  - c) Explain why you are less likely to have cheating and dishonesty in your assessments if you design your assessments around big ideas.  
(2)

2. Complex achievement items [4]
- a) Develop one good essay question on the topic of 'entrepreneurial qualities' that assesses higher levels of cognition on Bloom's taxonomy. (2)
  - b) What recent event in the news can be used as a case study to teach 'conflict management'? Explain your answer. (2)
3. Instructional models and assessment [4]
- a) Explain why peer assessment is the most appropriate way to assess lessons taught through cooperative learning. (2)
  - b) What is the most appropriate way to assess a lesson on human resources taught by means of the concept development model? Explain your answer. (2)

END