

Grade 7 EMS Worksheet

Assessment Task: Market research

Do market research with a questionnaire (Group activity)

1. Design a questionnaire to find out if your target market will buy the business product or service you have decided to offer them. Your questionnaire should include a description of your product or service and questions that determine whether there is a need or want for your product or service. It should also have a space for comments. You can compile your questionnaire in a form similar to the table below.

Questions	Yes	No	Comment

Group assessment checklist

Criteria	Yes	No
Our group compiled a questionnaire containing questions that would give us information we needed to test the market before starting our business venture.		
We remembered to include a description of our service in the questionnaire.		
Our group members were sensitive towards each other when working together.		
Our group members understand that we are likely to get many different answers in our questionnaires.		

2. Ask at least 10 people to complete your questionnaire. Write a paragraph to record your findings. Present your findings to the class.

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Teacher assessment rubric: paragraph

Criteria					Marks
Information in paragraph: facts describing the findings of the questionnaire [Marks out of 4]	The learner included four or more facts describing the findings of the questionnaire. [4 marks]	The learner included three facts describing the findings of the questionnaire. [3 marks]	The learner included two facts describing the findings of the questionnaire. [2 marks]	The learner included one fact describing the findings of the questionnaire. [1 mark]	
Information in paragraph: facts describing conclusions drawn from the findings [Marks out of 4]	The learner included four or more facts describing conclusions drawn from the findings. [4 marks]	The learner included three facts describing conclusions drawn from the findings. [3 marks]	The learner included two facts describing conclusions drawn from the findings. [2 marks]	The learner included one fact describing conclusions drawn from the findings. [1 mark]	
Language use in paragraph [Marks out of 4]	Excellent language usage with no mistakes. Own words used. [4 marks]	Good language usage with only a few mistakes (fewer than three). Own words mostly used. [3 marks]	Acceptable language usage with more than three mistakes. Some sentences are copied from the lesson. [2 marks]	Little attempt to use correct language or no attempt to use own words. [1 mark]	
Total marks out of 12:					

Level 4: 8–12 marks (70–100%) – Outstanding

Level 3: 6–7 marks (50–69%) – Achieved

Level 2: 4–5 marks (35–49%) – Partially achieved

Level 1: 1–3 marks (1–34%) – Not achieved

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Suggested Solutions

Question number	Possible marks	Solution																																												
1	None	<p>Rafiq's group has decided to render a childminding service. Look at Rafiq's questionnaire:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="4" style="text-align: left;">Our service: Childminding</th> </tr> <tr> <td colspan="4">Description: We are going to provide a childminding service to parents with smaller children. The service will be provided in the afternoons and evenings.</td> </tr> <tr> <th style="width: 60%;">Questions</th> <th style="width: 10%;">Yes</th> <th style="width: 10%;">No</th> <th style="width: 20%;">Comment</th> </tr> </thead> <tbody> <tr> <td>a) Do you have children under the age of 7?</td> <td></td> <td></td> <td></td> </tr> <tr> <td>b) Do you at times need someone to take care of your children?</td> <td></td> <td></td> <td></td> </tr> <tr> <td>c) Do you need such a service mostly in the afternoon or evening?</td> <td></td> <td></td> <td></td> </tr> <tr> <td>d) Would you be willing to pay for such a service?</td> <td></td> <td></td> <td></td> </tr> <tr> <td>e) Please indicate in the Comments column what you would be willing/can afford to pay per hour for a childminding service.</td> <td></td> <td></td> <td></td> </tr> <tr> <td>f) Would you prefer to have your children taken care of at your own home?</td> <td></td> <td></td> <td></td> </tr> <tr> <td>g) Would you be willing to fetch the childminder at the school and return him or her to school after the job is done?</td> <td></td> <td></td> <td></td> </tr> <tr> <td>h) Would you feel comfortable leaving your child in the care of a 13 year old?</td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	Our service: Childminding				Description: We are going to provide a childminding service to parents with smaller children. The service will be provided in the afternoons and evenings.				Questions	Yes	No	Comment	a) Do you have children under the age of 7?				b) Do you at times need someone to take care of your children?				c) Do you need such a service mostly in the afternoon or evening?				d) Would you be willing to pay for such a service?				e) Please indicate in the Comments column what you would be willing/can afford to pay per hour for a childminding service.				f) Would you prefer to have your children taken care of at your own home?				g) Would you be willing to fetch the childminder at the school and return him or her to school after the job is done?				h) Would you feel comfortable leaving your child in the care of a 13 year old?			
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2	12	<p>Rafiq's paragraph:</p> <p>Our group's questionnaires revealed some interesting findings. We found that there was a great need for a childminding service. The respondents all had children under the age of seven. Parents mostly had a need for the service in the afternoons, during business hours. Parents indicated that they would be willing to pay for such a service, and the average that they were willing to pay was R20 per hour. It was interesting to note that parents preferred to take their children to a childminder, rather than having the childminder come to their home. Half the parents did indicate that they did not feel comfortable about leaving their children with a 13 year old where there is no supervision. This might explain the answer about where the childminding should take place. We would have to reconsider this aspect of our idea.</p>
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Appendix of Assessment Tools

Group assessment checklist

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