

## Grade 7 EMS Worksheet

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### Assessment Task: Planning a Market day

#### Formal Assessment Task 4

#### Activity 1: Planning a market day (Individual activity)

Your class is going to hold a market day to raise funds for your school. Compile the information below so that you can plan your market day.

- a) List 10 resources you need, apart from the goods you will be selling. State how you will get the resources. [10 marks]
- b) List ten skills you need. State how you will get the skills. [12 marks]
- c) List all the role players you need for your joint venture. State how you will involve the role players. [8 marks]

#### Activity 2: Doing market research for your market day (Individual activity)

- a) List 20 goods you are planning to sell on your market day. [10 marks]
- b) Identify and describe your target market. [1 mark]
- c) Develop a questionnaire that you can use in a survey to test if your target market will buy your 20 goods. Your questionnaire should list the goods as well as their prices. Your questionnaire should use three categories to test whether your target market will buy each of the goods at your market day. [5 marks]
- d) Explain how you will conduct your survey to obtain the market research results you need. [4 marks]

## Grade 7 EMS Worksheet

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### Activity 3: Ensuring that your business event is sustainable (Individual activity)

Write an essay of about one page about ensuring the sustainability of your business event. Include a definition of sustainability and explain why it is important that business activities be sustainable. Follow the guidelines below about writing an essay.

[20 marks]

#### How to write an essay:

The first paragraph of an essay consists of the introduction. In the introduction you tell people what you will be telling them about in the essay. The body of the essay consists of several paragraphs in which you state the different points you want to convey (each in its own paragraph). You will state the facts of each point and explain them in the body. The last part of the essay is the conclusion. In the conclusion you will summarise the supporting information and show how you reached your conclusion. In short, remember: In the introduction you tell people what you are going to tell them. In the body, you tell them. Then in the conclusion, you tell them what you have told them!

Make use of these tips:

- Once you have a topic, prepare an outline of ideas to include in your essay.
- You will be responsible for supplying facts in your essay, so ensure that your facts are correct.
- Use your own words to explain the facts in your essay; don't just copy them out of the content you have learned.
- Use examples to explain what you mean, if necessary.
- Use appropriate terminology and avoid using slang.
- Be concise and relevant.
- Every paragraph should answer the question asked.
- Pay attention to your grammar usage and spelling in the essay.

#### Guidelines for the structure of this essay:

Introduction: Introduce the main topic and main sections of the essay.

Paragraph 1: Explain what sustainability is.

Paragraph 2: Explain why it is important to run and manage businesses in a sustainable manner.

Paragraph 3: Explain how you would ensure that your business event will be sustainable.

Conclusion: Comment on how the sustainability of your business event will ensure benefits for your school in the future.

## Grade 7 EMS Worksheet

### Teacher assessment rubric: essay

Criteria					Marks
Analyse and organise information on the importance of sustainability of business events <b>[Marks out of 5]</b>	The learner shows exceptional skill in analysing and organising information. The learner included at least eight to ten facts. [5 marks]	The learner shows very good skill in analysing and organising information. The learner included at least six to seven facts. [4 marks]	The learner shows satisfactory skill in analysing and organising information. The learner included at least four to five facts. [3 marks]	The learner shows little skill in analysing and organising information. The learner included three or fewer facts. [1-2 marks]	
Inclusion of all points <b>[Marks out of 5]</b>	The learner included all the points required in the essay and expanded on them all. [5 marks]	The learner included all the points required in the essay and expanded on some of them. [4 marks]	The learner included all the points required in the essay. [3 marks]	The learner did not include all the points required in the essay. [1-2 marks]	
Content and structure <b>[Marks out of 5]</b>	The content is correct and well structured. [5 marks]	The content is mostly correct and well structured. [4 marks]	The essay contains a few factual errors but is fairly well structured. [4 marks]	The essay contains many factual errors and is poorly structured. [1-2 marks]	
Language use in essay <b>[Marks out of 5]</b>	Excellent language usage with no mistakes. Own words used. [5 marks]	Good language usage with only a few mistakes (fewer than five). Own words mostly used. [4 marks]	Acceptable language usage with more than five mistakes. Some sentences are copied from the lesson. [3 marks]	Little attempt to use correct language or no attempt to use own words. [1-2 marks]	
<b>Total mark out of 20:</b>					

## Grade 7 EMS Worksheet

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**Level 4: 15–20 marks (70–100%) – Outstanding**

**Level 3: 10–14 marks (50–69%) – Achieved**

**Level 2: 7–9 marks (35–49%) – Partially achieved**

**Level 1: 1–6 marks (1–34%) – Not achieved**

### **Activity 4: Class test (Individual activity)**

1. In order to be a successful entrepreneur you need certain skills and characteristics.

Name three skills and three characteristics. [6 marks]

2. Name two ways to generate ideas that you can think of. [2 marks]

3. Explain what is meant by sustainable use of resources. [2 marks]

4. Explain what a joint venture is. [2 marks]

5. Name three things you must keep in mind when you plan a business event. [3 marks]

6. Name five effects good advertising will have on your business. [5 marks]

[Total: 20 marks]

## Grade 7 EMS Worksheet

### Suggested Solutions

Question number	Possible marks	Solution
1	30	<p>a) Learners list ten resources and state how they will get hold of these (for example, they will obtain a sponsor or ask for donations). [<math>\frac{1}{2}</math> mark for each resource + <math>\frac{1}{2}</math> mark each for how they will obtain the resources = 10 marks]</p> <p>b) Learners list 10 skills and state where they will get the skills from (for example, they will recruit someone with the skills to help them or they will ask someone to teach them). [1 mark for each skill and a maximum of 2 marks for how they will obtain the skills = 12 marks]</p> <p>c) Learners list all role players and state how they will be involved (role players should include at least: Gr 7s, teachers, parents, people from community). [1 mark for each role player and 1 mark for how they will be involved to a maximum of 8 marks]</p>
2	20	<p>a) Learners list 20 goods they are going to sell. [<math>\frac{1}{2} \times 20 = 10</math> marks]</p> <p>b) Learners identify and describe the market they are aiming to target. [1 mark]</p> <p>c) Learners develop a questionnaire in which they test whether the target market will buy their product. They should include a list of the products ✓ with their prices. ✓ They should include three options for respondents to choose from: Yes, Maybe and No ✓✓✓ [5 marks]</p> <p>d) Learners should include at least four facts to explain how they will conduct their survey. [4 marks]</p>
3	20	Learners follow the guidelines and write an essay of one page. Mark the essay according to the assessment rubric.
4	20	<p>1. Skills: Money-handling; organisation; planning; management; people; leadership and business. (any three) Characteristics: Initiative; hard-working; high standards; perseverance; self-disciplined; cool in a crisis; striving for perfection (any three) [6 marks]</p> <p>2. Brainstorming; mind-mapping. [2 marks]</p> <p>3. It means that we make use of resources in such a way that society, the people and the economies in the society (the businesses) are able to meet their needs, while preserving the biodiversity and natural ecosystems. It means that we should plan in such a manner and act in such a manner that these resources are preserved in the very long term. [2 marks]</p> <p>4. A joint venture is an undertaking between two businesses to complete a project or a range of projects. A joint venture is sought when one business finds that it does not have the capacity to</p>

## Grade 7 EMS Worksheet

		<p>complete or undertake a project on its own. The businesses that enter into the joint venture share costs and risks. [2 marks]</p> <p>5. Raw materials, labour, finances, supplies, supervision, venue, delegation of tasks, evaluation of event. (any three) [3 marks]</p> <p>6. Good advertising makes people aware of your product or service; it gives people information about your product or service; it makes people want to buy your product or service; you get to sell you product or service; it makes your product or service stand out; it helps you to win over consumers from your competitors; it helps you to increase your sales and expand your market. (any five) [5 marks]</p>
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## Grade 7 EMS Worksheet

### Appendix of Assessment Tools

#### Teacher assessment rubric: essay

Criteria					Marks
Collect, analyse and organise information on how financial statements help a business to make decisions <b>[Marks out of 5]</b>	The learner shows exceptional skill in collecting, analysing and organising information. The learner included at least eight to ten facts. [5 marks]	The learner shows very good skill in collecting, analysing and organising information. The learner included at least six to seven facts. [4 marks]	The learner shows satisfactory skill in collecting, analysing and organising information. The learner included at least four to five facts. [3 marks]	The learner shows little skill in collecting, analysing and organising information. The learner included three or fewer facts. [1-2 marks]	
Inclusion of all points <b>[Marks out of 5]</b>	The learner included all the points required in the essay and expanded on them all. [5 marks]	The learner included all the points required in the essay and expanded on some of them. [4 marks]	The learner included all the points required in the essay. [3 marks]	The learner did not include all the points required in the essay. [1-2 marks]	
Content and structure <b>[Marks out of 5]</b>	The content is correct and well structured. [5 marks]	The content is mostly correct and well structured. [4 marks]	The essay contains a few factual errors but is fairly well structured. [4 marks]	The essay contains many factual errors and is poorly structured. [1-2 marks]	
Language use in essay <b>[Marks out of 5]</b>	Excellent language usage with no mistakes. Own words used. [5 marks]	Good language usage with only a few mistakes (fewer than five). Own words mostly used. [4 marks]	Acceptable language usage with more than five mistakes. Some sentences are copied from the lesson. [3 marks]	Little attempt to use correct language or no attempt to use own words. [1-2 marks]	
<b>Total mark out of 20:</b>					

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