



higher education
& training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

NOVEMBER EXAMINATION

ENTREPRENEURSHIP AND BUSINESS
MANAGEMENT N4
(Second Paper)

16 NOVEMBER 2016

Downloaded from
TVET Exam Papers app



SECTION B**QUESTION 1**

- 1.1
- Lost her job
 - Her husband was unemployed
- (2 × 2) (4)
- 1.2
- Confidence
 - Preference for moderate risk
 - Energy
 - Responsibility
 - Skill of organising
 - Desire for immediate feedback
 - Identifying opportunities
 - Urge to achieve
- (14)
- 1.3
- Knowledge and skills
 - Fund/Capital
 - Contacts
- (6)
- 1.4
- Student
 - Stuff
 - People
- (6)
- 1.5
- Fresh food
 - Reasonable price
 - Quality/Quantity product
 - Hygiene
 - Range/Variety
- (Any 3 × 2) (6)
- 1.6
- TV
 - Newspaper demonstrations
 - Leaflets/Billboards
 - Yellow pages
 - Radio
- (Any 3 × 2) (6)
- 1.7
- | | | |
|-------|-------|--|
| 1.7.1 | True | |
| 1.7.2 | True | |
| 1.7.3 | False | |
| 1.7.4 | False | |
- (4 × 2) (8)
- [50]**

QUESTION 2

- 2.1
- Name of the business
 - Reason
- (4)
- 2.2
- Layout of the business
 - At least five questions
- (14)
- 2.3
- (a) Knowledge
 - (b) Skills
 - (c) Contacts
 - (d) Funds
- (Any TWO applicable factors to their business) (4 × 2) (8)
- 2.4
- Consumer market
 - Industrial market
 - Service market
- (Any 2 × 2) (4)
- 2.5
- Packaging
 - Must prevent breakage
 - Simple to avoid costs
 - Colour
 - Labels
 - Use picture or symbols
 - Illustrations
 - Language
- (Any 5 × 2) (10)
- 2.6
- Get rid of absolute stock or sales, reduce stock, promotion, sponsorship, competition, display centre isle of the product, quantity, discounts.
 - How many orders per month or per year,
 - Keep perpetual inventory/control system/use in/out cards, computerised.
- (10)
[50]

QUESTION 3

3.1

FIXED ASSETS	
Container	R2 500
Basket	R200
Cooler box	R150
Umbrella	R80
Fridge	R1 500
Display stand	R95
TOTAL	R4 525
MONTHLY EXPENSES	
Wages	R400
Cell phone	R135
Advertising	R250
Water and Electricity	R250
Transport	R435
TOTAL	R1 470
PRE- ORPERATING EXPENSES	
Cost of buying stock (opening stock)	R800
Telephone installation	R120
Cash on hand	R20 000
Packaging	R60
TOTAL	R20 980

(30)

3.2

- Keep record of phone inquiries
- Issue coupons
- Ask customers
- Issue coupons

(6)

ENTREPRENEURSHIP AND BUSINESS MANAGEMENT N4
(Second Paper)

- 3.3
- Must have name of the business
 - Entrepreneurs name
 - Addresses and telephone numbers
 - Logo or emblem of your business
 - Must be in a frame
- (5 × 2) (10)
- 3.4
- Compass
 - Measures heartbeat
 - Can help find your missing cellphone
 - Can turn invisible
- (4)
[50]

QUESTION 4

4.1

CASH FLOW STATEMENT				
	January	February	March	April
Bank balance beginning of the month	R5 000	(R 5 750)	(R6 700)	(R9 250)
Cash sales	R6 400	R3 200	R 4 800	R4 400
Credit sales		R1 600	R800	R1 200
Other income			R 3 000	
TOTAL CASH AVAILABLE	R 11 400	(R 950)	R 1900	(R3 650)
Monthly expenses	R4 150	R500 R4 150	R500 R4 150	R500 R4 150 R350
Cash purchases	R4 000	R3 000	R5 000	R 6 000
Other payments	R9 000		R1 500	
TOTAL CASH PAYMENTS	R17 150	R7 650	R11 150	R11 000
Bank balance end of the month	(R5 750)	(R 6 700)	(R9 250)	(R7 350)

(28)

4.2 Complete an after sales questionnaire, ask five questions
Use different categories/blocks on questionnaires such as good, average,
poor et cetera. (5 × 2) (10)

4.3 Must refer to:

- Knowledge and skill
- Contacts and friend
- Funds

(12)
[50]

TOTAL SECTION B: 150
GRAND TOTAL: 200