higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

ENTREPRENEURSHIP AND BUSINESS MANAGEMENT N5

(Second paper)

9 NOVEMBER 2022

This marking guideline consists of 10 pages and

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SECTION B

QUESTION 2

2.1 **Elements of habits**

- **Knowledge**✓ – Teba has a certificate in agriculture from Rockville College.✓✓(Accept any relevant answer.)
- **Skills**✓ – She has the ability to farm – she now specialises in poultry farming.✓✓
- **Desire**✓ – She now wants to start teaching farming to the community.✓✓(3 (9)

2.2 **Importance of the following:**

2.2.1 **Synergies**

Working together with the following:

- Governing party
- Government of South Africa
- Department of Agriculture
- Community
- Youth (Any 2 × 1)

2.2.2 **Begin with an end in mind**

- She is now a successful farmer.
- She is able to run this programme.
- Creating jobs
- Training members of the community. (Any 2 × 1)

2.2.3 **Be proactive–**

- She shows initiative.
- She practises her skills on agriculture.
- She takes control. (Any 2 × 1)

2.2.4 **Win-Win**

- Satisfaction of all parties.
- She employs 20 full-time workers and 50 casual workers.
- Community receives training.
- Young women receive training in farming. (Any 2 × 1)

(4 × 2) (8)

2.3 **Personal characteristics of a manager – delegation**

Workaholics✓

- Workaholic managers avoid delegating responsibilities because they fear that subordinates might make mistakes.✓✓
- They also fear that they might lose control of their business.

Distrust✓

Managers may not trust their employees to do the job correctly.✓✓

Fear of failure✓

Fears of employees making mistakes that will have a negative cost impact on the business.✓✓

Job satisfaction

Some managers pay attention to minute details and fear that subordinates would not give the task the same attention. (Any 3 × 3) (9)

2.4 2.4.1 **Team building –** it is a concept whereby various kinds of activities, role plays, tasks and exercises are used to improve relationships among a group of workers to facilitate working as a unit.✓✓ (2 × 1) (2)

2.4.2 **Advantages of team building –**

- It promotes creativity.✓✓
- Encourages fresh ideas and improves problem-solving skills.✓✓
- It takes the feelings of everyone into account. ✓✓
- It creates a sense of belonging.
- It helps to build mutual trust and facilitate better communication.
- It motivates and encourages members of the group to work well together.
- It allows workers to bond. (Any 3 × 2) (6)

2.4.3 **Team building programme for Madeni women's stokvel**

Date (any date in the future)✓

Venue: any suitable venue ✓

Time	Activities
9:00	Registration and roll call
9:20	Welcome
9:30	Guest speaker- women in action✓✓
10:30	Tea break
11:00	Communication skills✓✓
12:00	Getting to know and understand each other
12:30	Dance and fun time✓✓
13;00	Lunch break
14:00	Handling conflict✓✓
15:00	Question time and feedback
16:00	Outdoor activities

(Any relevant activity) (10)

2.5 **Advantages of moral management based on sound ethical standards.**

- It helps to gain customers' loyalty.✓✓
- It helps to gain customers' trust.✓✓
- It shows that you are a responsible business.✓✓
- It helps in building your business's reputation.
- It helps to developing good relationships with the community.
- It allows you to make profit while still maintaining high ethical standards.

(3 × 2) (6)

[50]

QUESTION 3

3.1 STEPS IN DECISION-MAKING

Step 1 Problem awareness✓
- Lack of sufficient funds✓✓
- The benefits that could be achieved

Step 2 Define the problem✓
- Gather information about the problem.✓✓
- What will be the benefit of buying additional equipment?
- What will be the benefit of hiring an additional salesperson?
- Where will the funds come from?
- Who will benefit?
- What will be the cost?
- How will the output benefit the business most?

Step 3 Establish decision criteria✓
Take into account the business goals and objectives.✓✓

Step 4 Develop alternative solutions✓
- Leasing of equipment ✓✓
- Renting of equipment
- Using part-time salesperson
- Using commissioned staff

Step 5 Analyse the data✓
- Weigh the advantages and disadvantages of all options✓✓
- Compare the solutions

Step 6 Decide/take action✓
- Look into all the risks involved in your options✓✓
- Buy new equipment.
- Employ a new salesperson.
- Use a part-time salesperson.
- Lease equipment.

Step 7 Make a follow-up decision✓
- Allocate resources to option.✓✓
- Inform all stakeholders of your choice.
- Monitor the progress of your option.

(1 mark for correct step and 2 marks for explanation)

(7 × 3) (21)

3.2 **Projected budget for Mark Jacky Dealers**

Sales (3500 x 275)		**962 500✓✓**
Less cost of raw materials		(550 000)✓
Gross profit		**412 500✓✓**
Add other income		**3 566 000✓✓**
Government subsidy	1 500 000	
Interest from investment	216 000	
Contributions from stakeholders	1 850 000	
Total operating income		**3 978 500✓✓**
Less total operating expenses		**(2 374 930)✓✓**
Telephone	12 000	
Traveling expenses	65 000	
Refreshments at meeting	35 000	
Stationery	4 500	
Bank charges	15 850	
Audit fees	12 000	
Advertising and marketing	20 000	
Staff salaries	1 800 000	
Staff training	45 000	
Overtime	120 000	
Water and electricity	85 580	
Rental	120 000	
Insurance	40 000	
Net surplus/deficit✓✓		**1 603 570✓**

Maximum of 4 marks for expenses ✓✓✓✓

(17 × 1) (17)

3.3 **Basic quality requirement**

- Define the quality characteristic.
  It entails measuring the appearance, performance, reliability or durability.
- Measure the quality characteristic.
  Break down each characteristic.
- Set standards for each quality characteristic.
  Decide on achievable quality for each characteristic.
- Control quality against set standards.
  Compare whether the set standard is met or not.
- Identify and rectify the causes of poor quality.
  Either accept the work or reject it and take action to improve it.
- Set goals to continuously improve quality.
  Keep trying to improve ways of satisfying customers. (6 × 2) (12)

[50]

QUESTION 4

4.1 Common roles in a group

Constructive roles		Destructive roles
Task roles (5)	**Maintenance roles (5)**	**Self-centred roles (5)**
Initiator✓ Information giver✓ Provides factual information✓ Energiser – motivates others to work✓ Recorder – records ideas✓	Gatekeeper✓ Encourages everybody to participate ✓ Provides positive feedback✓ Finds solution to problem✓ Tries to reduce stress✓	Avoider✓ Avoids work,✓ confrontations. Dominator✓ Blocker✓ Aggressor – criticises✓

(5 × 3) (15)

4.2 Benefits from investment in social responsibilities

- It improves community relations.✓✓
- It promotes goodwill and public trust.✓✓
- Creating good long-term relationships with stakeholders.✓✓
- Sponsorship of events contributes to branch recognition, which leads to an increase in customers/sales.✓✓
- It promotes respect for the company/business, which results in higher sales through customer loyalty.✓✓
- It helps a company/business develop a good reputation.
- It enhances the company/business image, which leads to increased sales.

(Any 5 × 2) (10)

4.3 Marketing functions

- Selecting products/services✓✓
- Developing products/services✓✓
- Identifying customers' needs✓✓
- Fixing acceptable price✓✓
- Developing effective promotional channel✓✓ (5 × 2) (10)

4.4 **QUALIFICATIONS**

Last school attended:	Ngaka Maseko High School✓
Highest grade passed:	National Senior Certificate✓
Year:	2020✓
Subjects passed:	Any SIX subjects passed

OR UNDER QUALIFICATIONS

Institution:	Netcare Education✓
Course:	Bridging course leading to registration as a✓ general nurse (R683)✓
Year completed:	2015

ANY relevant THREE points

WORK EXPERIENCE

Name of company:	Netcare Femina Hospital✓
Position held:	Registered nurse NICU✓
Period employed:	2015–2019✓

ACHIEVEMENTS

Best business plan presentations✓
Salesperson of the year✓
Top public speaker✓
Any relevant achievement

INTERESTS

Debating✓
Forex trading✓
Reading✓

REFERENCE

Name of contact:	Sr Marine Jaghlassion✓
Position:	Shift leader✓
Contact number:	072 485 6996✓

(5 × 3) (15)
[50]

QUESTION 5

5.1 **Qualities of a good manager**

- Energetic✓✓
- Skilled at organising✓✓
- Desire for immediate feedback✓✓
- Urge to achieve ✓✓
- Identify opportunities✓✓
- Preference for moderate risk✓✓
- Ability to listen
- Work in team (Any 7 × 2) (14)

5.2 Strengths

- Qualification
- Experience
- Time management
- Determined

Weaknesses

- No supporting staff
- Lack of resources
- Reputation not yet established
- Passionate about social media, romantic life

Opportunities

- Lot of customers
- New law firm
- Can write contracts
- Demanding clients

Threats

- Crime
- Loadshedding
- High petrol prices
- High legal cost

(4 × 4) (16)

5.3 Proofread the report.
Layout must be neat and organised.
Make sure that all facts and findings stated correctly.

5.3.1 **Average weighted gross profit percentage (2)**

Product	Percentage of sales	Gross profit	WAGP
Pap	80	45✓	$\frac{80 \times 45}{100}$ 36%✓✓
Rice	20	48✓	$\frac{20 \times 48}{100}$ 9.6✓✓
			45.6%✓✓

(8)

5.3.2 **Breakeven point**

$\frac{\text{Fixed cost} \times 100}{\text{WAGP}}$✓

$\frac{15\,000✓ \times 100}{45{,}6\%✓}$

R32 894,74✓✓ (5)

5.3.3 **Profit margin of R12 000**

$\frac{\text{Fixed cost + 12 000} \times 100}{\text{WAGP}}$✓

$\frac{15\,000✓ + 12\,000✓ \times 100}{45.6\%✓}$

$\frac{27\,000✓ \times 100}{45.6\%}$

R 59 210.53✓✓ (7)
[50]

TOTAL SECTION B: 150
GRAND TOTAL: 200

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