higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

NEW VENTURE CREATION
NQF LEVEL 2

22 November 2024

This marking guideline consists of 6 pages.

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SECTION A

QUESTION 1

1.1	1.1.1	False✓✓
	1.1.2	True✓✓
	1.1.3	False✓✓
	1.1.4	False✓✓
	1.1.5	True✓✓
	1.1.6	True✓✓
	1.1.7	False✓✓
	1.1.8	True✓✓
	1.1.9	True✓✓
	1.1.10	False✓✓
	1.1.11	False✓✓
	1.1.12	True✓✓
	1.1.13	True✓✓
	1.1.14	False✓✓
	1.1.15	False✓✓

(10 × 2) (30)

1.2	1.2.1	D✓✓
	1.2.2	A✓✓
	1.2.3	H✓✓
	1.2.4	I✓✓
	1.2.5	C✓✓
	1.2.6	K✓✓
	1.2.7	J✓✓
	1.2.8	L✓✓
	1.2.9	F✓✓
	1.2.10	G✓✓

(10 × 2) (20)
[50]

TOTAL SECTION A: 50

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SECTION B

QUESTION 2

2.1
- His parents helped him
- His brother lended him money
- He saved money (Any 2 × 1) (2)

2.2 2.2.1 Theft – The people might break in and steal the equipment. (1)

2.2.2 He put burglar bars on the doors and windows.✓✓ (Any 1 × 2) (2)

2.2.3
- No competitors because it is the only gym in the area.✓✓
- Charlie has good financial support from his family.✓✓
- He has national colours in powerlifting.
- His business is doing good. (Any 2 × 2) (4)

2.3
- Owners
- Employees
- Customers
- Suppliers
- Trade unions
- Government
- Community
- Investors (Any 2 × 1) (2)

2.4 2.4.1 Social need (1)

2.4.2
- Physiological need
- Safety need
- Self-esteem
- Self-actualisation (4)

2.5 2.5.1 Pushing (1)

2.5.2
- The gym was too far.
- He had to take two taxis.
- It cost him a lot of money.
- He became tired.

(Any relevant answer) (Any 2 × 1) (2)

2.6
- Lack of enough funds.✓✓
- When the owner dies, the business dies.✓✓
- Unlimited liability.✓✓
- The owner is responsible for everything.
- Less financial protection. (Any relevant answer) (Any 3 × 1) (6)

[25]

QUESTION 3

3.1
- Primary sector✓ – The extraction of raw materials from nature, e.g. farming, mining, fishing, forestry.✓
- Secondary sector✓ – The processing of raw material such as manufacturing, construction.✓
- Tertiary sector✓ – Providing services, activities done by people such as wholesale and retail trade, tourism, transportation, communication.✓

(3 × 2) (6)

3.2
3.2.1 SAICA
3.2.2 SACE
3.2.3 LSSA
3.2.4 HPCSA

(4 × 1) (4)

3.3 3.3.1 Market segmentation
Dividing✓ the target market into different✓ groups or segments according to their needs, such as demographics, behavioural, geographical etc.✓ (3)

3.3.2 Secondary data
It is readily✓ available and can be retrieved✓ from platforms such as the internet, library, journals, magazines etc.✓ (3)

3.3.3 Observation
Watching✓ or observing customers✓ in your business to collect data. (2)

3.4
- Start-up capital
  Capital needed to start the business.✓✓
  Capital being used to buy trading stock and to pay other expenses.
- Working capital
  Capital needed for the daily running of the business.✓✓
  It is also called running capital.

(Any relevant answer) (Any 2 × 2) (4)

3.5
3.5.1 Rand
3.5.2 Dollar
3.5.3 Pound

(3 × 1) (3)

[25]

QUESTION 4

4.1
- Gives customers a platform to raise issues within the industry.✓✓
- Adhere to a code of ethics.
- Exposed to training opportunities.
- Network opportunities.
- Keeps members up to date with new developments in the industry.
- Companies that belong to professional associations/bodies are seen as responsible and credible. (Any 1 × 2) (2)

4.2
- Gym equipment
- Wages
- Loan repayment
- Rent (Any 3 × 1) (3)

4.3 4.3.1
- AGREE/DISAGREE✓
- The student makes a valid argument to underpin his/her answer.✓✓ (3)

4.3.2 AGREE/DISAGREE✓
The student makes a valid argument to underpin his/her answer.✓✓ (3)

4.3.2 AGREE/DISAGREE✓
The student makes a valid argument to underpin his/her answer.✓✓ (3)

4.4 The questions in the questionnaire must focus on:

- The demographics of the members
- Income
- Packages on offer

The questions must be well constructed.

- A short introduction✓✓
- TWO closed questions✓✓
- THREE open-ended questions✓✓✓✓✓✓
- Overall neatness✓ (11)

[25]

QUESTION 5

5.1
- Compiling budget standards.✓✓
- Measure performance.✓✓
- Identify remedial actions.
- Take corrective action. (Any 2 × 2) (4)

5.2
- Purchasing raw material/service.
- Applying labour to convert the raw material into finished goods.
- Selling the products or services.
- Making profit on the sale. (Any relevant answer) (Any 3 × 1) (3)

5.3
- Current Asset
  High liquidity
  Can be converted into cash in a very short space of time.✓✓
  Such as trading stock, debtors, equipment, technological gadgets etc.

- Fixed Asset
  Low liquidity
  It can take a long period to convert it into cash.✓✓
  Such as land, buildings, vehicles, heavy machinery etc.

(Any 2 × 2) (4)

5.4 5.4.1 Tangible
- Product
- You can touch, hold, feel, see, smell and taste it.

5.4.2 Intangible
- Service
- Cannot see, taste, hold or smell the service before buying it.

(2 × 2) (4)

5.5
5.5.1 81✓✓
5.5.2 R8400✓✓
5.5.3 R13600✓✓
5.5.4 R10 400✓✓
5.5.5 R32 400✓✓

(5 × 2) (10)
[25]

TOTAL SECTION B: 100
GRAND TOTAL: 150

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