higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

ENTREPRENEURSHIP
NQF LEVEL 2

28 November 2023

This marking guideline consists of 6 pages.

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SECTION A

QUESTION 1

1.1 C
1.2 D
1.3 B
1.4 A
1.5 A
1.6 C
1.7 A
1.8 B
1.9 B
1.10 D
1.11 B
1.12 D
1.13 B
1.14 A
1.15 C

(15 × 1) **[15]**

QUESTION 2

2.1 True
2.2 False
2.3 False
2.4 False
2.5 True
2.6 False
2.7 True
2.8 True
2.9 False
2.10 False
2.11 False
2.12 True
2.13 False
2.14 False
2.15 True

(15 × 1) **[15]**

TOTAL SECTION A: 30

SECTION B

QUESTION 3

3.1
- Attractive packaging
- By having sales promotions
- Affordable prices
- Personal customer services
- Attitude of salespeople
- Better quality at lower price (Any 4 × 1) (4)

3.2 SECTION A
- Name:
- Contact number:
- E-mail address: (3 × 1)

SECTION B
What do you think of our products?✓
Did the product meet your expectations? Yes… No…✓
If not, what was the problem?✓
Would you buy our products again? Yes… No…✓
How can we improve our products?✓
Would you recommend our service to someone else? Yes… No…
Do you have suggestions to improve our products?..... (Any 5 × 1)
(8)

3.3 3.3.1
- Outlines the way in which the business will be managed and staffed
- Describes the key employees of the organisation
- States the role of entrepreneur
- Provides an organisational chart setting out roles and responsibilities
- Management team – key personnel. (Any 3 × 1) (3)

3.3.2 Pertains only to businesses such as mining✓ or heavy manufacturing where the land is likely to be degraded or contaminated in some way.✓ (2)

3.3.3
- Gives details of equipment needed
- Describes the manufacturing process
- Describes the suppliers
- Indicates special facilities, e.g., such as dry or cold storage, loading bays parking for customers (Any 3 × 1) (3)

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3.4

Components	**Environments**	**Control**
e.g., customers	Market	Partial control
• Management/Resources/Employees	• Internal/micro	• Full control
• Suppliers/Competitors	• Market	• Partial control
• Political/Economic/Social/Technological/ Environmental/Legal	• External/macro	• No control

(3 × 3) (9)

3.5 3.5.1
- Income statement
- Cash flow statement
- Balance sheet

3.5.2
- Investors
- Banks
- Creditors

(2 × 3) (6)
[35]

QUESTION 4

4.1 4.1.1 Fixed cost per handbag
R2 000✓ + R3 000✓ + 1 000 = R6 000
R6 000/50✓
R120✓ (4)

4.1.2 Variable cost per handbag
100 × R5,50 = R550✓
5 × R75 = R375
30 × R25 = R750
40 × R15 = R600
10 × R20 = R200
= R2475✓
= R2475/50✓
= R 9,50✓ (4)

4.1.3 Total cost per handbag
R120 + 49,50✓✓
R169,5✓ (3)

4.2
- Brief business description
- Ownership and business details
- Key initiatives and objectives
- Summary of marketing opportunities and objectives
- Competitive advantage
- Identification of needs

(Any 4 × 1) (4)
[15]

QUESTION 5

5.1
- Leading
- Controlling
- Planning
- Organising (4)

5.2 5.2.1
- The first way they can protect their intellectual property is by being very careful who knows about it.
- Only tell their ideas to people whom they know they can trust.
- Muthanyi and Mokgosi need to be very careful about disclosing the details of their business to other people.
- Keeping every plan to themselves. (Any 2 × 1)

5.2.2
- Is a legal right of ownership you acquire when inventing something new
- It gives an entrepreneur the sole right to manufacture, market and sell a particular product.
- A way of registering a product to protect a new design or a unique product
- Special provision that only allows the owner of an idea to use it.
- The patent gives the owner the right to stop other people from making or using the invention, or making money from it in any way. (Any 2 × 1)

5.2.3
- Business can use trademarks to identify themselves and their products.
- A registered trademark may not be used by another person/business.
- Damages may be claimed from someone who infringes the trademark.
- This is the registration of a name, a unique mark or words that distinguish your product as unique.
- A trademark is relatively cheap to register and lasts indefinitely.
- A trademark is a brand name, a slogan, a logo or a shape.
- It identifies the goods or services of one person so that they cannot be mistaken for the goods and services of someone else.

(Any 2 × 1)
(3 × 2) (6)

5.3
- Business expansion
- To cover running costs
- Money to replace computers, machinery and equipment (Any 2 × 1) (2)

5.4
- Easy to pronounce
- Easy to remember
- The name must be associated with the business product/services.
- Name may be a marketing tool (4)

5.5 5.5.1
- Daily diary records a day-by-day account of what must be done and when.
- Each day should be filled in with the relevant information next to the appropriate time.

5.5.2 Business diary records all the activities important to the business.

(2 × 2) (4)
[20]

TOTAL SECTION B: 70
GRAND TOTAL: 100

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