higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

NEW VENTURE CREATION
NQF LEVEL 2

(3011032)

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13:00–16:00

This question paper consists of 8 pages.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)
NEW VENTURE CREATION
NQF LEVEL 2
TIME: 3 HOURS
MARKS: 150

INSTRUCTIONS AND INFORMATION

1. Answer all the questions.
2. Read all the questions carefully.
3. Number the answers according to the numbering system used in this question paper.
4. Start each section on a new page.
5. Use only a black or blue pen.
6. Write neatly and legibly.

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SECTION A

QUESTION 1

1.1 Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (1.1.1–1.1.10) in the ANSWER BOOK.

1.1.1 The financial statements of a sole trader do not have to be audited.

1.1.2 Employee development is a good example of running costs.

1.1.3 The process of change through which a product or service goes from raw material until it is finally used, is called a value chain.

1.1.4 A product can be described as anything that the customer obtains in exchange for some item of value, usually money in order to satisfy a need.

1.1.5 Consumers are the users of products and services.

1.1.6 A bank loan is one of the ways of financing a business.

1.1.7 Owners' equity is the amount of money that an entrepreneur invests in a business.

1.1.8 A partnership business is required to submit an article of association to the registrar of companies.

1.1.9 The unlimited-liability clause states that owners can only lose what they have invested in the business.

1.1.10 Land and buildings are examples of fixed assets.

(10 × 2) (20)

1.2 Choose an item from COLUMN B that matches a description in COLUMN A. Write only the letter (A–O) next to the question number (1.2.1–1.2.15) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.2.1	Not operated by a profit or public body	A	principal debt
1.2.2	Example of an asset that have to be purchased to start a business	B	capital
1.2.3	Original amount of loan borrowed from the bank	C	profit
1.2.4	A business that is owned by 1 to 10 people	D	land or building
1.2.5	Main reason why people start a business	E	collateral
1.2.6	An example of a regulatory body	F	SARS
1.2.7	A tool used by a business to collect information about the product and target market	G	customer survey questionnaire
1.2.8	Corporation where ownership is given to shareholders	H	bank overdraft
1.2.9	An organisation not operated for a monetary benefit	I	non-profit organisation
1.2.10	Can be touched	J	tangible
1.2.11	Used to safeguard the lender in the event that you cannot repay the loan	K	close corporation
1.2.12	An example of a short-term loan	L	public company
1.2.13	Money used to start a business	M	private organisation
1.2.14	Where a business is not making a profit/loss	N	threats
1.2.15	External negative factors that prevent a business from achieving its objectives	O	break-even point

(15 × 2) (30)
[50]

TOTAL SECTION A: 50

SECTION B

Read the scenario and answer the questions.



Amange's Hair Salon

Amange is an energetic and vibrant teenage girl with a bubbly personality. She is a permanent resident in Fairview, a small township in Matatiel. She completed her matric but was unfortunate not to get funding to further her studies.
After staying at home for a long period, she observed the behaviour of the people in her township. She saw an opportunity to open a hair salon because there was only one hair salon in their area. The R5 000 which she saved, was more than enough to start her business. She operated her business from her back-yard room.
Amange has a passion for hair and beauty and plans to extend the business. A part of her plans is to add a beauty parlour. This would put her in a position to get more customers.

QUESTION 2

2.1	2.1.1	Is Amange offering a *service* or a *product*?		(1)
	2.1.2	Give ONE reason for the answer to QUESTION 2.1.1.		(2)
2.2		Name ONE benefit that Amange can offer to her customers.		(2)
2.3		Explain TWO characteristics that differentiate services from product	(2 × 2)	(4)
2.4		Briefly explain THREE methods of collecting primary data which Amange can use to get more information for her business.	(3 × 2)	(6)
2.5		State TWO advantages of partnerships.	(2 × 2)	(4)
2.6		At a later stage Amange will join a proffesional body.		
		Discuss THREE benefits of belonging to a professional body.	(3 × 2)	(6)

[25]

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QUESTION 3

3.1 Define and term *sole trader.* (2)

3.2 Arrange the following steps in the data collection process in the correct order by writing the steps next to the question numbers (3.2.1–3.2.6) in the ANSWER BOOK.

Define the object of the research

Data collection

Analyse the data

Determine the research design

Design and prepare the survey

Communicate the results

(6 × 1) (6)

3.3 Name FOUR types of media that Amange can use to advertise her business. (4)

3.4 Draw Maslow's hierarchy of needs to show Amange the different levels of needs. (5)

3.5 Briefly explain the following terms:

3.5.1 Equilibrium point

3.5.2 Equilibrium price

3.5.3 Quantity

(3 × 2) (6)

3.6 Name TWO stakeholders in Amange's business. (2)

[25]

QUESTION 4

4.1 Use the image below to design a questionnaire for your up and coming business.



Give at least:

- THREE open-ended and
- TWO closed questions.

Creativity and neat work will count in your favour. (12)

4.2 State FOUR methods of managing and controlling a budget. (4)

4.3 Briefly explain the THREE main sectors in the South African economy. You may use an example in your explanation. (3 × 2) (6)

4.4 State whether each of the following is a 'Current asset' or a 'Fixed asset'.

4.4.1 Bank

4.4.2 Computer equipment

4.4.3 Trading stock

(3 × 1) (3)

[25]

QUESTION 5

5.1 Briefly explain the difference between *primary data* and *secondary data.* You may use an example as part of your explanation. (2 × 2) (4)

5.2 State THREE factors that influence the pricing of a product/service. (3 × 2) (6)

5.3 Calculate Amange's expected turnover for the months July, August and September. Her average income per month is R4 500.

Write the answer next to the question number (5.3.1–5.3.5) in the ANSWER BOOK.

Months	July	Aug	Sept	Total
Services rendered	10	25	30	5.3.4
Total income	5.3.1	5.3.2	5.3.3	5.3.5

(10)

5.4 State whether each of the following organisations offer a 'Product' or 'Service':

5.4.1



5.4.2

game
www.game.co.za

5.4.3

absa

5.4.4

SABC NEWS

5.4.5

Eskom

(5 × 1) (5)

[25]

TOTAL SECTION B: 100

GRAND TOTAL: 150

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