higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

NEW VENTURE CREATION
NQF LEVEL 2

28 November 2023

This marking guideline consists of 6 pages.

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SECTION A

QUESTION 1

1.1	1.1.1	True
	1.1.2	False
	1.1.3	True
	1.1.4	True
	1.1.5	True
	1.1.6	True
	1.1.7	True
	1.1.8	False
	1.1.9	False
	1.1.10	True

(10 × 2) (20)

1.2	1.2.1	M
	1.2.2	D
	1.2.3	A
	1.2.4	K
	1.2.5	C
	1.2.6	F
	1.2.7	G
	1.2.8	L
	1.2.9	I
	1.2.10	J
	1.2.11	E
	1.2.12	H
	1.2.13	B
	1.2.14	O
	1.2.15	N

(15 × 2) (30)
[50]

TOTAL SECTION A : 50

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SECTION B

QUESTION 2

2.1 2.1.1 Service✓ (1)

2.1.2 She washes and styles hair.✓✓ (Any relevant answer) (2)

2.2 She can provide a professional service. (Any relevant answer) (2)

2.3
- Intangible✓
  Cannot see, taste, hold or smell the service before buying it✓
- Variable✓
  The quality of the service varies.✓
- Inseparable
  Service cannot be separated from the person providing the service
- Perishable
  Service cannot be stored (Any 2 × 2) (4)

2.4
- Survey
  A good tool used to obtain information from customers about your business. Usually uses a questionnaire.
- Observation
  Watching or observing customers in the business to collect data.
- Experimentation
  Information gathered through experiments (3 × 2) (6)

2.5
- More capital available
- Easy to start
- Greater borrowing capital
- Combination of skills and experience (Any 2 × 2) (4)

2.6
- Gives customers a platform to raise issues within the industry
- Adheres to a code of ethics
- Exposed to training opportunities
- Networking 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 3 × 2) (6)

[25]

QUESTION 3

3.1 A sole trader is a business that is owned by one person. (2)

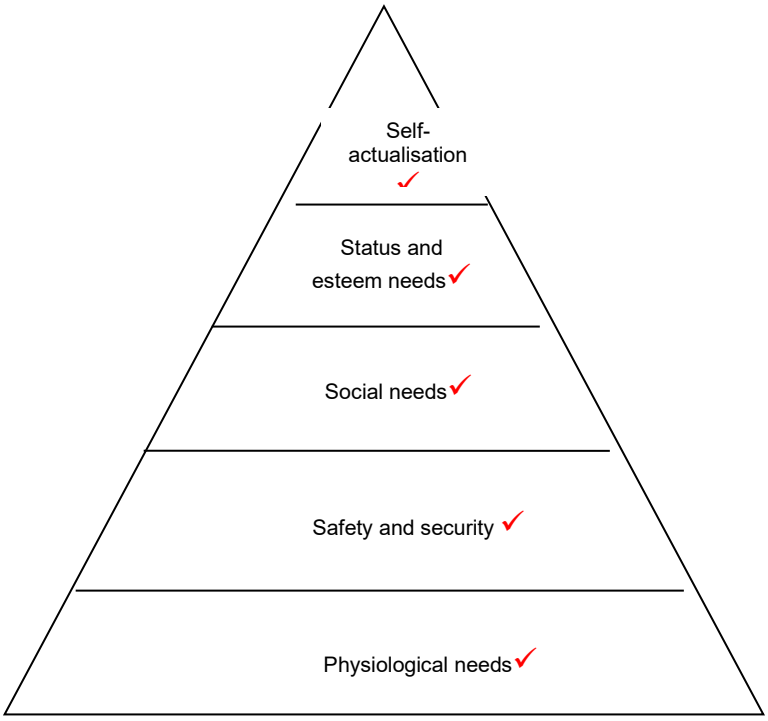
3.2
3.2.1 Define the object of the research
3.2.2 Determine the research design
3.2.3 Design and prepare the survey
3.2.4 Data collection
3.2.5 Analyse the data
3.2.6 Communicate the results

(6 × 1) (6)

3.3
- Social media
- Billboards
- Leaflets
- Local newspaper

(Any relevant answers) (4)

3.4 **MASLOW'S HIERARCHY OF NEEDS**



(5)

3.5
3.5.1 The place where the supply and demand curves cross

3.5.2 The price by which the quantity of the product demanded is equal to its quantity supplied

3.5.3 The number of products available

(Any relevant answer) (3 × 2) (6)

3.6 Customers✓, Suppliers✓, Workers, Owner (Any 2 × 1) (2)

[25]

QUESTION 4

4.1
- Brief introduction✓ (1)
- Open-ended questions (3 × 2) (6)
- Closed questions (2 × 2) (4)
- Creativity and neatness ✓ (1)

Credit answers relevant to the image only (12)

4.2
- Setting up budget standards✓
- Measure performance✓
- Identify remedial actions✓
- Take corrective action✓ (4)

4.3
- Primary sector✓ – The extraction of raw materials from nature e.g. farming, mining, fishing, forestry. ✓
- Secondary sector✓ – The processing of raw materials such as manufacturing, construction and processing of raw materials, e.g. car manufacturers, food production, etc. ✓
- Tertiary sector ✓– Providing services, activities done by people such as wholesale and retail trade, tourism, transportation, communication✓ (6)

4.4
4.4.1 Current Asset
4.4.2 Fixed Asset
4.4.3 Current Asset

(3 × 1) (3)
[25]

QUESTION 5

5.1
- Primary data is first-hand✓ data gathered by the researcher. Example: questionnaire,✓ focus group, interviews, observation
- Secondary data refers to data used that someone else collected at an earlier✓ stage. (2 × 2) (4)

5.2
- Economic Trends
- Market needs
- Supplier Pricing
- Customer expectations
- Operational factors
- Supplier Pricing
- Competitors price (Any 3 × 2) (6)

5.3	5.3.1	R4 500 × 10 = R45 000 ✓✓	
	5.3.2	R4 500 × 25 = R112 500✓✓	
	5.3.3	R4 500 × 30 = R135 000✓✓	
	5.3.4	10 + 25 + 30 = 65✓✓	
	5.3.5	R4 500 × 65 = R292 500✓✓	(10)
5.4	5.4.1	Service	
	5.4.2	Product	
	5.4.3	Service	
	5.4.4	Service	
	5.4.5	Service	
		(5 × 1)	(5)
			[25]

TOTAL SECTION B: 100
GRAND TOTAL: 150

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