higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

ENTREPRENEURSHIP
NQF LEVEL 2

11 March 2020

This marking guideline consists of 7 pages.

Copyright reserved

SECTION A

QUESTION 1

1.1 True
1.2 False
1.3 False
1.4 True
1.5 True
1.6 False
1.7 True
1.8 True
1.9 False
1.10 True
1.11 False
1.12 True
1.13 False
1.14 True
1.15 True

(15 × 1) **[15]**

QUESTION 2

2.1 D
2.2 F
2.3 H
2.4 A
2.5 G
2.6 C
2.7 E
2.8 M
2.9 I
2.10 J
2.11 K
2.12 P
2.13 O
2.14 N
2.15 Q

(15 × 1) **[15]**

TOTAL SECTION A: 30

QUESTION 3

3.1 3.1.1
- Its appearance must be attractive.
- It must be concise.
- It must be comprehensive.
- It must be simple and easy to read.
- It must be based on facts and evidence. (Any 5 × 1) (5)

3.1.2
- cover page
- contents page – executive summary
- personal information of the entrepreneur
- description of the business
- marketing plan
- operational plan
- financial plan
- supportive materials (Any 1 × 1) (1)

3.2
- Outgoing – selling the idea to other people and make them believe in it
- Willing to take calculated risk – see risk as a challenge
- Self-actualisation – strong drive to achieve
- Meticulous – paying special attention to minor details
- Creative and innovative – ability to begin something new and different
- Leadership qualities – commanding respect for what you do, and people follow you (Any 4 × 2) (8)

3.3
- Product
- Price
- Promotion
- Place (4)

3.4 3.4.1
- Internal environment is the place where the business carries out its activities; the micro-environment, where we find the workers and the management.
- External environment is the large environment (macro-environment) where we find forces and challenges that affect the business. (2 × 2) (4)

3.4.2 Examples of internal environment
- management
- employees (Any 1 × 1)

Examples of external environment
- economic forces
- political forces
- suppliers
- competitors
- social factors (Any 1 × 1) (2)

Copyright reserved

3.5
- Product costing
- Pricing of the products
- A detailed income statement for the first year
- A calculation of breakeven point
- Sales forecasts for the first year
- A balance sheet for the first year
- A budgeted cash flow statement
- A description of administration (Any 5 × 1) (5)

3.6 3.6.1 Patent – It is a legal right of ownership you acquire when inventing something new. It gives you the sole right to manufacture, market and sell a particular product✓✓ (2)

3.7 3.7.1
- Effective after-sales service
- Be polite and greet customers with a smile.
- Be honest.
- Keep customers informed.
- Help to solve problems.
- Do regular customer satisfaction surveys.
- Acknowledge loyal customers.
- Be professional. (Any 4 × 1) (4)

[35]

QUESTION 4

4.1.1 Variable cost = Material R17 100✓
Telephone account R2 200✓
Petrol cost R3 201✓

R22 501✓ (4)

4.1.2 Fixed cost = Salaries R34 300✓
Insurance premium R1 800✓
Renting R5 000✓

R41 100✓ (4)

4.1.3 Total cost = variable cost + fixed cost✓
= R22 501 + R41 100✓
= R63 601✓ (3)

4.1.4 Breakeven sales = $\frac{\text{Total fixed costs}}{\text{Gross profit}}$
= $\frac{\text{R33 600}}{65\%✓}$
= R21 840✓✓ (3)

4.2 Competitive pricing refers to the practice of setting the price below the competitors' prices. (1)
[15]

QUESTION 5

5.1 5.1.1
- Planning duties of individual employees
- Planning shifts for employees (2)

5.1.2 An individual assigned to a particular task becomes unavailable due to sickness or injury. (1)

5.2 It helps one to focus on everything that needs to be done, so that you do not forget some of the activities. (2)

5.3
- Planning
- Organising
- Leading
- Control (4 × 1) (4)

5.4 5.4.1 A roster is a planning tool that schedules a series of events, times and individuals responsible.

5.4.2 A diary serves as a reminder of future events, and informs you of what is planned.
(2 × 2) (4)

5.5 Social media (1)

5.6
- Autonomy – You are your own boss.
- You determine your own income, depending on how dedicated/creative you are or how hard you work.
- You make your own decisions.
- You are a job creator, not a job seeker, and help in employing other unemployed people.
- Be creative, solve problem by identifying market gaps.
- Meet people's needs by identifying what people need, and exploit the opportunity. (Any 3 × 2) (6)

[20]

TOTAL SECTION B: 70
GRAND TOTAL: 100

Copyright reserved