higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

NEW VENTURE CREATION
NQF LEVEL 2

XX February 2020

This marking guideline consists of 5 pages.

Copyright reserved

SECTION A

QUESTION 1

1.1	1.1.1	B		
	1.1.2	E		
	1.1.3	A		
	1.1.4	D		
	1.1.5	F		
	1.1.6	C		
	1.1.7	J		
	1.1.8	G		
	1.1.9	I		
	1.1.10	H		
			(10 × 2)	(20)
1.2	1.2.1	True		
	1.2.2	False		
	1.2.3	False		
	1.2.4	True		
	1.2.5	False		
	1.2.6	True		
	1.2.7	True		
	1.2.8	True		
	1.2.9	True		
	1.2.10	True		
		Each answer must have a relevant reason	(10 × 2)	(20)
1.3	1.3.1	ICASA		
	1.3.2	SABS		
	1.3.3	NERSA		
	1.3.4	SAQA		
	1.3.5	IEC		
			(5 × 2)	(10)
				[50]

TOTAL SECTION A: 50

SECTION B

QUESTION 2

2.1 Yes

- To get new customers
- To offer better services and get the competitive advantage

(Any relevant ONE)

No

- She may get less customers
- She will have to compete with others

ONE mark for Yes/No + TWO marks for relevant reason (1 + 2) (3)

Copyright reserved

2.2
- Product
- Price
- Place
- Promotion (4)

2.3

PRODUCT	SERVICE
• Tangible • Separable • Quality does not vary • Can be stored (Any THREE)	• Intangible • Inseparable • Variable • Cannot be stored (Any THREE)

(3 + 3) (6)

2.4 2.4.1 Capital, detergents, cleaning products, vacuums, brushes (Any TWO)

2.4.2 Cell phones, airtime, equipment, cell contracts, capital (Any TWO)

NOTE: Capital can only be used once. (2 × 2) (4)

2.5

Demographic	Geographic	Behavioral	Psychographic
Gender Race Age Family size Income Occupation Religion Education Nationality (Any ONE)	Continent Country City Climate Density Population Region (Any ONE)	Occasions Degree of loyalty Usage User status Buyer readiness (Any ONE)	Lifestyle Social class Personal values Attitudes (Any ONE)

(4 + 4) (8)

[25]

QUESTION 3

3.1
3.1.1 R5 500✓✓
3.1.2 R2 150✓
3.1.3 R3 350✓✓
3.1.4 R 3 350✓
3.1.5 R8 100✓✓
3.1.6 R5 350✓✓ (10)

3.2
- Take corrective steps.
- Set budget standards.
- Identify remedial actions.
- Measure performance. (4)

3.3 Service business. They render services (2)

3.4 3.4.1
- Minimum of seven shareholders
- Name ends with Ltd
- Sells shares to public

3.4.2
- 1–50 shareholders
- Name ends with (Pty) Ltd
- Only shareholders can buy shares

(2 × 3) (6)

3.5
- Television
- Radio
- Newspaper
- Billboards
- Social media (Any relevant 3 × 1) (3)

[25]

QUESTION 4

4.1
- Low level of trust in you and the products
- Low standard of customer service
- Wide choice of competitors for promotions
- Products not meeting specific values of customer culture
- Little contribution to community events and projects
- Customer superstitions
- Unfriendliness and premises not clean enough (Any relevant 5 × 2) (10)

4.2
- Survey✓ – usually uses a questionnaire to get information from customers about products✓
- Observation✓ – watching customers to collect data✓
- Experimentation✓ – information gathered through experiments✓ (3 × 2) (6)

4.3
- Competitors' prices
- Supplier pricing
- Marketplace conditions
- Expectations of customers
- Operational factors (5 × 1) (5)

4.4 Fixed assets are the possessions of the business and last a long time, for example land and buildings.✓✓

Current assets can easily be changed into cash, for example stock✓✓

(2 + 2) (4)

[25]

QUESTION 5

5.1 Business is good, because the demand and the supply are even.
(Any relevant answer) (2)

5.2 Yes✓ – The scales are even.✓✓ (3)

5.3
- Level of trust placed in products
- Standard of customer service
- Choice of competitors for promotions
- Products meet specific cultural values of customers
- Contribution made to community events and projects
- Customer superstitions
- Friendliness and cleanliness of business premises (Any 5 × 1) (5)

5.4 5.4.1
- May not ask for security or collateral
- May accept low rate of interest
- May be willing to wait longer for repayments (3)

5.4.2
- If business fails friendship might end
- May try to influence decisions
- May want a share in business (3)

5.5 Primary data are information gathered by research✓ such as surveys, observation, focus groups.✓

Secondary data have already been gathered by a researcher✓ and are ready to be used.✓ (2 + 2) (4)

5.6
5.6.1 Primary
5.6.2 Tertiary
5.6.3 Secondary
5.6.4 Tertiary
5.6.5 Tertiary

(5 × 1) (5)
[25]

TOTAL SECTION B: 100
GRAND TOTAL: 150

Copyright reserved