higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

NEW VENTURE CREATION
NQF LEVEL 2

(3011032)

13 March 2020 (Y-paper)
13:00–16:00

This question paper consists of 8 pages.

567Q1S2013

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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. Write neatly and legibly.

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SECTION A

QUESTION 1

1.1 Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–J) next to the question number (1.1.1–1.1.110) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.1.1	Information gathered through interviews	A	fishing
1.1.2	Community-based organisation	B	surveys
1.1.3	Example of primary industries	C	bank overdraft
1.1.4	Assets easily converted to cash	D	current assets
1.1.5	Money used to expand a business	E	nonprofit organisation
1.1.6	Example of short-term loan	F	growth capital
1.1.7	Only one person owning the business	G	private company
1.1.8	Todar (Pty) Ltd	H	target market
1.1.9	Personal or business assets a lender might accept as security for loan repayment	I	collateral
1.1.10	Group of customers, present and potential, likely to buy products/services	J	sole trader

(10 × 2) (20)

1.2 Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (1.2.1–1.2.10) in the ANSWER BOOK. Give a reason for each answer.

1.2.1 An after-sales questionnaire is a tool to determine customers' views after they have used a product or visited the business.

1.2.2 A chamber of commerce is not an example of a professional body.

1.2.3 Fixed costs change according to the number of production units.

1.2.4 The processes that a product or service goes through from raw material until it is finally used is called the value chain.

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1.2.5 The Internet is a method you can use to collect primary data.

1.2.6 The point where total income is equal to total costs is referred to as the breakeven point.

1.2.7 Products are one of the elements in the marketing mix.

1.2.8 A close corporation can still continue even after the death of a member.

1.2.9 It is important that a new venture business knows the basic needs of people from different socio-economic groups.

1.2.10 Security is the availability of food, clothing and housing for the foreseeable future.

(10 × 2) (20)

1.3 Choose a regulatory authority from the list responsible for regulating the situations below. Write only the regulatory authority next to the question number (1.3.1–1.3.5) in the ANSWER BOOK.

SAQA; ICASA; SABS; JSE; IEC; NERSA

1.3.1 Radio and communications

1.3.2 Standards of products

1.3.3 Electricity

1.3.4 Quality of education

1.3.5 Voting

(5 × 2) (10)
[50]

TOTAL SECTION A: 50

SECTION B

QUESTION 2

Dora wants to start her own car wash business called **SPEEDY WASH.** She asks you for advice on the basic principles of marketing.

2.1 Should she locate her business close to other car wash? Substantiate your answer. (3)

2.2 Name FOUR basic principles of marketing. (4)

2.3 Tabulate THREE differences between a product and service. (6)

2.4 Name TWO current assets needed to run each of the following businesses:

2.4.1 Car wash

2.4.2 Internet cafe

(2 × 2) (4)

2.5 Name FOUR segments of a target market and give an example of each. (8)

[25]

QUESTION 3

3.1 Complete the cash-flow budget for **SPEEDY WASH** by writing only the missing figures next to the question number (3.1.1–3.1.6) in the ANSWER BOOK.

CASH FLOW BUDGET FOR N'S TUCKSHOP		
	February	**March**
Bank balance at the beginning of the month	R2 000	**(3.1.4)**
INCOME		
Cash sales	R3 200	R4 100
Credit sales	R100	R400
Other income	R200	R250
TOTAL RECEIPTS	**(3.1.1)**	**(3.1.5)**
PAYMENTS		
Cash purchases	R1 800	R2 300
Monthly expenses	R200	R200
Other payments	R150	R250
TOTAL PAYMENTS	**(3.1.2)**	**R2 750**
Bank balance at the end of the month	**(3.1.3)**	**(3.1.6)**

(10)

3.2. State FOUR methods of controlling budgets. (4)

3.3 What type of business is **SPEEDY WASH**? Substantiate your answer. (2)

3.4 List THREE characteristics of each of the following business types:

3.4.1 Public company

3.4.2 Private company

(2 × 3) (6)

3.5 List THREE types of advertising media that businesses mostly use. (3)

[25]

QUESTION 4

4.1 State FIVE factors that could prevent people buying the products of a business. (10)

4.2 Briefly explain THREE methods of collecting primary data. (6)

4.3 State FIVE factors that influence the pricing of a product. (5)

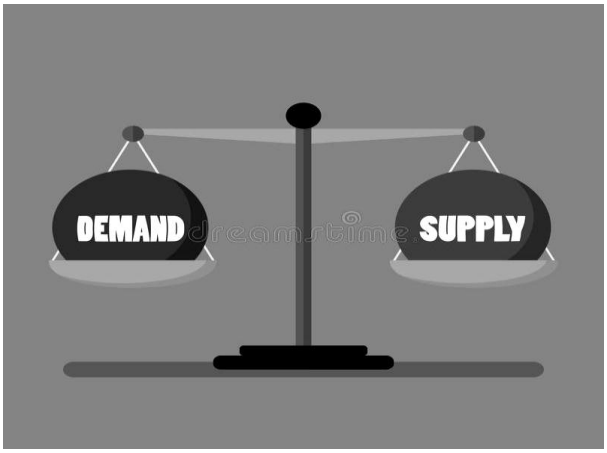
4.4 Explain the difference between *fixed assets* and *current assets*. (4)

[25]

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QUESTION 5

Study the scale and answer the questions.



5.1 Briefly explain the condition of the business. (2)

5.2 Is this scale representing breakeven point? Substantiate your answer. (3)

5.3 List FIVE factors that motivate people to buy a product or service. (5)

5.4 Capital is needed to start a business.

5.4.1 Name THREE advantages of getting a loan from friends. (3)

5.4.2 Name THREE disadvantages of getting a loan from friends. (3)

5.5 Explain the difference between *primary* and *secondary* data. (4)

5.6 Indicate whether the following businesses belong to the PRIMARY, SECONDARY OR TERTIATY sector by writing only 'Primary', 'Secondary' or 'Tertiary' next to the question number (5.6.1–5.6.5) in the ANSWER BOOK.

5.6.1



5.6.2



5.6.3 

5.6.4 

5.6.5 

(5 × 1) (5)
[25]

TOTAL SECTION B: 100
GRAND TOTAL: 150

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