higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

JUNE EXAMINATION

INTRODUCTORY ENTREPRENEURSHIP N4

4 JUNE 2014

This marking guideline consists of 6 pages.

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QUESTION 1

1.1 Passion √
Dedication √
Willingness to learn √
Self-motivation √

(Any relevant answer) (4)

1.2 Essential need- food √√ (2)

1.3
- Labour √
- Capital√
- Land√
- Entrepreneurship√
- Technology

(Any 4 x 1) (4)

1.4
- Planning √
- Organising √
- Leading √
- Controlling√
- Staffing √
- Decision-making√

(5)

1.5
- Creation of job opportunities√
- Generation of wealth√
- Higher standard of living√
- Initiation of the production process√
- Utilisation of natural resource √

(5)

1.6
$$I = \frac{P \times r \times t}{100}$$
$$= \frac{R\ 20\ 000 \times 20 \times 191}{100 \times 365}\surd$$
$$= R\ 2093.15\surd\surd$$

(4)

1.7 Department of Trade and Industry√ (1)

[25]

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QUESTION 2

2.1 A point where no profit or loss is made √√
OR
A point where total income equals total expenses (2)

2.2
- The quality of the product. √
- The quantity to be supplied √
- The lowest possible unit price √
- The time schedule for delivery√ (4)

2.3
- Deposits √
- Withdrawal √
- Cheque accounts √
- Saving accounts √
- ATM √
- Credit facilities√
- Internet banking (6)

2.4
- Questions must be applicable to her product √√
- Use open-end questions and closed questions √√
- Keep questions simple√√ (6)

2.5
- List the products and services needed√
- List the potential supplier√
- List the purchase price of each product or service √
- List the other conditions of sale and unique advantages√
- Select suppliers according to conditions of services√
- Decide on product and service recipe√
- Check and revise the conditions of sales of suppliers regularly√ (7)

[25]

QUESTION 3

3.1
- Supermarkets √
- Hotels √
- Catering companies √
- Restaurants'

(Any 3 x 1) (3)

3.2
- She attended at the Agricultural Research Council on organic farming methods √
- She also attended the SA Agricultural Academy Market Development Programmme√ (2)

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3.3
- Prosperity and wealth are easier created √
- Promote private initiative and entrepreurship √
- People are free to plan their own activities √
- Consumers obtain the products they want by demand and supply √
- No massive bureaucracy√
- Profits ensures effectiveness, enough production and the right type of products
- Competition ensures low price and new technology
- Monopolies do not last

(Any 5 x 1) (5)

3.4
- Establishment is easy and inexpensive √
- Limited liabilities exist (Personal assets protected √
- No legal prescriptions in terms of meeting or financial statements√
- Perpetual continuity √
- More growth than sole trader√
- No external auditors √
- More capital can be raised as a sole trader
- Profit shared among maximum of 10 people
- Greater degree of direct control
- Dividends to members taxed on a lower rate

(Any 5 x 1) (6)

3.5
- Bank overdraft√
- Supplier's credit/ Trade credit√
- Short-term loan √
- Leasing √
- Credit agreement √

(Any 4 x 1) (4)

3.6
- Stock will be controlled√
- Correct purchases will be made√
- Competitive sales methods are encouraged√
- Management information is obtained√
- Operating capital will be optimally used√

(5)
[25]

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QUESTION 4

4.1 75 + 25 = 100 √
75/100 x 100 √
75% √ (3)

4.2 14%√ (1)

4.3 Net profit in 2013 R130 000
Net profit for the year 2014 (100%+10%) = 110%√√
110/100 x 130 000√
R143 000√√

OR

10/100 x 130 000√√
13 000 + R130 000√
R143 000√√ (5)

4.4 390 + 473 = 863√
50 x 4 = 200√
863 – 200 = 663√√ (4)

4.5 7 698 – 5 432 = 2 266√√ (2)

4.6
- Prepare professional looking cover page.√
- Interesting introduction.√
- Summarise the industry.√
- Market research analysis.√
- Proposed marketing plan.√
- Proposed financial statement.√
- Proposed manufacturing and operating plan.√
- Managerial activities.√
- Identification of critical risks problems.√
- Positive and motivating conclusion.√ (10)

[25]

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QUESTION 5

5.1
- Life assurance √
- Fire insurance√
- Storm damage √
- Theft and burglary √

(4)

5.2 Gross Profit √

(1)

5.3 Consumer goods – Purchased and consumed by final consumers√√
Industrial goods – Used to manufacture other goods√√
Services – Intangible benefits offered to customers√ √

(6)

5.4 5.4.1 A process whereby a total market is identified and divided into subgroup or segments with similar needs√√ √ (3)

5.4.2 Prevents written material such as books, songs, TV programmes from being copied without the permission of the originator √√√ (3)

5.5
- Control expenditure √
- Forecast income √
- Financial planning for a specific period of time √
- Estimation of operating costs√
- Cash flow requirements
- Capital expenditure √

(6)

5.6 R 10800/1 x 33,3/100√
R3 596,40√

(2)
[25]

TOTAL: 100

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