higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

JUNE EXAMINATION

INTRODUCTORY ENTREPRENEURSHIP N4

1 JUNE 2016

This marking guideline consists of 6 pages.

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QUESTION 1

1.1
- Capital
- Labour
- Land
- Entrepreneurship
- Technology (Any 4 × 1) (4)

1.2
- Planning
- Organising
- Leading
- Controlling
- Staffing (5 × 1) (5)

1.3
- Insurable risks
- Non-insurable risks (2 × 1) (2)

1.4
- R2 000 × R55,00 = R110 000
- R110 000 × 12% = R13 200
- R13 200 × 10% = R1 320 (3 × 2) (6)

1.5
- Primary data – surveys
- Observations
- Basic experiments
- Test marketing
- Secondary data/Internal data
- External data (Any 3 × 1) (3)

1.6
1.6.1 False
1.6.2 True
1.6.3 False
1.6.4 False
1.6.5 False

(5 × 1) (5)
[25]

QUESTION 2

2.1
- Marketing plan (product, price, place, promotion, personnel)
- Brief description of the target market
- The identification of immediate competitors and other business threats
- SWOT analysis
- Calculation of the market share
- Identify opportunities for expansion (6 × 1) (6)

2.2
- Production
- Purchasing
- Administrative
- Marketing
- Personnel/Human Resource
- Public relation
- Financial
- General management (Any 5 × 1) (5)

2.3
- Private ownership
- Private initiative
- Free markets
- The influence of states is limited (4 × 1) (4)

2.4
2.4.1 ATM – Automatic Teller Machine
2.4.2 COD – Cash on Delivery
2.4.3 SITE – Standard Income Tax on Employees
(3 × 1) (3)

2.5
- R250,00 × 20% = R50,00
- R250,00 – R50,00 = R200,00 (2 × 1) (2)

2.6
- Membership is limited to a maximum of ten members
- Limited liability (personal assets of members are protected)
- It is a legal person
- It has perpetual continuity
- Financial reports must be done by an accounting officer (5 × 1) (5)

[25]

QUESTION 3

3.1
- Tourist
- Local people
- Foreigners (3 × 1) (3)

3.2 3.2.1
- Business opportunities are ideas that work
- Ideas that are feasible and viable, tested and reliable

3.2.2 Products used in the production of other products

3.2.3 Services are intangible benefit of need satisfaction offered to customers

(3 × 2) (6)

3.3 R2 500 × 13% = R325,00 (1)

3.4
- Creation of job opportunities
- Higher standard of living
- Initiation of the production process
- Utilisation of natural resources
- Generation of wealth (Any 4 × 1) (4)

3.5
- Carry all the risk
- Identify business opportunities
- Plan the business
- Combine factors of production
- Remunerate factors of production
- Extend the business
- Preserve the free enterprise system (Any 6 × 1) (6)

3.6 3.6.1 Publicity
3.6.2 Break-even point
3.6.3 Entrepreneur
3.6.4 Debtors
3.6.5 Cash-flow budget

(5 × 1) (5)
[25]

QUESTION 4

4.1 December 15 (31-16)
January 31
February 29
March 31
April 30
May 31
June 16
183 days (2)

4.2
- S1: List the product or services needed
- S2: List the potential suppliers
- S3: List the purchase price of each product or service
- S4: List other conditions of service
- S5: Select suppliers according to conditions in your favour
- S6: Decide on product and service recipe
- S7: Control and revise conditions of suppliers regularly (7 × 1) (7)

4.3
- Quality
- Quantity
- Price
- Time
- After sales service (Any 4 × 1) (4)

4.4 R522,50 × 37% = R193,33
R522,50 – R193,33 = R329,17 (3)

4.5
- Customers carrying large purses, big bags, and coats.
- Customers wandering aimlessly through the shop, handling pieces without buying
- Those dressed unreasonably, for example wearing a raincoat on a sunny day. (Any 2 × 1) (2)

4.6 The bank will not pay out any cheque before the date written on the cheque. (1)

4.7
- Attract attention
- Grab interest
- Create desire
- Action (4 × 1) (4)

4.8 100 + 8 = 108

$\frac{108}{100} \times$ R30,00

= R32,40 (2)
[25]

QUESTION 5

5.1 $\frac{R65\,000}{1} \times \frac{5}{100}$
= R3 250,00
= R65 000,00 + R3 250,00
= R68 250,00 (4)

5.2
- Determine the capital needs of the business
- Control expenditure
- Forecast income
- Estimate costs
- Financial planning (Any 3 × 1) (3)

5.3 Formula: $I = \frac{p \times r \times t}{100}$

$= \frac{R35\,000 \times 16{,}75 \times 5}{100}$

= R29 312,50 (4)

5.4

Name of the business: Entrepreneur's name: Logo or emblem of the business: Address and contact numbers: Layout:

(5)

5.5

MARIAH'S BEADS CC PRICE LIST			
5.5.1	3 beaded necklaces	=	R270,00
5.5.2	2 beaded cups	=	R60,00
5.5.3	5 beaded dolls	=	R1 250,00
5.5.4	4 beaded bracelets	=	R60,00
5.5.5	TOTAL AMOUNT	=	R1 640,00
5.5.6	**CASH PAID**	=	**R1 700,00**
5.5.7	CHANGE	=	R60,00

(7 × 1) (7)

5.6 5 + 10 = 15

$\frac{10 \times 100}{15}$

66,66 % (2)
[25]

TOTAL: 100

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