higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

INTRODUCTORY ENTREPRENEURSHIP N4

5 JUNE 2018

This marking guideline consists of 6 pages.

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QUESTION 1

1.1
- Willing to undertake and organise
- Manage new business
- Assume risk
- Create reasonable profit
- Identify an opportunity
- Assemble resources (Any 4 × 1) (4)

1.2
- To break away from a boring job
- She identified a business opportunity
- To be her own boss
- To make money/profit
- She had an idea (Any 2 × 2) (4)

1.3
- Owner has complete control
- Owner is his/her own boss
- Owner can adapt quickly to favourable business opportunities
- Close contact between owner, employees and customers
- Offers entrepreneur the opportunity to specialize
- New venture need not be registered
- Limited legal requirements
- Quick decision-making
- Less tax charged on small net profit
- Owner receives all the profits (Any 6 × 1) (6)

1.4
- Production function
- Purchasing function
- Financial function
- Administrative function
- Marketing function
- Human resource function
- Public relation function
- Function of general management (Any 6 × 1) (6)

1.5 = 290 + 347 = 637✓✓

= 30 × 4 = 120✓✓

= 637 – 120 = 517✓ (5)

[25]

QUESTION 2

2.1 300 × R200,00 = R60 000,00✓✓
R60 000,00 × 40% = R24 000,00✓✓
R24 000,00 × 10% = R2 400,00✓✓ (6)

2.2
- Detailed income statement or profit and loss account
- Calculation of the break-even point
- Detailed balance sheet
- Detailed cash flow statement
- Estimation of the financial requirements to start the business enterprise/ start-up cost
- Availability of security to cover the risk factors
- Availability of external financing (Any 6 × 1) (6)

2.3
- Cash book
- Petty cash book
- Wages and salaries books
- Sales journal
- Purchase journal
- Debtors ledger
- Creditors ledger
- Stock/inventory records
- Fixed asset register
- General ledger (Any 5 × 1) (5)

2.4 R150,00 × 110/100✓ = R165,00✓✓

OR

R150,00 × 10/100 = R15,00✓
R15,00 + R150,00 = R165,00✓✓ (3)

2.5
- Order stock from suppliers
- Utilise sound storage practices
- Identify reliable suppliers
- Receiving and inspecting goods supplied
- Ensure that ample stock is on hand (5)

[25]

QUESTION 3

3.1
- Labour
- Capital
- Land
- Entrepreneurship
- Technology (Any 4 × 1) (4)

3.2
- Surveys
- Observation
- Basic experiments (3)

3.3
- Receipts
- Invoices
- Statements
- Cheques (Any 3 × 1) (3)

3.4
- Working action plan
- Guideline to achieve goals
- Tool to obtain financial assistance
- Decision making tool in management
- Put thoughts in logical order
- Test viability and feasibility
- Simulates reality in the business world (Any 6 × 1) (6)

3.5
- Step 1: List the products and services to be offered
- Step 2: List the potential suppliers
- Step 3: List the purchase price of each product or service
- Step 4: List other conditions of services and unique advantage
- Step 5: Select suppliers according to conditions you favour
- Step 6: Decide on product and service recipe
- Step 7: Control and revise the situation regularly (7)

3.6
- Bank grants the entrepreneur extra working capital to a specific maximum amount

OR

- The entrepreneur can withdraw more money from his/her account than is actually in the account (2)

[25]

QUESTION 4

4.1
- Design products to satisfy specific needs
- Planning the production process
- Location of the factory
- Layout of the facilities (equipment, machinery)
- Control stock
- Cash flow management
- Safety measures
- Quality control (Any 6 × 1) (6)

4.2

$$\frac{I = P \times r \times t}{100}$$

$$I = R\frac{12\,500{,}00 \times 10 \times 4}{100}$$ ✓✓

I = R5 000,00✓✓ (4)

4.3
4.3.1 True
4.3.2 False
4.3.3 False
4.3.4 True
4.3.5 True
(5 × 1) (5)

4.4
- Questions must be applicable to her service/product
- Use both open and closed questions
- Keep questions simple
- One question at a time (4 × 2) (8)

4.5
- Insurable
- Non-insurable risks (2)

[25]

QUESTION 5

5.1
- Seeking profit
- Business growth
- Increasing market share
- Product/service quality
- Social responsibility, not to harm society (Any 5 × 1) (5)

5.2
- Product
- Place
- Promotion
- Price
- Personnel (5)

5.3 = R30,00 + R35,00 + R15,00 = R80,00

Labour = R30,00/R80,00 × 100 = 37,5%✓✓

Detergents = R35,00/R80,00 × 100 = 43,75%✓✓

Other costs = R15,00/R80,00 × 100 = 18,75%✓✓ (6)

5.4
- Personal selling
- Advertising
- Sales promotion
- Publicity (Any 4 × 1) (4)

5.5
- Age group
- Income level
- Gender
- Education
- Location
- Occupation
- Culture and language
- Religion (Any 5 × 1) (5)

[25]

TOTAL: 100

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