higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

INTRODUCTORY ENTREPRENEURSHIP N4

28 MAY 2019

This marking guideline consists of 6 pages.

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QUESTION 1

1.1
- Private ownership
- Private initiative
- Free markets
- The influence of the state and local government is limited (Any 3 × 1) (3)

1.2
- Ensures a satisfactory profit
- Stock will be controlled
- Correct purchases will be made
- Competitive sales methods will be encouraged (Any relevant answer) (4)

1.3
- Market size
- Labour supply
- Capital
- Housing
- Electricity and water supply
- Municipality concession and rates
- Competition
- Climate
- Transport facilities
- Raw materials (Any 7 × 1) (7)

1.4 = 470 + 275 = 745
= 45 × 5 = 225
= 745 – 225 = 520 (5)

1.5
- Look for business opportunities
- Challenge existing products and services
- Adopt a creative attitude
- Notebook for ideas
- Opportunities first, threats second (Any 2 × 1) (2)

1.6
- Land – rent
- Labour – salaries/wages
- Capital – interest
- Technology – rent/interest
- Entrepreneurship – profits (4)

[25]

QUESTION 2

2.1
- Structured guideline to achieve an entrepreneurial goal
- Thoughts will be put into a logical order
- Simulates reality in the business world
- Entrepreneur's working action plan
- Tool to obtain financial assistance
- Viability and feasibility of the business venture are measured
- Essential decision-making tool in the management of the business enterprise (Any 5 × 1) (5)

2.2
- Entrepreneur✓ – She started her own business✓✓ (3)

2.3
- Cession
- Surety
- Mortgage bond
- Fixed deposits
- Investments (Any 3 × 1) (3)

2.4
- Introductory phase✓ – new product, profits low✓
- Growth phase✓ – sales and profits increase, more competitors✓
- Maturity phase✓ – sales volume grows, profit margins peak and fall✓
- Declining phase✓ – sales and profits drop✓ (8)

2.5
- Cash flow budget
- Availability of security
- Projected income statement
- Projected balance sheet
- Calculate the break-even point
- Estimation of financial requirements (6)

[25]

QUESTION 3

3.1
- Freedom to be creative and reach her full potential
- Reap excellent financial rewards
- Recognition and achievement
- Independence (Any relevant answer) (4)

3.2
- Primary data
- Secondary data (2)

3.3
- R500,00 × 4✓
- R2 000,00✓✓ (3)

3.4
- One cashier to a till
- One person to sign for petty cash
- Keep records up to date
- Control the safe keys
- Change computer codes
- Inspect cash registers daily
- Never sign blank cheques
- Deposit money daily
- Cashiers must not leave their money at check-out points (Any 6 × 1) (6)

3.5
- Supplier's credit
- Bank overdraft
- Short-term loan
- Credit agreement (hire purchase)
- Leasing (5)

3.6
- Easy and inexpensive to start
- Perpetual continuity
- Limited liability
- More growth than in sole trader
- No external auditors
- More capital can be raised
- Profit shared among a maximum of 10 members
- Greater degree of direct control
- Dividends to members taxed on a lower rate
- Legal entity (Any 5 × 1) (5)

[25]

QUESTION 4

4.1
- Life assurance
- Fire insurance
- Storm damage
- Theft and burglary (4)

4.2 R522,00 × $\frac{110}{100}$✓

R574,20✓ (2)

4.3
4.3.1 False
4.3.2 False
4.3.3 False
4.3.4 True
4.3.5 True

(5 × 1) (5)

4.4
- Recruiting staff
- Training/Educating personnel
- Determining remuneration
- Creating a favourable and safe work atmosphere
- Retaining a stable and happy workforce (Any 4 × 1) (4)

4.5
- Promotional advertising
- Increase sales of products and services
- Inform, persuade and remind
- Institutional advertising
- Promote goodwill
- Positive business image (3)

4.6 Advertisement:

Marks are allocated for the advertisement✓ It must incorporate the following: Attention✓ Interest✓ Desire✓ Action✓

(5)

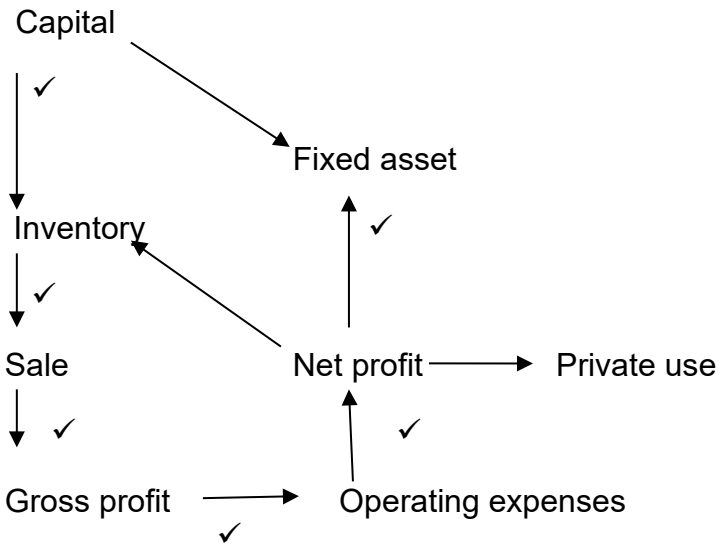
4.7
- To become independent
- She was unemployed
- She saw an opportunity (Any TWO relevant answers) (2)

[25]

QUESTION 5

5.1 December (12–31) = 19✓
January = 31
February = 28
March = 31
April = 30
May = 31
June = 16
= 186 days✓✓ (3)

5.2



(6)

5.3 35 + 10 = 45✓
10 × 100✓
45 × 1
= 22,22%✓ (3)

5.4
- Determining capital needs
- Controlling expenditure
- Forecasting income
- Planning for a period of time
- Estimating costs
- Cash flow management (Any 5 × 1) (5)

5.5 R15 000,00 × $\frac{3,5}{100}$✓
= R525,00✓
= R15 000 ,00 – R525,00✓
= R14 475,00✓✓ (5)

5.6
- Secrecy
- Copyright
- Trademark
- Patent (3)

[25]

TOTAL: 100

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