higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

INTRODUCTORY ENTREPRENEURSHIP N4

26 May 2021

This marking guideline consists of 5 pages.

Copyright reserved

QUESTION 1

1.1 1.1.1 True
1.1.2 True
1.1.3 False
1.1.4 False
1.1.5 True

(5 × 1) (5)

1.2 An entrepreneur is willing to undertake✓ and manage a new business.✓ He/She assumes risk✓ to make reasonable profit.✓ (Any relevant answer) (4)

1.3
- Recruits staff
- Trains/Educates personnel
- Determines remuneration
- Creates safe working conditions
- Ensures a stable and happy workforce (Any relevant 4 × 1) (4)

1.4
- Introduces more capital into the business
- Introduces more skills into the business
- Eliminates harmful competition by a new partner
- Retains competent employees by inviting them as partners

(Any relevant 4 × 1) (4)

1.5 5,25/100 × R30 000 = R1 575 (2)

1.6
- Cash-flow budget
- Availability of security
- Projected income statement/Profit-and-loss account
- Calculate the break-even point
- Projected balance sheet
- Estimation of financial requirement (Any relevant 6 × 1) (6)

[25]

QUESTION 2

2.1
- Land and materials: rent
- Labour: wages/salaries
- Capital: interest
- Technology: rent/interest
- Entrepreneurship: profits (5)

2.2
- Look for business opportunities.
- Challenge existing products and services.
- Adopt a creative attitude.
- Write ideas in a notebook.
- Handle opportunities first and threats second. (Any relevant 5 × 1) (5)

2.3
- List the products and services needed.
- List the potential suppliers.
- List the purchase price of the product or service.
- List other conditions of sale and unique advantages.
- Select suppliers according to conditions in your favour.
- Decide on a product or service recipe.
- Control and revise the situation regularly. (Any relevant 7 × 1) (7)

2.4 **Primary data:**
- Surveys
- Observations
- Basic experiments

Secondary data:
- Internal data
- External data (Any 3 × 1) (3)

2.5
- Insufficient planning, including poor marketing strategy
- Insufficient financing, too little funds to bridge the first months while sales are still low
- Outdated methods, wrong pricing methods
- Personal factors, unwillingness to work long hours
- Poor management methods
- Incompetence of the entrepreneur (Any 5 × 1) (5)

[25]

QUESTION 3

3.1
- Demographic features
- Geographic features
- Psychographic features
- Benefit or behaviouristic features (4)

3.2 $I = \frac{P \times r \times t}{100}$

$= \frac{R35\,000 \times 15 \times 2}{100}$ ✓

= R10 500 ✓

Final amount = R35 000 + R10 500✓ = R45 500✓✓ (5)

3.3 10 + 5 = 15

5/15 × 100✓

= 33,33%✓✓ (3)

3.4
- Continuity
- Degree of direct control
- Profit sharing
- Ability to raise capital
- Liability in respect of debts
- Tax consideration
- Legal formalities
- Growth potential (8)

3.5
- Newspapers and magazines
- Television and radio
- Displays
- Cinema
- Billboards
- Internet
- Facebook (Any relevant 5 × 1) (5)

[25]

QUESTION 4

4.1
- Savings over the years
- Pension lump sum
- Winnings
- Share dividends
- Inheritance
- Sale of property
- Insurance policies (Any 6 × 1) (6)

4.2 Fixed costs vary little over one year, while variable costs vary as sales and production vary. (Any relevant 2 + any relevant 2) (4)

4.3
- Mortgage bonds
- Cession
- Surety
- Investments (Any 3 × 1) (3)

4.4
- Life insurance
- Fire insurance
- Storm
- Theft and burglary (4)

4.5 37,5/100 × R15 500✓ = R5 812,50✓ (Any relevant method of calculation) (2)

4.6
- Questions must be applicable to the travel business.
- Use open- and close-ended questions.
- Ask one question at a time.
- Keep questions simple. (Any 3 × 2) (6)

[25]

Copyright reserved

QUESTION 5

5.1
January = 31 – 7 = 24✓
February = 28
March = 31
April = 30
May = 31
June = 30
July = 31
Total = 205 days✓✓ (3)

5.2 100% – 10% = 90%
90/100 × R140 000✓✓= R126 000✓✓ (Any relevant method of calculation) (4)

5.3 5.3.1 Value-added tax

5.3.2 Pay as you earn

5.3.3 Unemployment Insurance Fund

(3 × 1) (3)

5.4
- There should be one cashier at a till.
- There should be one person to sign for petty cash.
- Keep records up to date.
- Control the safe keys.
- Inspect cash registers daily.
- Never sign blank cheques.
- Deposit money daily.
- Cashiers should not leave their money at checkout points.
- Change codes frequently. (Any 5 × 1) (5)

5.5
- Natural needs: light, water and fresh air
- Essential needs: food and clothing
- Convenience needs: cars and cellphones
- Luxury needs: luxury cars
- Cultural needs: music, education and religion (Any relevant 5 × 2) (10)

[25]

TOTAL: 100

Copyright reserved