higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

INTRODUCTORY ENTREPRENEURSHIP N4

15 NOVEMBER 2019

This marking guideline consists of 7 pages.

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QUESTION 1

1.1
- She identified a business opportunity
- To do something she enjoyed
- To be her own boss
- To make profit
- To supplement her own income (Any 4 × 1) (4)

1.2
- Knowledge and skills
- Contacts/networking
- Funds/money (3)

1.3
- Creation of job opportunities
- Higher standard of living
- Initiation of production processes
- Utilisation of natural resources
- Generation of wealth (Any 3 × 1) (3)

1.4
- Marketing mix elements (5Ps): product, price, place, promotion and personnel
- Description of the target market
- Identify immediate target market
- Strategy to enlarge market share
- SWOT analysis
- Calculate the market share
- Identify opportunities for expansion (Any 4 × 1) (4)

1.5
- Purchasing function
- Marketing function
- Public relations function
- Administrative function
- Personnel function
- Finance function
- Production function
- General management function (Any 5 × 1) (5)

1.6
- Name of the business
- Entrepreneur's name
- Logo or emblem of the business
- Address
- Contact numbers
- Entrepreneur's position in the business (Any 4 × 1) (4)

1.7 = 14/100 × R5 200
= R728 (2)

[25]

QUESTION 2

2.1
- Introduce more capital into business
- Introduce more skills into business
- Eliminate harmful competition by the joining of a new partner
- Retaining a competent employee by inviting him as a partner
- Replacement for a partner after retirement
- Co-responsibility is more beneficial
- Partnerships have less legal formalities (Any 4 × 1) (4)

2.2 2.2.1 Operating capital
2.2.2 Cashflow
2.2.3 Cheque
(3 × 1) (3)

2.3
- Deposits
- Withdrawals
- Cheque/current account
- Savings accounts
- Automatic Teller Machine (ATM)
- Overdraft facilities
- Credit facilities
- Internet banking (Any 4 × 1) (4)

2.4 Gross profit (1)

2.5 Surety (1)

2.6
- Consumer goods
- Industrial goods
- Services (3)

2.7
- Consumer goods: Purchased and consumed by final consumers
- Industrial goods: Used to manufacture other goods
- Services: Intangible benefits offered to customers (3)

2.8 = 100% + 15% = 115%✓
= R265, 50 × 115/100✓
= R305,33✓

OR = R265, 50 × 15/100
= R39, 83
= R265, 50 + R39, 83
= R305,33 (3)

2.9
- Sewing machines
- Computer
- Vehicle
- Shelves/showcases
- Buildings/land (Any 3 × 1) (3)

[25]

QUESTION 3

3.1
- Quality – Zamo must find a supplier that meets all the requirement of customers in full (high quality and variety materials).
- Quantity – Zamo must ensure that she orders enough stock from suppliers, but make sure that not too much money is invested in stock.
- Price – She must choose the supplier who gives the most reasonable discount in terms of cash, trade, and quantity discounts.
- Time – Zama needs to establish when re-orders must be made to suppliers and what must be ordered. (4)

3.2
- Special one day sale
- Discounts
- Middle of the aisle display
- Bargain or sale table
- Tickets marking sale products (Any 3 × 1) (3)

3.3
- Prevent burglaries (security doors)
- Protect cash/cheques (safekeeping)
- Alarm system (locks and keys)
- Counter control (glass cabinets) (4)

3.4 3.4.1 = R3 200 × 5,5/100✓
= R176✓

3.4.2 = R3 200 – R176
= R3 024✓✓

(2 × 2) (4)

3.5 3.5.1 Copyright – prevents written material✓ such as books, songs, TV programmes from being copied✓ without the permission of the originator. ✓

3.5.2 Market segmentation – a process whereby a total market✓ is identified and divided✓ into subgroups or segments with similar needs.✓

(2 × 3) (6)

3.6 = 8967 – 6798
= 2169✓✓ (2)

3.7 = R2 400/4
= R600✓
= 20 × R600
= R12 000✓ (2)

[25]

QUESTION 4

4.1
- Planning
- Organising
- Leading
- Controlling
- Staffing
- Decision-making (Any 5 × 1) (5)

4.2
- Promoting the product
- Protecting the product
- Storing the product
- Convenient handling of the product
- Economic transportation of the product
- Differentiation from other similar products (Any 5 × 1) (5)

4.3
- List the products and services offered
- List potential supplier
- List the purchase price of each product or service
- List other condition of service and unique advantages
- Select suppliers according to conditions in your favour
- Decide on product and service recipe
- Control and revise the situation regularly (7)

4.4
- Storing and filing records
- Keep effective office procedures
- Bookkeeping and setting of financial statements
- Provide accurate information in order to make decisions
- Make sure information is accessible when needed
- Completing administrative work on time (Any 3 × 1) (3)

4.5 Net profit for the year 2017: 100% – 10% = 90%
= 90/100 × R14 000✓
= R12 600✓✓ (3)

4.6
- No cash over the counter
- Only deposited by the person mentioned
- Left hand corner two parallel lines
- Cross out the word bearer (Any 2 × 1) (2)

[25]

QUESTION 5

5.1
- Personal selling
- Advertising
- Publicity
- Telephone sales
- Launch
- Exhibition
- Sales promotion (Any 3 × 1) (3)

5.2
- Positive outlook on life
- Confident
- Optimistic
- Identified business opportunities
- Control over own destiny
- Perseverance
- Initiative to create new products or services
- Strong achievement orientation
- Ability to live with uncertainty
- Independent (Any 5 × 1) (5)

5.3
$$12 + 12 = 24$$
$$= \frac{12 \times 100}{24 \times 1} \checkmark$$
$$= 50\% \checkmark$$ (2)

5.4
- Young women getting married
- Customers who live in Johannesburg area (geographic area)
- Certain lifestyle/status
- Certain income
- Age group (Any 2 × 1) (2)

5.5
- Prosperity and wealth are easier created
- Promotes private initiative
- People are free to plan their own activities (3)

5.6
- 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 5 × 1) (5)

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5.7	5.7.1	C
	5.7.2	D
	5.7.3	B
	5.7.4	E
	5.7.5	G

(5 × 1) (5)
[25]

TOTAL: 200

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