

# higher education & training

Department: Higher Education and Training REPUBLIC OF SOUTH AFRICA

# **MARKING GUIDELINE**

## NATIONAL CERTIFICATE

## JUNE EXAMINATION

### ENTREPRENEURSHIP AND BUSINESS MANAGEMENT N4 (First Paper)

## 1 JUNE 2016

This marking guideline consists of 3 pages.

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-2-ENTREPRENEURSHIP AND BUSINESS MANAGEMENT N4 (First Paper)

#### **SECTION A**

#### **QUESTION 1**

1.1	<ul><li>Knowl</li><li>Funds</li><li>Conta</li></ul>		and sk	ill						(3 x 1)	(3)
1.2	<ul> <li>Attribution</li> <li>Mindution</li> <li>Metapution</li> <li>Manipution</li> <li>Brains</li> </ul>	s conn ute ana mappir ohorica oulation stormin em rede	Ilysis 1g I analo 1 g	ogy						(7 x 1)	(7)
1.3	<ul><li>Prima</li><li>Secor</li></ul>	•									(2)
1.4	<ul> <li>Surveys</li> <li>Telephone surveys</li> <li>Postal surveys</li> <li>Personal surveys</li> <li>Traffic counts</li> <li>Experimentation</li> <li>Observation</li> <li>Test marketing (Any 4 x 1)</li> </ul>										(4)
1.5	<ul> <li>Family packaging</li> <li>Individual packaging</li> <li>Re-usable packaging</li> <li>Multiple packaging</li> <li>Kaleidoscope packaging (5 x 1)</li> </ul>										(5)
1.6	1.6.1	А	В	Е	F						
	1.6.2	С	D	G	Н					(2 x 4)	(8)
1.7	1.7.1	Logo – the sign or symbol that identifies your business.									
	1.7.2	Marketing mix – policy about marketing your product, price, promotion and place.									
	1.7.3	Break-even point – when your business is not making a profit or a							rofit or a		
		loss.								(3 x 2)	(6)

## Personal finances

- 1.8 Personal finances• Friends and relatives
  - Equity shares (3 x 1) (3)
    [38]

#### **QUESTION 2**

- 2.1 False
- 2.2 True
- 2.3 True
- 2.4 False
- 2.5 True
- 2.6 False

#### (6 x 2) **[12]**

#### TOTAL SECTION A: 50