



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

ENTREPRENEURSHIP AND BUSINESS MANAGEMENT

N4

(First Paper)

5 JUNE 2018

This marking guideline consists of 2 pages.

SECTION A**QUESTION 1**

- 1.1 B
- 1.2 A
- 1.3 A
- 1.4 C
- 1.5 B
- 1.6 D
- 1.7 A
- 1.8 C
- 1.9 D
- 1.10 A

(10 × 2) [20]

QUESTION 2

- 2.1 Speciality products
- 2.2 Emergency products
- 2.3 Discount
- 2.4 Individual packaging
- 2.5 Shopping products
- 2.6 Re-usable packaging
- 2.7 Re-usable packaging
- 2.8 Financial service
- 2.9 Odd pricing

(9 × 2) [18]

QUESTION 3

- 3.1
 - Age
 - Gender
 - Location
 - Occupation
 - Income
 - Education

(6 × 1) (6)

- 3.2 An entrepreneur is a person who creates a new business✓ in the face of risk and uncertainty✓ with the purpose of achieving profit and growth✓ by identifying opportunities✓ and assembling the necessary resources✓ to capitalise on those opportunities.✓

(6)
[12]

TOTAL SECTION A: 50