



# higher education & training

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Department:  
Higher Education and Training  
**REPUBLIC OF SOUTH AFRICA**

N440(E)(M28)H

## **NATIONAL CERTIFICATE**

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

(4090304)

**28 May 2019 (X-Paper)**  
**09:00–09:30**

**CLOSED-BOOK EXAMINATION**

**Calculators may be used.**

**This question paper consists of 5 pages and an answer sheet of 2 pages.**

**DEPARTMENT OF HIGHER EDUCATION AND TRAINING**  
**REPUBLIC OF SOUTH AFRICA**  
NATIONAL CERTIFICATE  
ENTREPRENEURSHIP AND BUSINESS MANAGEMENT N4  
(First Paper)  
TIME: 30 MINUTES  
MARKS: 50


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**INSTRUCTIONS AND INFORMATION**

1. Answer ALL the questions.
  2. Read ALL the questions carefully.
  3. Number the answers according to the numbering system used in this question paper.
  4. Write neatly and legibly.
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**SECTION A****QUESTION 1**

1.1 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (1.1.1–1.1.10) on the attached ANSWER SHEET.

1.1.1 An entrepreneur who is not planning to apply for a bank loan does not need a business plan. 

1.1.2 An entrepreneur is a person who creates a new business and bears the risk of losing that business.

1.1.3 At the end of the lease period, equipment is returned to the company that leased it.

1.1.4 The only factor to take into consideration when deciding on the location of a business is the visibility factor.

1.1.5 A slogan is a clever phrase or sentence that says something good about a product, service or business.

 1.1.6 Economic factors can influence sales scenarios.

1.1.7 Shareholders get a dividend after the company announces its profits.


1.1.8 Impulsive purchases are unplanned purchases.

1.1.9 The idea with the odd pricing technique is to gain quick acceptance in the market.

1.1.10 The price policy of a business offers important information about the overall image of the business.

(10 × 2) (20)

1.2 Give ONE term for each of the following descriptions. Write only the term next to the question number (1.2.1–1.2.10) on the attached ANSWER SHEET.


1.2.1 Point at which the total expenditure of a business is equal to the total income 

1.2.2 Products are purchased only after customers have compared a variety of similar and competitive products

1.2.3 Financial statement that summarises the revenues and expenses generated by the business

1.2.4 Value that fixed assets lose over time as they are being used

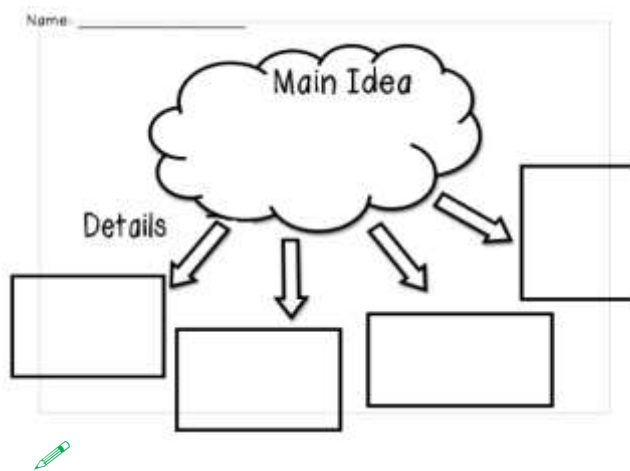
1.2.5 System by which one pays for machinery/equipment in regular instalments while having the use thereof

- 1.2.6 Pictures of famous personalities printed on packaging
- 1.2.7 Expenses that stay the same month after month 
- 1.2.8 Distinguishes a product from similar competitive products
- 1.2.9 Costs incurred prior to opening a business and making sales to provide cash flow
- 1.2.10 Most common instrument for collecting primary data

(10 × 2) (20)

1.3 Which creativity method has been used in each of the following pictures:

1.3.1



1.3.2



1.3.3

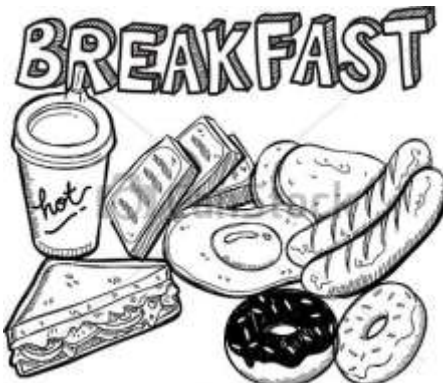


Features: camera lens, rewind knob, mirror, shutter-release button, self-timer lever, flash outlet

1.3.4



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© Can Stock Photo - csp15376096



(8)

1.4 What does government force businesses to abide with?

(2)  
[50]

**TOTAL SECTION A: 50**

**ANSWER SHEET**    **EXAMINATION NUMBER:**

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**SECTION A**

**QUESTION 1**

1.1    1.1.1    \_\_\_\_\_

1.1.2    \_\_\_\_\_

1.1.3    \_\_\_\_\_

1.1.4    \_\_\_\_\_

1.1.5    \_\_\_\_\_

1.1.6    \_\_\_\_\_

1.1.7    \_\_\_\_\_

1.1.8    \_\_\_\_\_

1.1.9    \_\_\_\_\_

1.1.10    \_\_\_\_\_

(10 × 2)    (20)

1.2    1.2.1    \_\_\_\_\_

1.2.2    \_\_\_\_\_

1.2.3    \_\_\_\_\_

1.2.4    \_\_\_\_\_

1.2.5    \_\_\_\_\_

1.2.6    \_\_\_\_\_

1.2.7    \_\_\_\_\_

1.2.8    \_\_\_\_\_

1.2.9    \_\_\_\_\_

1.2.10    \_\_\_\_\_

(10 × 2)    (20)

**ANSWER SHEET**    **EXAMINATION NUMBER:**

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- 1.3    1.3.1    \_\_\_\_\_
- 1.3.2    \_\_\_\_\_
- 1.3.3    \_\_\_\_\_
- 1.3.4    \_\_\_\_\_

(4 × 2)    (8)

- 1.4    \_\_\_\_\_
- \_\_\_\_\_

(2)  
**[50]**

**TOTAL SECTION A:    50**