higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

NOVEMBER EXAMINATION

ENTREPRENEURSHIP AND BUSINESS MANAGEMENT N4

(First Paper)

16 NOVEMBER 2016

This marking guideline consists of 2 pages.

Copyright reserved

SECTION A

QUESTION 1

1.1
- Confident
- Responsible
- Organiser
- Energetic
- Achiever
- Moderate

(Any 4 × 2) (8)

1.2
- Secondary data collection
- Primary data collection

(2 × 2) (4)

1.3
- Brainstorming
- What if
- Forced connection
- Mind maps
- Generation of alternatives
- Reverse method

(4 × 2) (8)

1.4 1.4.1 Gives a description of the business

1.4.2 Determines whether there is a market for the product

1.4.3 Determines whether the business will make a profit

1.4.4 Summarises the most important facts

1.4.5 Supporting material

(5 × 2) (10)
[30]

QUESTION 2

2.1 True
2.2 False
2.3 False
2.4 False
2.5 True
2.6 True
2.7 False
2.8 True
2.9 True
2.10 False

(10 × 2) **[20]**

TOTAL SECTION A: 50

Copyright reserved