higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N440**(E)**(N14)H

NATIONAL CERTIFICATE

ENTREPRENEURSHIP AND BUSINESS MANAGEMENT N4

(First Paper)

(4090304)

14 November 2018 (X-Paper)
09:00–09:30

CLOSED-BOOK EXAMINATION

This question paper consists of 5 pages and 3 answer sheets.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
ENTREPRENEURSHIP AND BUSINESS MANAGEMENT N4
(First Paper)
TIME: 30 MINUTES
MARKS: 50

INSTRUCTIONS AND INFORMATION

1. Answer ALL the questions on the attached ANSWER SHEET.
2. Read ALL the questions carefully.
3. Write neatly and legibly.

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SECTION A

QUESTION 1

1.1 Various options are given as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (1.1.1–1.1.10) on the attached ANSWER SHEET.

1.1.1 Personal resources of successful entrepreneurs:

A Building
B Recognition
C Funds
D Technology

1.1.2 To avoid pitfalls in a small business …

A allow customers to buy on credit.
B overinvest in fixed assets.
C manage people effectively.
D be confident.

1.1.3 New products never created before are …

A innovations.
B inventions.
C patents.
D creativity.

1.1.4 Low-priced products that do not rely on a strong brand name recognition:

A Shopping products
B Consumer products
C Convenience products
D Speciality products

1.1.5 Drafting an organisational structure and an office administration plan:

A Cover Page
B Financial Plan
C Marketing Plan
D Management Plan

1.1.6 By examining the external environment, entrepreneurs can discover …

A opportunities and threats.
B strengths and weaknesses.
C opportunities and strengths.
D threats and weaknesses.

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1.1.7 According to the new Companies Act of 2008, NO new … can be registered with the CIPC.

A sole proprietorship
B close corporation
C partnership
D private company

1.1.8 A bank overdraft is an example of … financing.

A short-term
B medium-term
C long-term
D equity

1.1.9 The practice of setting a relatively high introductory price to recover development and research costs is called the …

A skimming strategy.
B opportunistic strategy.
C penetration strategy.
D leader pricing.

1.1.10 Naledi owns a bookshop. She decided on a mark-up policy of 10% on all her products. She buys a book for R60 and pays R10 for transport costs.

Calculate the selling price.

A 66
B 70
C 76
D 77

(10 × 2) (20)

1.2 Give ONE role of CIPC in entrepreneurship. (2)

1.3 Of what value is social media (Twitter, Facebook, Instagram, etc.) for a business? (2 × 2) (4)

1.4 Name THREE sources of equity financing. (3 × 2) (6)

[32]

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QUESTION 2

2.1 Construct a break-even graph showing the following information:

2.1.1 Break-even point

2.1.2 Fixed cost line

2.1.3 Sales line

2.1.4 Total cost line

2.1.5 Loss area

2.1.6 Profit area

2.1.7 Variable cost area

2.1.8 Fixed cost area

2.1.9 Break-even units

2.1.10 Break-even sales (10 × 1) (10)

2.1.11 Correct labelling and neatness (2)

2.2 Name THREE methods of collecting primary data. (3 × 2) (6)
[18]

TOTAL SECTION A: 50

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ANSWER SHEET EXAMINATION NUMBER:

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 _____

_____ (2)

1.3 _____

_____

_____

_____

(2 × 2) (4)

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ANSWER SHEET EXAMINATION NUMBER:

1.4

(3 × 2) (6)

[32]

QUESTION 2

2.1

(12)

ANSWER SHEET EXAMINATION NUMBER:

2.2 _____

_____

_____

_____

_____

_____

(3 × 2) (6)
[18]

TOTAL SECTION A: 50

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