higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE

ENTREPRENEURSHIP AND BUSINESS MANAGEMENT N4

(First Paper)

(4090304)

15 November 2019 (X-Paper)
09:00–09:30

CLOSED-BOOK EXAMINATION

Calculators may be used.

This question paper consists of 4 pages and an answer sheet of 3 pages.

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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

NOTE: Instructions to invigilators should be handed out separately.

INSTRUCTIONS AND INFORMATION

1. Answer ALL the questions on the ANSWER SHEET (attached).
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 Give ONE word for each of the following descriptions. Write only the word next to the question number (1.1.1–1.1.11) on the ANSWER SHEET (attached).

1.1.1 A written document describing the nature of the business and the marketing, financial and operational strategies of the business.

1.1.2 Getting several people together to give ideas on ways to solve a problem.

1.1.3 Using two ideas or products that have little or nothing in common.

1.1.4 A unique symbol, word or words on packaging that identifies a company or a product.

1.1.5 The packaging of all products looks similar.

1.1.6 The entrepreneur lowers the price on a popular product.

1.1.7 A strategy used to get customers to buy more of a product.

1.1.8 This structure is managed by one director. The name of the business must end in '(Pty) Ltd'.

1.1.9 The financial statement that determines the profitability of the business.

1.1.10 The act of transferring rights to somebody else.

1.1.11 The financial statement that determines the liquidity of the business.

(11 × 2) (22)

1.2 Briefly define each of the following terms next to the question number (1.2.1–1.2.7) on the ANSWER SHEET (attached):

1.2.1 Break-even point

1.2.2 Market segment

1.2.3 Working capital

1.2.4 Depreciation

1.2.5 Fixed assets

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1.2.6 Fixed costs ❄

1.2.7 Debt financing

(7 × 2) (14)

1.3 Give FIVE reasons why entrepreneurs are important to the economy by writing the answer next to the question number (1.3.1–1.3.5) on the ANSWER SHEET (attached). (5 × 2) (10)

1.4 Name TWO benefits that result from scanning the business environment by writing the answer next to the question number (1.4.1–1.4.2) on the ANSWER SHEET (attached). ❄ (2 × 2) (4)
[50]

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 _____

1.1.11 _____

(11 × 2) (22)

1.2 1.2.1 Break-even point:

_____

_____

_____

1.2.2 Market segment:

_____

_____

_____

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EXAMINATION NUMBER: | | | | | | | | | | | | | |

❄

1.2.3 Working capital:

1.2.4 Depreciation:

❄

1.2.5 Fixed assets:

1.2.6 Fixed costs:

1.2.7 Debt financing:

❄

(7 × 2) (14)

❄

EXAMINATION NUMBER: | | | | | | | | | | | | | |

1.3 1.3.1

1.3.2

1.3.3

1.3.4

1.3.5

(5 × 2) (10)

1.4 1.4.1

1.4.2

(2 × 2) (4)

[50]

TOTAL SECTION A: 50

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