higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE

ENTREPRENEURSHIP AND BUSINESS MANAGEMENT N4

(First paper)

(4090304)

1 October 2020 (X-paper)
09:00–09:30

CLOSED-BOOK EXAMINATION

This question paper consists of 4 pages and an answer sheet of 2 pages.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
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ENTREPRENEURSHIP AND BUSINESS MANAGEMENT N4
(First paper)
TIME: 30 MINUTES
MARKS: 50

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. Use only a black or blue pen.
5. Write neatly and legibly.

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SECTION A

QUESTION 1

Various options are given as possible answers to the following questions. Choose the correct answer and write only the letter (A–D) next to the question number (1.1–1.7) on the attached ANSWER SHEET.

1.1 This is information that has been researched by another person, business or organisation.

A Pre-sale questionnaire
B After-sale questionnaire
C Secondary data
D Primary data

1.2 The exclusive right granted by law for a limited period to an author or designer for his or her original work.

A Secrecy
B Patent
C Copyright
D Trademark

1.3 The negative factors in the internal environment that prevent the business from achieving its business objectives.

A Strengths
B Weaknesses
C Opportunities
D Threats

1.4 The positive possibilities in the external environment that you can use to achieve your business objectives.

A Strengths
B Weaknesses
C Opportunities
D Threats

1.5 This is NOT one of the types of equity financing.

A Your own money
B Growth capital
C Friends and relatives
D Equity shares

1.6 The economic importance of an entrepreneur.

A To create job opportunities
B To create a positive image for a business
C To attend workshops and seminars
D To sell products on credit

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1.7 All your pre-operating costs, fixed assets and operating expenses added together

A Fixed costs
B Variable costs
C Total costs
D Start-up costs

(7 × 2) (14)

QUESTION 2

2.1 Identify the form of packaging that is used in each of the following cases: Write the correct answer next to the question number (2.1.1–2.1.5) on the attached ANSWER SHEET.

2.1.1 All products from the same company have different features and benefits.

2.1.2 After the product has been used the container can be re-used for some other purpose.

2.1.3 The pictures of famous personalities are printed on the packaging to create a demand for product.

2.1.4 Several products from the same company are packaged together in a single container to increase total sales.

2.1.5 One type of packaging designed to market several but related products is used.

(5 × 2) (10)

2.2 Mention SIX components of a business plan. (6 × 2) (12)

2.3 Name TWO forms of ownership where the business owner's assets are not separated from the assets of the business. (2 × 2) (4)

2.4 As an entrepreneur, you need to decide if your ideas are good, workable business ideas and if you can make a profit from them. List FIVE characteristics of a good idea. (5 × 2) (10)

TOTAL: 50

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ANSWER SHEET

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

QUESTION 1

1.1 _____
1.2 _____
1.3 _____
1.4 _____
1.5 _____
1.6 _____
1.7 _____

(7 × 2) (14)

QUESTION 2

2.1 2.1.1 _____

2.1.2 _____

2.1.3 _____

2.1.4 _____

2.1.5 _____

(5 × 2) (10)

2.2 _____

_____

_____

_____

_____

_____

(6 × 2) (12)

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ANSWER SHEET

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

2.3 _____

_____

_____

_____

(2 × 2) (4)

2.4 _____

_____

_____

_____

_____

_____

(5 × 2) (10)

TOTAL: 50

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