higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

NOVEMBER EXAMINATION

ENTREPRENEURSHIP AND BUSINESS MANAGEMENT N4
(Second Paper)

16 NOVEMBER 2016

This marking guideline consists of 6 pages.

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SECTION B

QUESTION 1

1.1
- Lost her job
- Her husband was unemployed (2 × 2) (4)

1.2
- Confidence
- Preference for moderate risk
- Energy
- Responsibility
- Skill of organising
- Desire for immediate feedback
- Identifying opportunities
- Urge to achieve (14)

1.3
- Knowledge and skills
- Fund/Capital
- Contacts (6)

1.4
- Student
- Stuff
- People (6)

1.5
- Fresh food
- Reasonable price
- Quality/Quantity product
- Hygiene
- Range/Variety (Any 3 × 2) (6)

1.6
- TV
- Newspaper demonstrations
- Leaflets/Billboards
- Yellow pages
- Radio (Any 3 × 2) (6)

1.7
1.7.1 True
1.7.2 True
1.7.3 False
1.7.4 False

(4 × 2) (8)
[50]

QUESTION 2

2.1
- Name of the business
- Reason (4)

2.2
- Layout of the business
- At least five questions (14)

2.3
(a) Knowledge
(b) Skills
(c) Contacts
(d) Funds

(Any TWO applicable factors to their business) (4 × 2) (8)

2.4
- Consumer market
- Industrial market
- Service market (Any 2 × 2) (4)

2.5
- Packaging
- Must prevent breakage
- Simple to avoid costs
- Colour
- Labels
- Use picture or symbols
- Illustrations
- Language (Any 5 × 2) (10)

2.6
- Get rid of absolute stock or sales, reduce stock, promotion, sponsorship, competition, display centre isle of the product, quantity, discounts.
- How many orders per month or per year,
- Keep perpetual inventory/control system/use in/out cards, computerised. (10)

[50]

QUESTION 3

3.1

FIXED ASSETS	
Container	R2 500
Basket	R200
Cooler box	R150
Umbrella	R80
Fridge	R1 500
Display stand	R95
TOTAL	**R4 525**
MONTHLY EXPENSES	
Wages	R400
Cell phone	R135
Advertising	R250
Water and Electricity	R250
Transport	R435
TOTAL	**R1 470**
PRE- ORPERATING EXPENSES	
Cost of buying stock (opening stock)	R800
Telephone installation	R120
Cash on hand	R20 000
Packaging	R60
TOTAL	**R20 980**

(30)

3.2

- Keep record of phone inquiries
- Issue coupons
- Ask customers
- Issue coupons

(6)

3.3
- Must have name of the business
- Entrepreneurs name
- Addresses and telephone numbers
- Logo or emblem of your business
- Must be in a frame (5 × 2) (10)

3.4
- Compass
- Measures heartbeat
- Can help find your missing cellphone
- Can turn invisible (4)

[50]

QUESTION 4

4.1

CASH FLOW STATEMENT				
	January	**February**	**March**	**April**
Bank balance beginning of the month	R5 000	(R 5 750)	(R6 700)	(R9 250)
Cash sales	R6 400	R3 200	R 4 800	R4 400
Credit sales		R1 600	R800	R1 200
Other income			R 3 000	
TOTAL CASH AVAILABLE	**R 11 400**	**(R 950)**	**R 1900**	**(R3 650)**
Monthly expenses	R4 150	R500 R4 150	R500 R4 150	R500 R4 150 R350
Cash purchases	R4 000	R3 000	R5 000	R 6 000
Other payments	R9 000		R1 500	
TOTAL CASH PAYMENTS	R17 150	R7 650	R11 150	R11 000
Bank balance end of the month	**(R5 750)**	**(R 6 700)**	**(R9 250)**	**(R7 350)**

(28)

4.2 Complete an after sales questionnaire, ask five questions
Use different categories/blocks on questionnaires such as good, average, poor et cetera. (5 × 2) (10)

4.3 Must refer to:

- Knowledge and skill
- Contacts and friend
- Funds (12)

[50]

TOTAL SECTION B: 150
GRAND TOTAL: 200

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