higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

ENTREPRENEURSHIP AND BUSINESS MANAGEMENT N4
(First Paper)

15 NOVEMBER 2019

This marking guideline consists of 3 pages.

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SECTION A

QUESTION 1

1.1 1.1.1 Business plan
1.1.2 Brainstorming
1.1.3 Forced connections
1.1.4 Trademark
1.1.5 Family packaging
1.1.6 Leader pricing
1.1.7 Sales promotion
1.1.8 Private company
1.1.9 Income statement
1.1.10 Cession
1.1.11 Cash flow statement

(11 × 2) (22)

1.2 1.2.1 A point at which the business is not making a profit or a loss

1.2.2 A group of people who share common characteristics/people with similar needs

1.2.3 The capital of a business that is used in its day-to-day operations to pay expenses and trading stock, calculated as the current assets minus current liabilities

1.2.4 A reduction in value of an asset over time due to wear and tear

1.2.5 Assets purchased for long-term use to enable the owner to carry on with business operations

1.2.6 Costs that do not change with an increase or decrease in the amount of goods or services produced or sold

1.2.7 The money you borrow to run your business

(7 × 2) (14)

1.3 1.3.1 The development of natural resources

1.3.2 The creation of employment opportunities

1.3.3 An increase in production

1.3.4 A free-market system is dependent on the entrepreneur.

1.3.5 Tax payment

(5 × 2) (10)

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1.4 1.4.1 To identify business opportunities

1.4.2 To obtain updated information

(Any 2 × 2) (4)
[50]

TOTAL SECTION A: 50

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