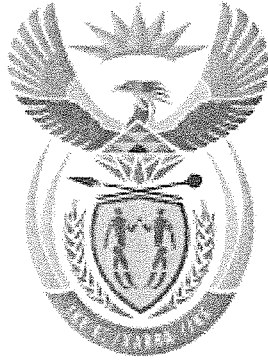
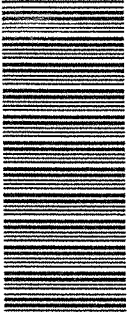


0000000000



# higher education & training

Department:  
Higher Education and Training  
**REPUBLIC OF SOUTH AFRICA**

N420(E)(J18)H  
JUNE EXAMINATION

**NATIONAL CERTIFICATE**

**ENTREPRENEURSHIP AND  
BUSINESS MANAGEMENT N4  
(First Paper)**

(4090304)

**18 June 2014 (X-Paper)  
09:00–09:30**

**Calculators may be used.**

**CLOSED-BOOK EXAMINATION**

**This question paper consists of 7 pages and 2 answer sheets.**

**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. Number the answers according to the numbering system used in this question paper.
  4. Write neatly and legibly.
-

**SECTION A****QUESTION 1**

Which ONE of the following answers does NOT match the answers to the following questions. Choose the answer and write only the letter (A–E) next to the question number (1.1–1.15) on the attached ANSWER SHEET.

- 1.1 Methods to measure advertising results:
- A Use illustrations
  - B Ask customers
  - C Use coupons
  - D Compare sales
  - E Observe store traffic
- 1.2 Short – term financing:
- A Loan
  - B Bank overdraft
  - C Mortgage bond
  - D Hire purchase
  - E Trade credit
- 1.3 Factors influencing the manufacture layout design:
- A Economic considerations
  - B Type of production
  - C Space availability
  - D Type of productions process
  - E Product layout design
- 1.4 Type of discount:
- A Cash discount
  - B Volume discount
  - C Quality discount
  - D Quantity discounts
  - E Trade discount
- 1.5 Staff-related documentation:
- A UIF document
  - B Job description
  - C Letter of appointment
  - D Medical reports
  - E Lease document

1.6 Bookkeeping records:

- A Cash book
- B Income statement
- C Purchase journal
- D Debtors ledger
- E General ledger

1.7 Examples of effective pricing methods:

- A Penetration
- B Skimming
- C Competition
- D Discount
- E Sliding-down the demand curve

1.8 Examples of surveys:

- A Personal surveys
- B Telephone surveys
- C Questionnaire
- D Postal surveys
- E Observation surveys

1.9 Sales promotion:

- A Fund raising
- B Coupons
- C Demonstration
- D Specialty
- E Free samples

1.10 Legal formalities in establishing a business:

- A Regional service council
- B Small business development corporation (SBDC)
- C Partnership agreement
- D Certificate of incorporation
- E Trading license

1.11 Reasons why entrepreneurship fails:

- A Lack of profits
- B Customer credit
- C Management incompetence
- D Unlimited profits
- E Failure to plan

1.12 Methods of protecting your idea:

- A Secrecy
- B Copyright
- C Trademarks
- D Patents
- E Competitive advantage

1.13 Sources of capital:

- A Leasing
- B Security
- C Own funds
- D Loans
- E Hire purchase

1.14 Sales promotion:

- A Sponsoring fund-raising events
- B Coupons
- C Demonstration
- D Speciality
- E Free samples

1.15 Concepts regarding the cost of production:

- A Variable costs
- B Fixed cost
- C Fixed property
- D Break-even point
- E Mark-up percentage

(15 x 2) [30]

**QUESTION 2**

Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–H) next to the question number (2.1–2.5) on the attached ANSWER SHEET.

COLUMN A		COLUMN B	
2.1	The turnover of the business	A	cash book
2.2	Also referred to as the road map of the business	B	debtors ledger
2.3	Payments and money received are recorded in this book to keep record of the cash situation	C	income statement
		D	projected cash-flow statement
2.4	That special something your business should have, that is unique, which your competitors do not have	E	competitive advantage
		F	gross profit
2.5	The account of all customers who owe money and buy on credit.	G	business plan
		H	sales

(5 x 2)

[10]

**QUESTION 3**

The Eskom company has decided on the following media for advertising.

Choose a description from COLUMN B that matches a/an word/item in COLUMN A. Write only the letter (A–E) next to the question number (3.1–3.5) on the attached ANSWER SHEET.

COLUMN A		COLUMN B	
3.1	Magazines	A	utilises music, which is a powerful communication vehicle in the black market
3.2	Television	B	penetration in the rural areas is not good and readership levels can be low
3.3	Leaflets	C	it enables ESKOM to be descriptive as well as have a long life for the advertisement
3.4	Radio	D	this medium has limited penetration in rural areas
3.5	Demonstrations	E	it overcomes the literacy problem of many customers and becomes personalised

(5 x 2)

[10]

**TOTAL SECTION: A****50****TOTAL:****50**

**ANSWER SHEET**

**CENTRE NUMBER**

--	--	--	--	--	--	--	--	--	--

**SECTION A**

**QUESTION 1**

1.1

---

1.2

---

1.3

---

1.4

---

1.5

---

1.6

---

1.7

---

1.8

---

1.9

---

1.10

---

1.11

---

1.12

---

1.13

---

1.14

---

1.15

---

(15 x 2) [30]



**QUESTION 2**

2.1

---

2.2

---

2.3

---

2.4

---

2.5

---

(5 x 2) [10]

**QUESTION 3**

3.1

---

3.2

---

3.3

---

3.4

---

3.5

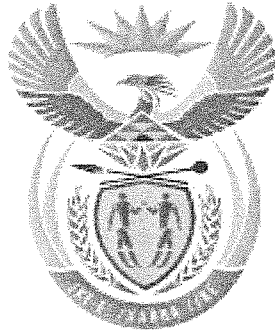
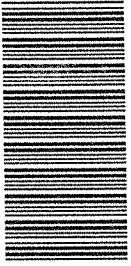
---

(5 x 2) [10]

**TOTAL SECTION A: 50**

**TOTAL: 50**

00000000



# higher education & training

Department:  
Higher Education and Training  
**REPUBLIC OF SOUTH AFRICA**

## **MARKING GUIDELINE**

**NATIONAL CERTIFICATE**

**18JUNE EXAMINATION**

**ENTREPRENEURSHIP AND BUSINESS MANAGEMENT**

**N4**

**(First Paper)**

**18 JUNE 2014**

This marking guideline consists of 2 pages.

**SECTION A****QUESTION 1**

- 1.1 A
- 1.2 C
- 1.3 E
- 1.4 C
- 1.5 E
- 1.6 B
- 1.7 C
- 1.8 E
- 1.9 A
- 1.10 B
- 1.11 D
- 1.12 E
- 1.13 B
- 1.14 D
- 1.15 C

(15 x 2) [30]

**QUESTION 2**

- 2.1 H
- 2.2 G
- 2.3 A
- 2.4 E
- 2.5 B

(5 x 2) [10]

**QUESTION 3**

- 3.1 C
- 3.2 D
- 3.3 B
- 3.4 A
- 3.5 E

(5 x 2) [10]

**TOTAL SECTION A: 50****TOTAL: 50**