201311H071

higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N410(E)(N22)H
NOVEMBER EXAMINATION

NATIONAL CERTIFICATE

ENTREPRENEURSHIP AND BUSINESS MANAGEMENT N4
(First Paper)

(4090304)

22 November 2013 (X-Paper)
09:00–09:30

CLOSED-BOOK EXAMINATION

Calculators may be used.

This question paper consists of 4 pages and 2 answer sheets.

BUSINESS STUDIES

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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 separately.

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.

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SECTION A

QUESTION 1

1.1 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (1.1.1–1.1.10) on the attached ANSWER SHEET.

1.1.1 The marketing plan must analyse the marketing environment.

1.1.2 Demographic segmentation refers to the area of residence.

1.1.3 In the introductory stage of the product life cycle the profit margins will peak.

1.1.4 The only factor to take into consideration when you decide on the location of your business, is the visibility factor.

1.1.5 An example of sales promotion is fund-raising.

1.1.6 An effective pricing technique when new products are introduced to the market, is the skimming technique.

1.1.7 When you introduce a new product to the market you can minimise the risk of failure through trade marks.

1.1.8 The idea with the skimming pricing technique is to gain quick acceptance in the market.

1.1.9 You will place necessities and staple goods at the rear of a retail store.

1.1.10 The price policy of the business offers important information about the overall image of your business.

(10 × 2) (20)

1.2 Give ONE word for each of the following descriptions. Write only the word/term next to the question number (1.2.1–1.2.10) on the attached ANSWER SHEET.

1.2.1 Is appointed by the owner of an existing business enterprise to manage the business

1.2.2 A price factor that will influence your sales scenarios

1.2.3 They have a higher than normal price to create an image of exclusivity

1.2.4 Products are purchased only after customers have compared a variety of similar and competitive products

1.2.5 Establish the size or number of customers in an area

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1.2.6 The point at which the total expenditure of the business is equal to the total income

1.2.7 The costs that you incur prior to opening your doors and making sales to provide a cash flow

1.2.8 Successful entrepreneurs ensure that they meet people that will refer them to valuable contacts

1.2.9 The most common instrument for collecting primary data

1.2.10 It distinguishes a product from similar competitive products

(10 × 2) (20)

1.3 Recall the business plan that you completed during this semester and complete the following:

1.3.1 Pre-operating cost schedule for your proposed business

Name only FIVE cost items. (5)

1.3.2 Name, with reference to your business plan, FIVE personal qualities of the entrepreneur. (5)

[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	(10 x 2)	(20)

1.2	1.2.1		
	1.2.2		
	1.2.3		
	1.2.4		
	1.2.5		
	1.2.6		
	1.2.7		
	1.2.8		
	1.2.9		
	1.2.10	(10 x 2)	(20)

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ANSWER SHEET **EXAMINATION NUMBER:**

1.3	1.3.1		
			(5)
	1.3.2		
			(5)

TOTAL SECTION A: **50**

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MARKING GUIDELINE

NATIONAL CERTIFICATE

NOVEMBER EXAMINATION

ENTREPRENEURSHIP AND BUSINESS MANAGEMENT
N4
(First Paper)

22 NOVEMBER 2013

This marking guideline consists of 3 pages.

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SECTION A

QUESTION 1

1.1	1.1.1	True
	1.1.2	False
	1.1.3	False
	1.1.4	False
	1.1.5	False
	1.1.6	False
	1.1.7	False
	1.1.8	False
	1.1.9	True
	1.1.10	True

(10 × 2) (20)

1.2	1.2.1	Intrapreneurs
	1.2.2	Low price offered by competitors
	1.2.3	Exclusive shop
	1.2.4	Shopping product
	1.2.5	Geographic segmentation
	1.2.6	Break-even point
	1.2.7	Pre-operating cost
	1.2.8	Centers of influence
	1.2.9	Surveys
	1.2.10	Speciality product

(10 × 2) (20)

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1.3 1.3.1

- Stock
- Advertisement
- Legal cost
- Accounting office
- Telephone connection

(Any FIVE applicable) (5)

1.3.2

- Risk
- Energy
- Skill of organising
- Desire for immediate feedback
- Responsibility
- Confidence

(Any FIVE applicable) (5)
[50]

TOTAL SECTION A: 50

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