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higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N420(E)(J6)H
JUNE EXAMINATION

NATIONAL CERTIFICATE

ENTREPRENEURSHIP AND BUSINESS MANAGEMENT N4
(First Paper)

(4090304)

6 June 2013 (X-Paper)
09:00–09:30

REQUIREMENTS: Answer book

CLOSED-BOOK EXAMINATION

Calculators may be used.

This question paper consists of 4 pages.

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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

INSTRUCTIONS AND INFORMATION TO CANDIDATES

1. SECTION A (FIRST PAPER) is COMPULSORY and must be answered by ALL the candidates in the ANSWER BOOK.

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.

INSTRUCTIONS AND INFORMATION TO INVIGILATORS

READ THE FOLLOWING INSTRUCTIONS CAREFULLY:

1. Ensure that ALL candidates understand the instructions and explain where necessary.

2. SECTION A (FIRST PAPER) must be answered in the ANSWER BOOK.

3. The time allocated for this question paper is 30 minutes.

4. The candidates are now allowed to collect FIVE sources that will be used during the examination session for SECTION B (SECOND PAPER). The sources may include a dictionary, a calculator, textbooks as well as the student's file. (NO electronic dictionaries are allowed.)

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SECTION A (COMPULSORY)

QUESTION 1

1.1 What are the different parts of a resource analysis? (3 × 2) (6)

1.2 Name FOUR methods of creativity. (4 × 2) (8)

1.3 Name ONE cost in the calculation of a break-even analysis. (1 × 2) (2)

1.4 Name the FOUR parts of the SWOT analysis. (4)

1.5 At what stage of a business plan would you make use of the personal resource analysis? (2)

1.6 Describe the purpose of each of the following parts of a business plan:

1.6.1 Introduction

1.6.2 Market feasibility study

1.6.3 Financial feasibility study

1.6.4 Conclusion

1.6.5 Appendix

(5 × 2) (10)
[32]

QUESTION 2

2.1 In each group of three terms there is ONE that does not fit. Write only the term that does not fit next to the question number (2.1.1–2.1.9) in the ANSWER BOOK.

2.1.1 Tertiary data
Primary data
Secondary data

2.1.2 Popularity
Promotion
Place

2.1.3 External product
Consumer product
Industrial product

2.1.4 Copyright
Patent
Funds

Copyright reserved

2.1.5 Natural resources
Finished products
Place

2.1.6 Feedback
Energetic
Impulsiveness

2.1.7 Attention
Interest
Development

2.1.8 Knowledge and skill
Contacts and friends
Price and policy

2.1.9 Recordings
Questionnaires
Documents

(9 × 2) **[18]**

TOTAL SECTION A: 50

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MARKING GUIDELINE

NATIONAL CERTIFICATE

JUNE EXAMINATION

ENTREPRENEURSHIP AND BUSINESS MANAGEMENT
N4
(First Paper)

6 JUNE 2013

This marking guideline consists of 3 pages.

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SECTION A

QUESTION 1

1.1	• Contacts • Friends • Funds		(3 x 2)	(6)
1.2	• Forced connection • Attribute analysis • Mind mapping • Metaphorical analogy • Existing concepts		(4 x 2)	(8)
1.3	• Fixed cost • Variable cost		(Any 1 x 2)	(2)
1.4	• Strengths • Weaknesses • Opportunities • Threats		(4 × 1)	(4)
1.5	• At the beginning			(2)
1.6	1.6.1	A description of the business		(2)
	1.6.2	Determining whether there is a market for the product		
	1.6.3	Is the business making a profit or loosing money		
	1.6.4	Summarising the most important factors		
	1.6.5	Support material	(5 × 2)	(10) **[32]**

QUESTION 2

2.1 2.1.1 Tertiary data

2.1.2 Popularity

2.1.3 External product

2.1.4 Funds

2.1.5 Place

2.1.6 Impulsiveness

2.1.7 Development

2.1.8 Price and policy

2.1.9 Documents

(9 × 2) **[18]**

TOTAL SECTION A: 50

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