higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

# MARKING GUIDELINE

## NATIONAL CERTIFICATE

## JUNE EXAMINATION

## ENREPRENEURSHIP AND BUSINESS MANAGEMENT N6
## (First Paper)

## 10 JUNE 2016

**This marking guideline consists of 4 pages.**

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## SECTION A

## QUESTION 1

1.1 E
1.2 D
1.3 A
1.4 B
1.5 F
1.6 C

(6 × 2) **[12]**

## QUESTION 2

2.1 False
2.2 True
2.3 True
2.4 False
2.5 True
2.6 True
2.7 False
2.8 True
2.9 True
2.10 False

(10 × 1) **[10]**

## QUESTION 3

3.1
- Management training and support given.
- Has trademark appeal.
- Provides standardised quality products/services.
- Uses national advertising programmes.
- Gives financial assistance.
- Has proven products and business formats.
- Has centralised buying power.
- Has territorial protection.
- Has greater chance of success.
- Has access to all the skills, knowledge and experiences of the franchisor.
- The franchisor runs continuous research and development programmes to improve the business.
- The franchisee can use the services of trouble shooters provided by the franchisor to assist him/her. (Any 4 × 1) (4)

3.2
- Specific objectives
- Schedule for organising and execution of the different stages in the plan
- Methods of gathering and allocating business resources
- Arrangements for additional financing
- Setting up controls for evaluation (Any 4 × 1) (4)

3.3
- Registers all exporters and handles all tender notices.
- Assists with all enquiries and who to contact in foreign countries.
- Will provide assistance with primary market research.
- Provides assistance with foreign storage.
- Arranges trade exhibitions and promotions.
- Will carry certain costs for official participants of trade exhibitions.
- Has export readiness assessment kit.
- Has desktop export readiness questionnaire.
- Builds export capabilities. (Any 4 × 1) (4)

3.4
- Changes in the industry's long-term growth rate
- Changes in who buys the products and how they use it
- Product innovation
- Technological change
- Marketing innovation
- Entry or exit of major firms
- Regulations and government influences
- Changing lifestyles and attitudes (Any 4 × 1) (4)

3.5
- Price-cutting
- Running comparison advertisements
- Adding new features that will appeal to the competition's customers
- Introducing new models/products that match those of your competition
- Rendering an after-sales service
- Offering quality products at an affordable/reasonable price (Any 4 × 1) (4)

**[20]**

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## QUESTION 4

4.1 A business that is operated/managed/run from the owner's/entrepreneur's home.

4.2 A company achieves a competitive advantage when its business succeeds in making its product or service more attractive (unique) than that of other companies.

4.3 Culture can be defined as the sum total of the way of life of a group of people and includes aspects such as religion, language, values and behaviour.

4.4 Copreneurs are entrepreneurial couples who work together as co-owners of their businesses.

(4 × 2) **[8]**

**TOTAL SECTION A: 50**

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