higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N480**(E)**(J10)H
JUNE EXAMINATION

NATIONAL CERTIFICATE

ENTREPRENEURSHIP AND BUSINESS MANAGEMENT N6
(First Paper)

(4090336)

10 June 2016 (X-Paper)
09:00–09:30

CLOSED-BOOK EXAMINATION

This question paper consists of 4 pages and 1 answer sheet of 3 pages.

GENERAL STUDIES

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
ENTREPRENEURSHIP AND BUSINESS MANAGEMENT N6
(First Paper)
TIME: 30 MINUTES
MARKS: 50

INSTRUCTIONS AND INFORMATION

1. Answer ALL the questions.
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 (COMPULSORY)

QUESTION 1

Choose an/a item/word from COLUMN B that matches a description in COLUMN A. Write only the letter (A–F) next to the question number (1.1–1.6) on the attached ANSWER SHEET.

COLUMN A		COLUMN B
1.1	Focus on one aspect at a time and write an objective for that	A comprehensive
1.2	Put dates to achieving your objectives	B prioritised
1.3	Your objectives must be easy to understand and give information on everything you want to achieve	C written
1.4	Certain objectives are more important than others	D time bound
1.5	People who are affected by your long-term goals, must agree with them	E specific
1.6	When you write down your objectives, it shows your commitment	F accepted

(6 × 2) **[12]**

QUESTION 2

Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (2.1–2.10) on the attached ANSWER SHEET.

2.1 The replacement value is what the assets cost or what it is worth to the present owner from an accounting point of view.

2.2 Challenging assumptions is a technique that can be used to stimulate creativity and help to develop alternative solutions during the decision-making process.

2.3 Your business is ready for growth when employee morale is high.

2.4 The franchisor gets the benefits of the franchisee's (franchiser's) advertising and promotional efforts on a national scale.

2.5 The Department of Trade and Industry supports companies who wish to explore export opportunities.

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2.6 A consultancy can help a small business owner to run the business effectively.

2.7 Strategic planning consists of four tasks.

2.8 Rivalry among competing sellers is the most powerful of the competitive forces.

2.9 Grand offensives is a strategy to secure competitive advantage.

2.10 Changes in the internal environment are identified by means of environmental scanning.

(10 × 1) **[10]**

QUESTION 3

3.1 State any FOUR advantages of choosing a franchise as a business option. (4)

3.2 List any FOUR aspects that must be included in the planned growth plan of a business. (4)

3.3 Give any FOUR functions/initiatives of the Department of Trade and Industry. (4)

3.4 State any FOUR driving forces in an industry that create incentives or pressures for change. (4)

3.5 Give any FOUR ways of attacking competitors' strengths. (4)

[20]

QUESTION 4

Briefly define the following terms:

4.1 Home-based entrepreneurs/owners

4.2 Competitive advantage

4.3 Culture

4.4 Copreneurs

(4 × 2) **[8]**

TOTAL SECTION A: 50

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ANSWER SHEET EXAMINATION NUMBER:

QUESTION 1

1.1 _____

1.2 _____

1.3 _____

1.4 _____

1.5 _____

1.6 _____

(6 × 2) **[12]**

QUESTION 2

2.1 _____

2.2 _____

2.3 _____

2.4 _____

2.5 _____

2.6 _____

2.7 _____

2.8 _____

2.9 _____

2.10 _____

(10 × 1) **[10]**

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ANSWER SHEET EXAMINATION NUMBER:

QUESTION 3

3.1

(4 × 1) (4)

3.2

(4 × 1) (4)

3.3

(4 × 1) (4)

3.4

(4 × 1) (4)

3.5

(4 × 1) (4)

[20]

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ANSWER SHEET **EXAMINATION NUMBER:**

QUESTION 4

4.1

4.2

4.3

4.4

(4 × 2) **[8]**

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