higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE

ENTREPRENEURSHIP AND BUSINESS MANAGEMENT N6

(First paper)

(4090336)

4 June 2021 (X-paper)
09:00–09:30

CLOSED-BOOK EXAMINATION

This question paper consists of 5 pages and an ANSWER SHEET of 3 pages.

211Q1J2104

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

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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. Answer all the questions on the ANSWER SHEET (attached).
5. Use only a black or blue pen.
6. Write neatly and legibly.

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SECTION A

QUESTION 1

1.1 Various options are given as possible answers to the following questions. Choose the answer and write only the letter (A–C) next to the question number (1.1.1–1.1.5) in the ANSWER BOOK.

1.1.1 A measure used to indicate the economic prosperity of a country is called the:

A Gross domestic income
B Per capita national income
C Net national income

1.1.2 Which ONE of the following represents a product innovation?

A Introduction of an existing product into a new market
B Introduction of a new product process for a popular product's production line
C Introduction of a completely new product line into the market

1.1.3 Which ONE of the following is not one of Porter's Five Forces?

A Rivalry among buyers
B Threat of substitute products or services
C Threat of new entrants

1.1.4 Which ONE of the following is not an example of a sustainable competitive advantage?

A First to market
B An economically viable business
C Proprietary elements

1.1.5 What is economic sustainability in a business?

A When the company's business model is achieving its mission and vision
B When the company's business model is operating with a negative profit margin, but sales are improving
C When the company's business model is sufficiently robust so as to not run out of cash

(5 × 2) (10)

1.2 Indicate whether the following statements are TRUE or FALSE by writing 'True' or 'False' next to the question number (1.2.1–1.2.5) in the ANSWER BOOK.

1.2.1 Competitive advantage refers to the right to buy or sell to whoever you want, whenever you want.

1.2.2 Change can be accepted easily in an enterprise if employees are educated about it.

1.2.3 A SWOT analysis reflects the strengths, working hours, opportunities and threats of a business.

1.2.4 BMW and Mercedes-Benz are not actually competitors, but merging businesses.

1.2.5 Income is one of the demographic factors that determines the type of product or service an enterprise can offer.

(5 × 1) (5)

1.3 Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–F) next to the question number (1.3.1–1.3.5) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.3.1	The process that a business implements to determine its direction for a future period	A	brand image
		B	grand offensive
1.3.2	The business's name, logo, colours, design and features that make the business stand out from others	C	strategic planning
		D	Guerrilla offensive
1.3.3	Exclusive control of a commodity or service in a particular market that makes possible the manipulation of prices	E	goodwill
		F	monopoly
1.3.4	Aims to surprise competitors and throw them off balance so that you can use the element of surprise to increase your market share		
1.3.5	This is used when you do not have the financial or other resources to mount a major, direct or sustained attack		

(5 × 1) (5)

1.4	1.4.1	Name the THREE steps involved in writing a mission statement.	(3 × 2)	(6)
	1.4.2	Distinguish between a *contractor* and a *sub-contractor*.	(2 × 2)	(4)
	1.4.3	State TWO advantages and THREE disadvantages of buying an existing business.	(5 × 2)	(10)
	1.4.4	State TWO advantages of franchising.	(2 × 2)	(4)
	1.4.5	Name the THREE drivers for changing the status quo of a business.	(3 × 2)	(6)
				[30]

TOTAL SECTION A: 50

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ANSWER SHEET

ENTREPRENEURSHIP AND BUSINESS MANAGEMENT N6 (First paper)

EXAMINATION NUMBER: | | | | | | | | | | | | | |

CENTRE NUMBER: | | | | | | | | | | |

QUESTION 1

1.1	1.1.1	_____		
	1.1.2	_____		
	1.1.3	_____		
	1.1.4	_____		
	1.1.5	_____	(5 × 2)	(10)
1.2	1.2.1	_____		
	1.2.2	_____		
	1.2.3	_____		
	1.2.4	_____		
	1.2.5	_____	(5 × 1)	(5)
1.3	1.3.1	_____		
	1.3.2	_____		
	1.3.3	_____		
	1.3.4	_____		
	1.3.5	_____	(5 × 1)	(5)

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EXAMINATION NUMBER: | | | | | | | | | | | | | |

1.4 1.4.1

(3 × 2) (6)

1.4.2

(2 × 2) (4)

1.4.3

(5 × 2) (10)

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EXAMINATION NUMBER: | | | | | | | | | | | | | |

1.4.4

(2 × 2) (4)

1.4.5

(3 × 2) (6)

TOTAL SECTION A: 50

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