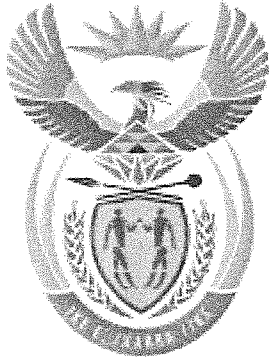
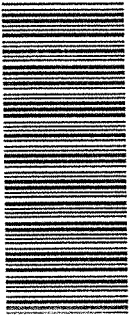


2013/11/079



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

**N450(E)(N13)H
NOVEMBER EXAMINATION**

NATIONAL CERTIFICATE

**ENTREPRENEURSHIP AND BUSINESS
MANAGEMENT N6
(First Paper)**

(4090336)

**13 November 2013 (X-paper)
9:00–9:30**

CLOSED-BOOK EXAMINATION

This question paper consists of 3 pages.

**DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA
NATIONAL CERTIFICATE
ENTREPRENEURSHIP AND BUSINESS
MANAGEMENT N6
(First Paper)
TIME: ½ HOUR
MARKS: 50**

INSTRUCTIONS AND INFORMATION

1. Answer ALL the questions 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.
-

QUESTION 1

Give EIGHT factors that may influence the implementation of strategies. (8)

QUESTION 2

Explain the TWO conditions that the implementation of change depends on. (2 × 2) (4)

QUESTION 3

Describe the FIVE key features that a consultancy will use to promote its business. (7)

QUESTION 4

4.1 Name the TWO most acceptable ways of setting prices for export. (2)

4.2 Compare the two most acceptable ways of setting prices for export in tabular form.

Give FIVE comparisons. (5 × 2) (10)

QUESTION 5

When is a focus strategy attractive? (5)

QUESTION 6

6.1 Identify the steps that can help a small business manager to make better decisions.

6.2 Explain the THREE screening stages in evaluating the business before you close the deal.

(2 × 7) (14)
[50]

TOTAL: 50



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MARKING GUIDELINE

NATIONAL CERTIFICATE

NOVEMBER EXAMINATION

ENTREPRENEURSHIP AND BUSINESS MANAGEMENT N6
(First Paper)

13 NOVEMBER 2013

This marking guideline consists of 4 pages.

QUESTION 1

- Allocation of resources – Human, financial ✓
- Existing structures ✓
- Existing policies ✓
- Existing systems ✓
- Leadership styles ✓
- Use of reward (incentive) programmes ✓
- Organisation culture ✓
- Linking of systems, budgets ✓
- Barriers
- Action plans
- Management skills

(Any 8 x 1) (8)

QUESTION 2

- Timing ✓
- Refers to the correct time to institute ✓
- Scope ✓
- Refers to the size of influence of change - Where change is having an influence ✓

(2 x 2) (4)

QUESTION 3

- Availability ✓
- Consumer must know where, when you are available, how to reach you. ✓
- Image or reputation ✓
- Consumers become: acquainted with your capabilities ✓
: acquainted with quality of your service. ✓
- Use benefits ✓
- Customers must understand how the results of your service will benefit them. ✓

(7)

QUESTION 4

- 4.1
- Cost-plus method ✓
 - Marginal method ✓

(2)

4.2

	COST-PLUS METHOD		MARGINAL METHOD
1	Simple addition and subtraction. ✓	1	Requires you to first set up a floor price. ✓
2	Add export cost to domestic cost and subtract any cost that is not applicable ✓ OR domestic cost + export cost – non-applicable cost.	2	Floor price includes: cost of producing additional units for export ✓ OR cost which may arise from need to modify the product for export. All other cost must be eliminated.
3	It takes less work than marginal method. ✓	3.	It takes more work than cost-plus method. ✓
4	It is less accurate in calculating the cost of getting the product to the market. ✓	4.	It is more accurate in calculating the cost of getting the product to the market. ✓
5	Procedure allows you to retain your domestic profit margin and set a foreign price. ✓	5.	It provides a clear indication of profitability of business. ✓
6	Problem with method – it does not take foreign market conditions into account.	6.	It takes foreign market conditions into account.

(Any 5 × 2)

(10)

QUESTION 5

- Segment is big enough to be profitable ✓
- Segment has growth potential ✓
- Segment is not important to the success of main competitors ✓
- Focussing firm can serve segment effectively ✓
- Focussing firm can defend itself against challengers that do not consider segment important. ✓
- Focussing firm has a variety of potentially profitable market segments – less risk of overcrowding by competitors.
- Customers are willing to pay high premiums for perceived value attached to product/service.
- Customers are brand loyal and do not shift loyalty to competing brands.

(Any 5 x 1)

(5)

VRAAG 6

- 6.1
- Problem awareness. ✓
 - Define the problem ✓
 - Establish decision criteria ✓
 - Develop alternative solutions ✓
 - Analyse the data ✓
 - Take action ✓
 - Make follow-up decisions ✓
- 6.2
- Reduce the number of possibilities – keep one/two
 - Assess strengths and weaknesses of remaining businesses
 - Concentrate on their technical, marketing and financial aspects
 - Make final choice
 - Conduct a financial and management history of business
 - Be prepared for what you can expect of the business after buying it
 - Take seller's bias and personal desires into account
 - Arrive at an acceptable price for the business

(Any 7 x 2) (14)
[50]

TOTAL: 50