



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N440(E)(J1)H
JUNE EXAMINATION

NATIONAL CERTIFICATE

**ENTREPRENEURSHIP AND BUSINESS MANAGEMENT N4
(First Paper)**

(4090304)

**1 June 2016 (X-Paper)
09:00–09:30**

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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

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. ALL the questions must be answered on the attached ANSWER SHEET.
 5. Write neatly and legibly.
-

SECTION A**QUESTION 1**

- 1.1 Name THREE personal resources of successful entrepreneurs. (3)
- 1.2 Name SEVEN methods of creativity. (7)
- 1.3 Name TWO types of data-collection methods. (2)
- 1.4 Name FOUR methods of collecting primary data. (4)
- 1.5 Name FIVE types of packaging. (5)
- 1.6 Choose the answer from the list of descriptions below. Write only the letter (A–H) next to the question number (1.6.1–1.6.2) on the ANSWER SHEET.
- 1.6.1 FOUR elements that you will find in the management plan
- 1.6.2 FOUR elements that you will find in the financial plan
- A Stock-and-supplier analysis
B Inventory system
C The statement that indicates your monthly cash flow
D A description of the securities for the capital requirements
E Your organisational structure of the business
F Description of your system for keeping documents
G The calculation that indicates how many units/services need to be traded in order to cover costs
H A statement highlighting your income and expenditure on a monthly basis
- (2 x 4) (8)
- 1.7 Explain the following words:
- 1.7.1 Logo
- 1.7.2 Marketing mix
- 1.7.3 Break-even point
- (3 x 2) (6)
- 1.8 Name THREE sources of equity financing. (3)

[38]

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 (2.1–2.6) in the ANSWER BOOK.

- 2.1 The trade journals are products for a specific industry or sectors.
- 2.2 Unique selling proposition is the special selling feature or a special benefit of the product or service.
- 2.3 A slogan is a clever phrase or sentence that says something good about a product, service or business.
- 2.4 A legal entity requirement is the way your business is registered in terms of the tax authorities and law courts.
- 2.5 Shareholders get a dividend after the company announces its profits.
- 2.6 People who owe you money are creditors.

(6 x 2) [12]

TOTAL SECTION A: 50

[illegible]

Please turn over

ANSWER SHEET

EXAMINATION NUMBER:

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1.6 1.6.1

1.6.2

(2 x 4) (8)

1.7 1.7.1

1.7.2

1.7.3

(3 x 2) (6)

1.8

(3)
[38]

ANSWER SHEET EXAMINATION NUMBER:

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QUESTION 2

- 2.1 _____
- 2.2 _____
- 2.3 _____
- 2.4 _____
- 2.5 _____
- 2.6 _____

(6 x 2) [12]**TOTAL SECTION A: 50**