



higher education  
& training

Department:  
Higher Education and Training  
REPUBLIC OF SOUTH AFRICA

## MARKING GUIDELINE

NATIONAL CERTIFICATE

NOVEMBER EXAMINATION

ENTREPRENEURSHIP AND BUSINESS MANAGEMENT N4  
(First Paper)

16 NOVEMBER 2016

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**SECTION A****QUESTION 1**

- |     |   |             |                     |
|-----|---|-------------|---------------------|
| 1.1 | <ul style="list-style-type: none"> <li>• Confident</li> <li>• Responsible</li> <li>• Organiser</li> <li>• Energetic</li> <li>• Achiever</li> <li>• Moderate</li> </ul>  | (Any 4 × 2) | (8)                 |
|     |   |             |                     |
| 1.2 | <ul style="list-style-type: none"> <li>• Secondary data collection</li> <li>• Primary data collection</li> </ul>  | (2 × 2)     | (4)                 |
|     |   |             |                     |
| 1.3 | <ul style="list-style-type: none"> <li>• Brainstorming</li> <li>• What if</li> <li>• Forced connection</li> <li>• Mind maps</li> <li>• Generation of alternatives</li> <li>• Reverse method</li> </ul>  | (4 × 2)     | (8)                 |
|     |   |             |                     |
| 1.4 | 1.4.1 Gives a description of the business<br><br>1.4.2 Determines whether there is a market for the product<br><br>1.4.3 Determines whether the business will make a profit<br><br>1.4.4 Summarises the most important facts<br><br>1.4.5 Supporting material | (5 × 2)     | (10)<br><b>[30]</b> |

**QUESTION 2**

- |      |       |                      |
|------|-------|----------------------|
| 2.1  | True  |                      |
| 2.2  | False |                      |
| 2.3  | False |                      |
| 2.4  | False |                      |
| 2.5  | True  |                      |
| 2.6  | True  |                      |
| 2.7  | False |                      |
| 2.8  | True  |                      |
| 2.9  | True  |                      |
| 2.10 | False |                      |
|      |       | (10 × 2) <b>[20]</b> |

**TOTAL SECTION A:      50**

