



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N430(E)(N16)H
NOVEMBER EXAMINATION
NATIONAL CERTIFICATE

ENTREPRENEURSHIP AND BUSINESS MANAGEMENT N4
(First Paper)
(4090304)

16 November 2016 (X-Paper)
09:00–09:30

CLOSED-BOOK EXAMINATION

This question paper consists of 4 pages and an answer sheet of 2 pages.

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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 on the attached ANSWER SHEET.
 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**QUESTION 1**

- 1.1 Give any FOUR characteristics of an entrepreneur. (8)
- 1.2 Name TWO types of data collection methods. (4)
- 1.3 List FOUR idea-generation techniques. (8)
- 1.4 State the purpose of each of the following parts in a business plan:
- 1.4.1 Introduction
 - 1.4.2 Market feasibility study
 - 1.4.3 Financial feasibility study
 - 1.4.4 Conclusion
 - 1.4.5 Appendix
- (5 × 2) (10)
[30]

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 ANSWER SHEET.

- 2.1 Impulsive purchases are unplanned purchases.
- 2.2 Natural resources are classified as an asset of a business.
- 2.3 The remuneration policy is a component of marketing.
- 2.4 Trade journals are products for a specific industry or sectors.
- 2.5 A unique selling proposition is the special selling feature or special benefit of the product or service.
- 2.6 A slogan is a clever phrase or sentence that says something good about a product, service or business.
- 2.7 Price reduction occurs when a product is sold at a high price.
- 2.8 A legal entity requirement is the way in which a business is registered in terms of tax authorities and law courts.

2.9 Shareholders get a dividend after the company announces it profits.

2.10 People who owe the business money are creditors.

(10 × 2) [20]

TOTAL SECTION A: 50

GENERAL STUDIES

ANSWER SHEET EXAMINATION NUMBER:

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SECTION A

QUESTION 1

- 1.1 _____

(4 × 2) (8)
- 1.2 _____

(2 × 2) (4)
- 1.3 _____

(4 × 2) (8)
- 1.4 1.4.1 _____

1.4.2 _____

1.4.3 _____

1.4.4 _____

1.4.5 _____

(5 × 2) (10)
- [30]

ANSWER SHEET EXAMINATION NUMBER:

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QUESTION 2

2.1 _____

2.2 _____

2.3 _____

2.4 _____

2.5 _____

2.6 _____

2.7 _____

2.8 _____

2.9 _____

2.10 _____

(10 × 2) **[20]****TOTAL SECTION A: 50**