



higher education  
& training

Department:  
Higher Education and Training  
REPUBLIC OF SOUTH AFRICA

## MARKING GUIDELINE

NATIONAL CERTIFICATE

JUNE EXAMINATION

ENTREPRENEURSHIP AND BUSINESS  
MANAGEMENT N4  
(Second Paper)

1 JUNE 2016

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**SECTION B****QUESTION 1**

- 1.1
- They do not have the knowledge on how to complete it
  - They do not feel that there is a need for it
- (2 × 2) (4)
- 1.2
- Must have name of business in bold
  - Slogan
  - Picture
  - Name of the person
  - Contact number
  - Frame/Border
- (Any 5 × 2) (10)
- 1.3
- Radio
  - Television
  - Poster
  - Pamphlet (any applicable) consider the size of the business
- (2 × 2) (4)
- 1.4
- Advertise in newspaper
  - Draw new customers to store
  - Explain how they can benefit from the use of certain products
  - Included in the newspapers
  - Competition/specialty products
- (5 × 2) (10)
- 1.5
- Use a questionnaire for customer to complete.
  - Ask questions related to service provided.
  - Observation
  - Test marketing
  - Experiment
- (6)
- 1.6
- Existing business
  - The government
- (2)
- 1.7
- To provide more education in entrepreneurship
  - To provide more training
  - To provide more incentives more small and medium sized business
- (Any 3 × 2) (6)

- |     |       |   |                                 |
|-----|-------|---|---------------------------------|
| 1.8 | 1.8.1 | Autocratic attitude – allow others to participate in decision-making  |                                 |
|     | 1.8.2 | Impulsiveness – must think before you act   |                                 |
|     | 1.8.3 | Know-it-all – allow for the point of view of others   |                                 |
|     | 1.8.4 | Perfectionism – if the product is competitive and acceptable for the market, do not spend unnecessary time and money on the product/service |                                 |
|     |       |   | (4 × 2)      (8)<br><b>[50]</b> |

**QUESTION 2**

- |     |   |  |
|-----|---|--|
| 2.1 | Must be appropriate<br>Explanation must apply to the name   | (4)  |
| 2.2 | Sole trader<br>Partnership<br>Company (explanation must apply to form of ownership chosen)  | (2)  |
| 2.3 | Public place like street<br>Market<br>Near taxi rank<br>Location must apply to type of business<br>Sketch   | (8)  |
| 2.4 | Must apply on the product chosen - (age, income, education)   | (2)  |
| 2.5 | Must apply to the business chosen, for example computer   | (6)  |
| 2.6 | <ul style="list-style-type: none"> <li>• List potential suppliers</li> <li>• List products and services</li> <li>• List the purchase price</li> <li>• List conditions of sale evaluation each for product/supplier</li> <li>• Decide on supplier</li> </ul> | (ONE mark for each and<br>ONE for each application (5 × 2)      (10) |

- 2.7
- Planning – formulating mission statements, putting long-term objectives in place.
  - Organising – organising day to day activities, drawing organisational structure
  - Control – clock card systems, quality of products
  - Leading – setting the example at all times, do not arrive late at work.
- (4 × 4) (16)
- 2.8 Business won't be successful, will fail. (2)  
**[50]**

**QUESTION 3**

- 3.1 3.1.1 Nature of service – It is the description of what the person will have to do
- 3.1.2 Hours and place of work – How long will the person have to work everyday
- 3.1.3 Lunch and tea breaks – When is the lunch time, how long, and where is the lunch
- 3.1.4 Remuneration – How is she going to pay them and when (4 × 2) (8)
- 3.2
- Refer to knowledge and skill.
  - Refer to contact and friends in industry.
  - Refer to where funds can be obtained (answer must apply to the case study in QUESTION 3.1). (3 × 4) (12)
- 3.3
- At least FIVE questions
  - Open and close question
  - Layout (answer must apply to the case study in QUESTION 3.1) (14)
- 3.4
- Person to report to
  - Job title
  - Area/Section-employed
  - Equipment/Material
  - Summary-main task
  - Responsibilities
  - Other task
  - Trade union (10)

- 3.5
- Add internet café
  - Add small library
  - Area for massage
  - Add coffee shop for parent reading area
- (Any other applicable 3 × 2) (6)

**[50]****QUESTION 4**

- 4.1
- Deposit cash into bank account
  - Keep duplicate deposited slip
  - Keep record of stocktaking
  - Keep cash in safe
  - Regular stocktaking
  - Keep cash books
- (Any 5 × 2) (10)
- 4.2
- Tell something about the product
  - Remembered easily
  - Image of exclusiveness
  - Indicates high quality
  - Personal/Geographic/Initials in name
  - Foreign words
  - Animal/Common names
- (Any 6 × 1) (6)
- 4.3
- Human observation
  - Looking at products/comparing price
  - Observe consumers
  - Where they buy
  - Behaviours of consumer
  - Buying patterns
  - Artificial observation
  - Electronic equipment
- (Any 5 × 2) (10)

4.4 ANSWER SHEET EXAMINATION NUMBER

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**CASH FLOW STATEMENT**

MONTH	OCTOBER	NOVEMBER	DECEMBER
<b>CASH RECEIPTS</b>			
Bank balance beginning of month	5 000	5 880	23 760
Cash sales	15 000	20 000	22 000
Loan		5 000	
Other income		12 000	
<b>TOTAL CASH AVAILABLE</b>	<b>20 000</b>	<b>42 880</b>	<b>45 760</b>
<b>CASH PAYMENTS</b>			
Monthly expenses	3 670	3 670	3 670
Cash purchases	10 000	15 000	25 500
Other payments	450	450	1 500
<b>TOTAL CASH PAYMENTS</b>	<b>14 120</b>	<b>19 120</b>	<b>30 670</b>
Bank balance end of month	<b>5 880</b>	23 760	<b>15 090</b>

(24)  
[50]

**TOTAL SECTION B: 150**  
**GRAND TOTAL: 200**