



higher education  
& training

Department:  
Higher Education and Training  
REPUBLIC OF SOUTH AFRICA

## MARKING GUIDELINE

NATIONAL CERTIFICATE

NOVEMBER EXAMINATION

ENTREPRENEURSHIP AND BUSINESS  
MANAGEMENT N4  
(Second Paper)

16 NOVEMBER 2016

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

- |       |  |             |      |  |       |      |  |       |       |  |       |       |  |         |     |
|-------|--|-------------|------|--|-------|------|--|-------|-------|--|-------|-------|--|---------|-----|
| 1.1   | <ul style="list-style-type: none"> <li>• Lost her job</li> <li>• Her husband was unemployed</li> </ul>   | (2 × 2)     | (4)  |  |       |      |  |       |       |  |       |       |  |         |     |
| 1.2   | <ul style="list-style-type: none"> <li>• Confidence</li> <li>• Preference for moderate risk</li> <li>• Energy</li> <li>• Responsibility</li> <li>• Skill of organising</li> <li>• Desire for immediate feedback</li> <li>• Identifying opportunities</li> <li>• Urge to achieve</li> </ul>                             |             | (14) |  |       |      |  |       |       |  |       |       |  |         |     |
| 1.3   | <ul style="list-style-type: none"> <li>• Knowledge and skills</li> <li>• Fund/Capital</li> <li>• Contacts</li> </ul>   |             | (6)  |  |       |      |  |       |       |  |       |       |  |         |     |
| 1.4   | <ul style="list-style-type: none"> <li>• Student</li> <li>• Stuff</li> <li>• People</li> </ul>   |             | (6)  |  |       |      |  |       |       |  |       |       |  |         |     |
| 1.5   | <ul style="list-style-type: none"> <li>• Fresh food</li> <li>• Reasonable price</li> <li>• Quality/Quantity product</li> <li>• Hygiene</li> <li>• Range/Variety</li> </ul>   | (Any 3 × 2) | (6)  |  |       |      |  |       |       |  |       |       |  |         |     |
| 1.6   | <ul style="list-style-type: none"> <li>• TV</li> <li>• Newspaper demonstrations</li> <li>• Leaflets/Billboards</li> <li>• Yellow pages</li> <li>• Radio</li> </ul>   | (Any 3 × 2) | (6)  |  |       |      |  |       |       |  |       |       |  |         |     |
| 1.7   | <table border="0" style="width: 100%;"> <tr> <td style="width: 10%;">1.7.1</td> <td style="width: 10%;">True</td> <td style="width: 80%;"></td> </tr> <tr> <td>1.7.2</td> <td>True</td> <td></td> </tr> <tr> <td>1.7.3</td> <td>False</td> <td></td> </tr> <tr> <td>1.7.4</td> <td>False</td> <td></td> </tr> </table> | 1.7.1       | True |  | 1.7.2 | True |  | 1.7.3 | False |  | 1.7.4 | False |  | (4 × 2) | (8) |
| 1.7.1 | True   |             |      |  |       |      |  |       |       |  |       |       |  |         |     |
| 1.7.2 | True   |             |      |  |       |      |  |       |       |  |       |       |  |         |     |
| 1.7.3 | False  |             |      |  |       |      |  |       |       |  |       |       |  |         |     |
| 1.7.4 | False  |             |      |  |       |      |  |       |       |  |       |       |  |         |     |

**[50]**



**QUESTION 3**

3.1

<b>FIXED ASSETS</b>	
Container	R2 500
Basket	R200
Cooler box	R150
Umbrella	R80
Fridge	R1 500
Display stand	R95
<b>TOTAL</b>	<b>R4 525</b>
<b>MONTHLY EXPENSES</b>	
Wages	R400
Cell phone	R135
Advertising	R250
Water and Electricity	R250
Transport	R435
<b>TOTAL</b>	<b>R1 470</b>
<b>PRE- ORPERATING EXPENSES</b>	
Cost of buying stock (opening stock)	R800
Telephone installation	R120
Cash on hand	R20 000
Packaging	R60
<b>TOTAL</b>	<b>R20 980</b>

(30)

3.2

- Keep record of phone inquiries
- Issue coupons
- Ask customers
- Issue coupons

(6)

ENTREPRENEURSHIP AND BUSINESS MANAGEMENT N4  
(Second Paper)

- 3.3
- Must have name of the business
  - Entrepreneurs name
  - Addresses and telephone numbers
  - Logo or emblem of your business
  - Must be in a frame
- (5 × 2) (10)
- 3.4
- Compass
  - Measures heartbeat
  - Can help find your missing cellphone
  - Can turn invisible
- (4)  
**[50]**

**QUESTION 4**

4.1

<b>CASH FLOW STATEMENT</b>				
	<b>January</b>	<b>February</b>	<b>March</b>	<b>April</b>
Bank balance beginning of the month	R5 000	(R 5 750)	(R6 700)	(R9 250)
Cash sales	R6 400	R3 200	R 4 800	R4 400
Credit sales		R1 600	R800	R1 200
Other income			R 3 000	
<b>TOTAL CASH AVAILABLE</b>	<b>R 11 400</b>	<b>(R 950)</b>	<b>R 1900</b>	<b>(R3 650)</b>
Monthly expenses	R4 150	R500 R4 150	R500 R4 150	R500 R4 150 R350
Cash purchases	R4 000	R3 000	R5 000	R 6 000
Other payments	R9 000		R1 500	
<b>TOTAL CASH PAYMENTS</b>	<b>R17 150</b>	<b>R7 650</b>	<b>R11 150</b>	<b>R11 000</b>
Bank balance end of the month	<b>(R5 750)</b>	<b>(R 6 700)</b>	<b>(R9 250)</b>	<b>(R7 350)</b>

(28)

- 4.2 Complete an after sales questionnaire, ask five questions  
Use different categories/blocks on questionnaires such as good, average,  
poor et cetera. (5 × 2) (10)

- 4.3 Must refer to:
- Knowledge and skill
  - Contacts and friend
  - Funds
- (12)  
[50]

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