



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

ENTREPRENEURSHIP AND BUSINESS MANAGEMENT N6
(First Paper)

6 JUNE 2019

This marking guideline consists of 3 pages.

QUESTION 1

- 1.1
- There is a clear sense of direction.
 - There is an abundance of skilled entrepreneurship.
 - Managers are committed to having a good strategic action plan.
 - Management is strongly results-orientated and performance conscious.
 - Managers are strongly involved in implementing the chosen strategy.
- (Any 2 × 2) (4)
- 1.2
- Brief, clear, written in plain language
 - Passionate, powerful and memorable
 - Realistic (in terms of resources, capabilities and growth potential)
 - Describe the best outcome for the business
 - Build a picture in people's minds
- (5)
- 1.3
- | | |
|-------|---|
| 1.3.1 | C |
| 1.3.2 | E |
| 1.3.3 | A |
| 1.3.4 | B |
| 1.3.5 | F |
- (5 × 1) (5)
- 1.4
- Freedom from the control of an employer
 - Ability to make own decisions without interference from others
 - Freedom to act on own initiative
 - Freedom to use personal artistic ability and personal creativity
 - Job security – with entrepreneurship the security lies in the fact that you are your own boss
 - Networking – entrepreneurs are communal creatures, your circle of friends and acquaintances grows when you become an entrepreneur
 - Mentorship – having been mentored and getting to be a mentor is a great experience for everyone
 - Becoming an expert – regardless of what you do as an entrepreneur, if you stick with it, you will probably become very good at it
- (Any 3 × 2) (6)
- 1.5
- Inappropriate business systems
 - Way of doing things (a business culture) that prevents people and business functions from adopting different and more effective methods
 - Perceptions of stakeholders who want to keep the business as it is, because they are comfortable with how it operates
 - Poor communication channels between stakeholders that prevent the benefits of change from being communicated clearly
 - Unclear business mission, objectives and goals that fail to identify and prepare stakeholders for necessary growth and change
- (Any 3 × 2) (6)

- 1.6
- You are uncertain about how well your business is performing.
 - You want to know how to get the most out of your business or market opportunities.
 - Your business plan is out of date, for example you have not updated it since you started trading.
 - Your business is moving in a direction different from the one you had planned.
 - The business is becoming difficult or unresponsive to market demands.
- (Any 2 × 2) (4)
- 1.7
- What is my direction? You should look at where you are now, where you want to go over the next three to five years and how you intend to get there.
 - What are my markets – now and in the future? Which markets should I compete in? How will they change? What does the business need to be involved in these sectors?
 - How do I gain market advantage? How can the business perform better than the competition in my chosen markets?
 - Which resources do I require to succeed? Which skills, assets, finance, relationships, technical competence and facilities do I need to compete? Have these changed since I started?
 - Which business environment am I competing in? Which external factors may affect the business' ability to compete?
 - How am I measuring success? Remember, measures of performance may change as your business matures.
- (Any 4 × 2) (8)
- 1.8
- Competition
 - Technology
 - Desire for growth
 - Need to improve processes
 - Government regulations
- (Any 4 × 1) (4)
- 1.9
- Looking for win-win opportunities
 - Replacing rules with vision, reinvention and innovation
 - Learning faster than your competitors
 - Planning
 - Recognising, rewarding and motivating employees in their individual roles
- (Any 4 × 2) (8)
- [50]**
- TOTAL: 50**