

## General Studies

### Entrepreneurship and Business Management

#### LEVEL (N4)

#### TASK 3 (Internal Exam) (P1)

**Date**

07 October 2019

**Duration**

30mins

**Total marks**

50

**Instructions**

- 1 Answer ALL the questions.
- 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.
- 5 Keep questions and sub-sections of questions together.
- 6 A non-programmable pocket calculator may be used.

## SECTION A

### QUESTION 1

The following concepts are grouped together under a common factor, except ONE concept that does NOT match the common factor.

Choose a common factor from the list below that matches the concepts and identify the ONE concept that does NOT match. Write only the common factor next to the question number (1.1-1.15) and the concept that does NOT match on the attached ANSWER SHEET.

#### LIST OF COMMON FACTORS

Generic needs; pricing technique; selecting suppliers; how to finance your assets; consumer products; break-even point; selling technique; market share; equity financing; surveys; intrapreneur; location for retail or service business; personal qualities of entrepreneur; factors influencing the sales scenarios; entrepreneur; SWOT analysis

#### EXAMPLE:

**1.16 Marketing plan; operational plan; financial plan; management plan; financial feasibility plan**

#### ANSWER:

	COMMON FACTOR	ONE THAT DOES NOT MATCH
1.16	Business plan	Financial feasibility plan

#### CONCEPTS

- 1.1 Managing an existing business; appointed by owner of business; ensure a profit for existing business; prefers the benefits of an existing business; start own business
- 1.2 Preference for risks; to reap unlimited profits; desire for responsibility; urge to achieve; skill at organising
- 1.3 Matching problems with products; matching needs to market segments; matching needs with products; revive or modify an old product
- 1.4 Industrial products; shopping products; speciality products; convenience products
- 1.5 Calculate total market potential; calculate competitors selling price; calculate the target market; calculate the potential market share; complete realistic calculation for the year
- 1.6 Telephone; postal; person; observation
- 1.7 Opportunities; competitive advantage; threats; loan; hire purchase
- 1.8 Own funds; leasing; cession of policies; loan; hire purchase
- 1.9 Stocks; suppliers; selling price; new products; competition

- 1.10 Determine fixed costs; add weighted gross profit percentage; add profit to fixed costs; construct fixed cost line; plot total cost line
- 1.11 Odd pricing; penetration; price lining; leader pricing
- 1.12 Validate; negotiate; motivate; demonstrate; interview
- 1.13 Near competition; running business from home; shopping centres; community shopping centres
- 1.14 Personal funds; friends and relatives; bank overdraft facilities; equity; shares
- 1.15 Cash register; delivery; pricing structure; quality; service (15× 2) (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) in the ANSWER BOOK.

- 2.1 Cash register is an example of communication equipment for a business.
- 2.2 The remuneration policy is a component of the marketing plan.
- 2.3 Reduction in the list price that rewards customers for paying promptly is the trade discount.
- 2.4 The business plan must include a summary of why you believe the business plan will succeed.
- 2.5 The 'W' in the SWOT analysis stands for strengths.
- 2.6 The financial audit is usually done by the policeman.
- 2.7 In the process layout of a manufacturing business, the workers and equipment are arranged according to the sequence of activities.
- 2.8 Impulsive purchases are unplanned purchases.
- 2.9 Total cost is the sum of fixed cost and variable cost.
- 2.5 The Yellow Pages is not a source of free information to the entrepreneur in search of suppliers. (10 × 2) (20)

**TOTAL: [50]**

**GENERAL STUDIES**

**Assessment Task 3 (Internal Examination)**

Identity Number

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Centre Number

8	9	9	9	9	0	8	0	2
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Name .....

Total Mark  
Marks Allocation

Subject and Level: EBM N4

Date: 07 October 2019

X-or Y-paper: X-Paper

First or second paper: First paper

Question	Mark
1	
2	
3	
4	
<b>Total</b>	

Scale of achievement

Rating code	7	6	5	4	3	2	1
Rating	Outstanding	Meritorious	Substantial	Adequate	Moderate	Elementary	Not achieved
%	80-100	70-79	60-69	50-59	40-49	30-39	0-29

Feedback to student


**ANSWER SHEET**

**EXAMINATION NUMBER:**

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**QUESTION 1**

	<b>COMMON FACTOR</b>	<b>ONE THAT DOES NOT MATCH</b>
1.1		
1.2		
1.3		
1.4		
1.5		
1.6		
1.7		
1.8		
1.9		
1.10		
1.11		
1.12		
1.13		
1.14		
1.15		

(15x2) (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: 50**



