



**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)

22 NOVEMBER 2013

This marking guideline consists of 5 pages.

SECTION B

Note to Assessor: Candidates' own interpretation and initiative in answering the questions, should be taken in consideration.

QUESTION 1

- 1.1
- Friendly attitude and service
 - Helpful at all times
 - Listen to the need of customer
 - Remember the name of the customer
 - Environment where customers move around must be clean (5 × 2) (10)
- 1.2
- Conditions at service
 - Determination of salary
 - Demonstration of loyalty and dedication
 - Duties and expected work performance
 - Negotiate about promotion and salary increases
 - Provision of training (Any 5 × 2) (10)
- 1.3
- Are you happy with the performance?
 - Is our product still to your satisfaction?
 - On what would you like us to improve?
 - Have we attended to your complaints properly?
 - Are you happy with our product? (5)
- 1.4
- Emphasise convenience of the shopping centre
 - Institution's image
 - They are freely included in some newspapers
 - Advertise in newspapers/draw new customers to store
 - Friendly service
 - Complete advertising budget
 - Monthly expenses
 - Explain how they can benefit from the use of certain products (Any applicable answer) (10)
- 1.5
- Colleges
 - Schools
 - Churches
 - Libraries
 - Individuals (5 × 2) (10)
- 1.6
- Family packaging
 - Industrial packaging
 - Reusable packaging
 - Multiple packaging
 - Kaleidoscopic packaging (Any 4 × 1) (4)
- 1.7 True (1)
- [50]**

QUESTION 2

- 2.1 2.1.1 Must be appropriate, explanation must apply to the name (4)
- 2.1.2 Must refer to the following:
- Age
 - Education
 - Income
 - Gender
 - Location
 - Must apply to the product chosen (Any 5 × 2) (10)
- 2.1.3 • Odd price – R50,99
- Leader pricing – reduce the price of popular products
 - Discounts – to use out old stock
 - Competitive price – price below that of competitors
 - Price skimming – price initially high then lowered (Any 4 × 2) (8)
- 2.1.4 • Do preparation
- Get all information you need for the presentation
 - Contact other friends
 - Approach
 - Interview
 - See whether the client qualifies
 - Demonstration (Any 3 × 4) (12)
- 2.1.5 • Have perpetual inventory/control system/use computerised cards
- Get rid of obsolete stock/sales, reduce stock promotion, sponsorship
 - Last in, first out
 - Stock controller
 - Scanner (5 × 2) (10)
- 2.2 • Invest more in entrepreneurship
- Provide free training
 - Provide more incentives (3 × 2) (6)
- [50]**

QUESTION 3

- 3.1
- Refer to the knowledge and skills that are needed
 - Refer to contacts and friends you know
 - Refer to funds that can be obtained
- (4 × 3) (12)
- 3.2
- Bank all money you have
 - Must have safe to lock your money
 - Do daily records
- (3 × 2) (6)
- 3.3
- Workshop place
 - Display area
 - Cash register
 - Entrance
 - Exit
 - Safe
- (Any 5 × 2) (10)
- 3.4
- Use open questions
 - Use closed questions
 - Keep questions simple
 - One question at a time
- (3 × 4) (12)
- 3.5
- Marks are allocated for the requirements itself
- Must draw attention
 - Layout short, simple, clear
 - Price, place, information
 - Heading, words must stand out/draw attention
 - Illustrations, drawings
 - Use special offers
 - Benefit the consumer
- (10)
[50]

QUESTION 4

MONTH	JUNE	JULY	AUGUST
CASH RECEIPTS			
Bank balance beginning of month	7 000	(13 275)	(21 300)
Cash sales	13 200	14 700	20 700
Credit sales	6 800	8 800	9 800
Loan	8 000		
Other income			4 000
TOTAL CASH AVAILABLE	35 000	10 225	9 200
CASH PAYMENTS			
Loan repayments			650
Monthly expenses	12 175	12 175	12 175
Cash purchases	15 300	16 650	24 300
Credit purchases	10 800	1 700	1 850
Other payments	10 000	1 000	1 000
TOTAL CASH PAYMENTS	48 275	31 525	38 125
Bank balance end of month	(13 275)	(21 300)	(28 925)

(32)

4.2

- Must be short, simple and easy to remember
- Not too difficult to pronounce
- Indicate the type of goods and service
- Avoid existing names that are widely used.
- Not be similar to another or misleading

(5 × 2) (10)

4.3 Yes, her business is not successful (4)

4.4

- She must decrease other expenses e.g. wages
- Must get other location to operate

(2 × 2) (4)

[50]

TOTAL SECTION B: 150
GRAND TOTAL: 200