



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

NOVEMBER EXAMINATION

ENTREPRENEURSHIP AND BUSINESS MANAGEMENT

N4

(First Paper)

22 NOVEMBER 2013

This marking guideline consists of 3 pages.

SECTION A**QUESTION 1**

1.1	1.1.1	True		
	1.1.2	False		
	1.1.3	False		
	1.1.4	False		
	1.1.5	False		
	1.1.6	False		
	1.1.7	False		
	1.1.8	False		
	1.1.9	True		
	1.1.10	True	(10 × 2)	(20)
1.2	1.2.1	Intrapreneurs		
	1.2.2	Low price offered by competitors		
	1.2.3	Exclusive shop		
	1.2.4	Shopping product		
	1.2.5	Geographic segmentation		
	1.2.6	Break-even point		
	1.2.7	Pre-operating cost		
	1.2.8	Centers of influence		
	1.2.9	Surveys		
	1.2.10	Speciality product	(10 × 2)	(20)

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1.3	1.3.1	<ul style="list-style-type: none">• Stock• Advertisement• Legal cost• Accounting office• Telephone connection	(Any FIVE applicable)	(5)
	1.3.2	<ul style="list-style-type: none">• Risk• Energy• Skill of organising• Desire for immediate feedback• Responsibility• Confidence	(Any FIVE applicable)	(5) [50]
			TOTAL SECTION A:	50