



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

NOVEMBER EXAMINATION

**ENTREPRENEURSHIP
NQF LEVEL 2**

25 NOVEMBER 2014

This marking guideline consists of 5 pages.

SECTION A**QUESTION 1**

- 1.1 B
- 1.2 B
- 1.3 C
- 1.4 D
- 1.5 D
- 1.6 D
- 1.7 B
- 1.8 A
- 1.9 A
- 1.10 C
- 1.11 C
- 1.12 C
- 1.13 B
- 1.14 B
- 1.15 B

(15 x 1) [15]

QUESTION 2

- 2.1 L
- 2.2 G
- 2.3 N
- 2.4 A
- 2.5 I
- 2.6 B
- 2.7 O
- 2.8 D
- 2.9 C
- 2.10 M
- 2.11 E
- 2.12 K
- 2.13 F
- 2.14 H
- 2.15 J

(15 x 1) [15]

TOTAL SECTION A: 30

SECTION B**QUESTION 3**

3.1 Executive Summary ✓

- proposed changes to business ✓
- (Overview) Description of Business Idea;
- legal permits
- SWOT analysis;
- review her ability to open another business.

Marketing Plan ✓

- questionnaires from new customers ✓
- Market size

Management Plan ✓

- staffing needs ✓
- Quality

Finance plan ✓

- sales forecast adjustment ✓
- (potential) Profit .

(Any 4 x 2) (8)

3.2 • Personnel ✓

• Insurance ✓

• Rent ✓

• Loan payments ✓

- Advertising, suppliers, salaries, wages, utilities, taxes, repairs, maintenance, miscellaneous expenses, water and electricity. (Any 4 x 1) (4)

3.3 • Age ✓

• Gender ✓

• Culture ✓

• Income ✓

• Education level, place of residence.

• Occupation

• Religion

- Culture and language (Any 4 x 1) (4)

3.4 Culture has an effect in the products people prefer to have in the gift baskets. If Kathy's gift-baskets contain any of these products then these groups will not support her. ✓✓

- some cultures do not eat beef, pork and shell-fish products, ✓
- some cultures only eat Halaal products.
- Some people are allergic products, e.g. nuts.
- Some people would be offended to receive red flowers in hospital

Two marks for explaining cultural negativity and one mark for example

(any suitable answer) (3)

- 3.5
- Personal calls✓
 - After-sales questionnaire✓
 - Email questions to customers, keep in touch, customer surveys
- (Any 2 x 1) (2)
- 3.6
- Sales calls ✓, direct mail ✓, networking functions✓, Word of mouth✓
Yellow pages
- (Any 3 x 1) (3)
- 3.7
- Keep record of all inquiries made about your product or service after the placement of an advertisement. ✓✓
 - Ask customers where they heard about your product. ✓✓
 - Offer discount vouchers on the advert, record amount of vouchers returned.
 - Measure your sales volume before and after the advertisement.
- (Any 2 x 2) (4)
- 3.8
- Theft, shrinkage and wastage kept to minimum✓
 - Small amount of working capital invested in stock✓
 - Eliminate faulty purchases✓
 - Avoid stock shortage✓
 - Identify slow-moving stock
 - Simplify decision-making process, information available
- (Any 4 x 1) (4)
- 3.9
- Price of the products✓
 - Quality of the product✓
 - Time of delivery✓
 - Special deals or discounts
 - Quantity
- (Any 3 x 1) (3)
[35]

QUESTION 4

4.1	4.1.1	Petrol	R1 200	
		Telephone	R 500	
		Packing material	R3 500	
		Baskets (2 x 25)	R 50✓	
		Product per basket (80 x 25)	<u>R2 000✓✓</u>	
		Total cost	R 7 250✓	
		Profit (7 250 x 70%)	R 5 075✓✓	
		Total Income	<u>R12 325✓✓</u>	(8)
	4.1.2	$\frac{R12\ 325}{25}$ ✓	= R493 per basket ✓✓	(3)
	4.1.3	$R493 \times 5\% = R24.65$ ✓ $R493 - 24.56$ ✓ = $R468.35$ ✓✓		(4)
				[15]

QUESTION 5

- 5.1
- Kathy started her own business – 'I began my business in 1997', 'after research I began my company'✓
 - Kathy manages/runs her own business – 'it takes many, many hours to promote and run this business'✓
- (2)
- 5.2
- Create job opportunities✓
 - Lead to production of new products✓
 - Develop natural resources✓
 - More choices between products✓
 - Increase competition – better quality products and services
 - Economic development – decrease in unemployment
 - Improve the standard of living
- (Any 4 x 1) (4)
- 5.3
- Flea market is always a good place to visit to get ideas
 - This is a starting point of new entrepreneurs with new products that Kathy can use in her gift baskets.
 - There might be people that offer the same product as she is selling and these new products can lead to new ideas for her gift baskets.
 - She can get interesting ideas for packaging that she can use for her gift baskets.
 - Search for new and exciting products for the baskets
 - Better process for products – better profit
 - Exclusive products for basket
- (Any 3 x 1) (3)
- 5.4 She would use a schedule :
- For gift basket deliveries✓
 - Collection/delivery of products✓
 - Staff duties (for new/added business)
 - Daily duties
 - Children's activities
- (Any 2 x 1) (2)

(any suitable answer)

- 5.5 5.5.1 Desk diary: diary remains open on her desk into which appointments and other work information are written. ✓✓
- 5.5.2 Electronic diary: Computer programs, cell phones offer a range of calendars, diary and task-list options, with functions to help her keep track of appointments, contact details and tasks. ✓✓
- 5.5.3 Year planner: blank calendar that shows her the whole year at a glance, containing important dates that affect everyone for a whole year. ✓✓

(3 x 3) (9)
[20]

TOTAL SECTION B: 70
GRAND TOTAL: 100