



# higher education & training

Department:  
Higher Education and Training  
**REPUBLIC OF SOUTH AFRICA**

## **NATIONAL CERTIFICATE (VOCATIONAL)**

**ENTREPRENEURSHIP  
NQF LEVEL 2**

**SUPPLEMENTARY EXAMINATION  
(3021042)**

**13 March 2015 (X-Paper)  
09:00–12:00**

**Calculators may be used.**

**This question paper consists of 7 pages.**

**TIME: 3 HOURS**  
**MARKS: 100**

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**INSTRUCTIONS AND INFORMATION**

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.
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**SECTION A****QUESTION 1**

Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (1.1–1.15) in the ANSWER BOOK.

- 1.1 A possible way to finance your business is to make use of leasing.
- 1.2 A business plan is a document that can be used to obtain finances to start a business.
- 1.3 The macro-economic environment is also referred to as the internal environment.
- 1.4 To prioritise means to put tasks in order of importance and deadlines.
- 1.5 The amount added to the cost price of a product in order to determine the selling price is known as the mark-up.
- 1.6 The Title page is the first page of a Business Plan.
- 1.7 Businesses like Mc Donalds and KFC are examples of a franchise.
- 1.8 BlackBerry Z10 Smartphone is an example of technology that can be used as a diary.
- 1.9 Recession is a challenge of the political environment.
- 1.10 Breakeven analysis is part of the management plan.
- 1.11 A cover page includes the name, address and telephone number of the business.
- 1.12 The operating budget includes once-off costs such as licences and permits.
- 1.13 A business plan can be put together within a day.
- 1.14 Legal documents and tax returns are placed under supporting documents in a business plan.
- 1.15 A mentor is a wiser colleague who can pass on knowledge and experience.

(15 × 1)

**[15]**

**QUESTION 2**

Complete the following sentences by using the words given in the list below.  
Write only the word(s) next to the question number (2.1–2.15) in the ANSWER BOOK.

deferring; variable cost; capital; internal clients; executive summary; deadline,  
basic needs; cheque counterfoil, trade mark, sales promotion; debtors;  
mind-mapping; independence; year planner; intangible

- 2.1 ... is a resource entrepreneurs need to achieve success.
- 2.2 Drawing of a map of different but related ideas, is called ...
- 2.3 ... is an advantage of being an entrepreneur.
- 2.4 Clothes are an example of ...
- 2.5 Services are ... benefits offered to customers.
- 2.6 A shampoo sample in a magazine is an example of ...
- 2.7 Total cost – Fixed Cost = ...
- 2.8 A ... is an example of a source document.
- 2.9 ... is putting a task on hold to be done later.
- 2.10 A ... is a type of diary that is used in a business.
- 2.11 Date or time by which something has to be done, is called the ...
- 2.12 Staff members of a business are also called ...
- 2.13 Customers who owe you money are known as ...
- 2.14 Samsung is an example of a ...
- 2.15 The ... is an Interesting overview of your proposed business.

(15 × 1) [15]

**TOTAL SECTION A: 30**

**SECTION B****QUESTION 3**

Read the case study and answer the questions.

**Nombuyiselo Nxako, a street vendor: This is her story of 'women empowerment'**

This amazing woman is hardworking, feeds a family, pays the bills and educates her children. She has no help from anyone and no husband to lean on. Nombuyiselo is living in a cottage in Killarney, and runs a business on the street working hard for every penny to make ends meet.

Nombuyiselo has been a street vendor earning a living by selling pap and steak, serving breakfast and selling cigarettes for the past 10 years at a taxi rank in Rosebank.

Her day starts as early as 6:30 am and ends at 18:00 pm in the evening. The 50 year-old woman prices her bread-and-egg breakfast at R15 and her pap-and-steak lunch for R30. She sells about 20 breakfasts and 35 pap-and-steak meals per day.

'I work Monday to Friday in a week, it costs me R3 800 to buy stock for my business every week. This is how I get to support my family of three', she said.

Nombuyiselo would have never started her own business if it was not for her divorce. She tried working at a nursing home but it was not helping her financially, and that was when she decided to sell food. She has no regrets of quitting her job, she says she loves her work. 'The fact that I am still in business after a decade shows that I don't see myself working for another person, I have faithful clients who enjoy my food.'

Nombuyiselo says women need to celebrate their success every day.

3.1 Nombuyiselo approached you to help her to compile a business plan.

Explain the following components of a business plan to her.

- 3.1.1 Cover page
- 3.1.2 Marketing plan
- 3.1.3 Management plan
- 3.1.4 Financial plan
- 3.1.5 Supporting document

(5 × 2) (10)

3.2 In Nombuyiselo's business plan she needs to give a description of her business. Advise her on FOUR aspects she needs to include in that description.

(4)

- 3.3 Explain how the economic environment can influence Nombuyiselo's business. (2)
- 3.4 Use the information from the case study to complete a marketing-mix analysis for Nombuyiselo's business.
- 3.4.1 Product
  - 3.4.2 Price
  - 3.4.3 Place (of business)
  - 3.4.4 Promotion
- (4 × 2) (8)
- 3.5 Explain why Nombuyiselo's products will be influenced by the following factors:
- 3.5.1 Culture
  - 3.5.2 Religion
  - 3.5.3 Social Class
- (3 × 2) (6)
- 3.6 Name the need which is satisfied by Nombuyiselo's product. (1)
- 3.7 Give FOUR reasons for doing sales promotions. (4)
- [35]**

#### QUESTION 4

Refer to the case study and calculate the following: (show all calculations)

- 4.1 Total sales per day. (5)
- 4.2 Nombuyiselo's profit per week (4)
- 4.3 Due to an increase in the petrol price Nombuyiselo's cost of groceries increased by 12%. Calculate the new profit per week. (6)
- [15]**

**QUESTION 5**

- 5.1 Discuss with examples from the case study, the reasons why Nombuyiselo's business is a success. (2 × 2) (4)
- 5.2 Identify TWO possible limitations (weaknesses) of Nombuyiselo's business venture and indicate how she can overcome these limitations. (4)
- 5.3 Mention TWO functions that Nombuyiselo can use on her cellphone to manage her activities. (2)
- 5.4 Give FOUR tasks that Nombuyiselo has to complete in the course of her working day. (4)
- 5.5 Explain the THREE values that an entrepreneur needs to have to be successful. (3 × 2) (6)

**[20]**

**TOTAL SECTION B: 70**  
**GRAND TOTAL: 100**