



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N460(E)(J7)H

NATIONAL CERTIFICATE

**ENTREPRENEURSHIP AND BUSINESS
MANAGEMENT N4
(First Paper)**

(4090304)

**7 June 2017 (X-Paper)
09:00–09:30**

CLOSED-BOOK EXAMINATION

Calculators may be used.

This question paper consists of 5 pages and an answer sheet of 2 pages.

DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA
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ENTREPRENEURSHIP AND BUSINESS MANAGEMENT N4
(First Paper)
TIME: 30 MINUTES
MARKS: 50

NOTE: Instructions to invigilators should be handed separately.

INSTRUCTIONS AND INFORMATION

1. Answer ALL the questions.
 2. Read ALL the questions carefully.
 3. Write neatly and legibly.
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QUESTION 1

Give ONE word or a term for each of the following descriptions. Write only the word or term next to the question number (1.1–1.10) on the attached ANSWER SHEET.

- 1.1 The costs incurred prior to opening doors and making sales to provide a cash flow
- 1.2 The most common instrument for collecting primary data
- 1.3 Is appointed by the owner of an existing business enterprise to manage the business
- 1.4 Have a higher than normal price to create an image of exclusivity
- 1.5 Establishing the size or number of customers in an area
- 1.6 Products purchased only after customers have compared a variety of similar and competitive products
- 1.7 A distinguished product from similar competitive products
- 1.8 The idea being to gain quick acceptance and extensive distribution in the market
- 1.9 That something that your business should have to make it unique, and which your competitors do not have
- 1.10 The point at which the total expenditure of a business is equal to the total income

(10 × 2) [20]

QUESTION 2

Choose an item from COLUMN B that matches a description in COLUMN A. Write only the letter (A–J) next to the question number (2.1–2.6) on the attached ANSWER SHEET.

COLUMN A		COLUMN B	
2.1	The turnover of the business	A	planning
2.2	Also referred to as the road map of the business	B	organising
2.3	That something that your business should have to make it unique, which your competitors do not have	C	income statement
2.4	The account of all customers who owe money and buy on credit	D	projected cash flow statement
2.5	This statement helps to avoid cash shortages	E	competitive advantage
2.6	Payments and money received are recorded in this book to keep record of the cash situation	F	gross profit
		G	business plan
		H	debtors ledger
		I	sales
		J	cash book

(6 × 2)

[12]

QUESTION 3

Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (3.1–3.9) on the attached ANSWER SHEET.

- 3.1 A manufacturing business normally uses the cost plus pricing technique.
- 3.2 A job description is a statement of the duties and responsibilities of a specific job.
- 3.3 A cash register cannot be linked to computer software packages.
- 3.4 Financial contributions received from friends and relatives are not a form of equity financing.
- 3.5 Services rendered are normally charged per hour.
- 3.6 Your cash flow requirements are not the same each month.
- 3.7 One would place necessities and staple goods at the rear of the retail store.
- 3.8 Specialty products are identified by a strong brand name.
- 3.9 An effective pricing technique when new products are introduced to the market is the skimming technique.

(9 × 2) [18]

TOTAL: 50

ANSWER SHEET

EXAMINATION NUMBER

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QUESTION 1

1.1 _____

1.2 _____

1.3 _____

1.4 _____

1.5 _____

1.6 _____

1.7 _____

1.8 _____

1.9 _____

1.10 _____

(10 × 2) [20]

QUESTION 2

2.1 _____

2.2 _____

2.3 _____

2.4 _____

2.5 _____

2.6 _____

(6 × 2) [12]

ANSWER SHEET

EXAMINATION NUMBER

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QUESTION 3

- 3.1 _____
- 3.2 _____
- 3.3 _____
- 3.4 _____
- 3.5 _____
- 3.6 _____
- 3.7 _____
- 3.8 _____
- 3.9 _____

(9 × 2) [18]

TOTAL: 50