

This question paper consists of 5 pages and 2 answer sheets.

ENABMAN4P1



Calculators may be used.

CLOSED-BOOK EXAMINATION

09:00-12:00

5 June 2018 (X-Paper)

(4090304)

(First Paper)

N4

ENTREPRENEURSHIP AND BUSINESS MANAGEMENT

NATIONAL CERTIFICATE

N440(E)(J5)H

Department:  
Higher Education and Training  
REPUBLIC OF SOUTH AFRICA

higher education  
& training





**INSTRUCTIONS AND INFORMATION**

1. Read ALL the questions carefully.
2. Answer ALL the questions.
3. Answer ALL questions on the attached ANSWER SHEETS.
4. Fill in your student number on each ANSWER SHEET.
5. Number the answers according to the numbering system used in this question paper.
6. Write neatly and legibly.

**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**

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

Various options are given as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (1.1–1.10) on the attached ANSWER SHEET.

- 1.1 Assets that can be changed quickly into cash:
- A Vehicle
  - B Stock
  - C Equipment
  - D Machinery
- 1.2 Sources of secondary data:
- A Magazines
  - B Surveys
  - C Observations
  - D Traffic counts
- 1.3 The number of possible customers in a specific area:
- A Demographic segmentation
  - B Psychographic segmentation
  - C Geographic segmentation
  - D Benefit
- 1.4 An entrepreneur gets quick acceptance of a product and achieve a wide distribution in the market:
- A Skimming strategy
  - B Opportunistic strategy
  - C Penetration strategy
  - D Leader pricing
- 1.5 Hire purchase and leasing are examples of ...
- A Short-term financing
  - B Medium-term financing
  - C Long-term financing
  - D Equity financing
- 1.6 The money you put aside every year to replace fixed assets:
- A Fixed capital
  - B Growth capital
  - C Liquidation value
  - D Depreciation

1.7 Products identified by a strong brand name:

- A Speciality products
- B Industrial product
- C Shopping product
- D Fixed position layout

1.8 Positive possibilities in the external environment:

- A Strengths
- B Weaknesses
- C Opportunities
- D Threats

1.9 Potso sells bags at the flea market. She decided on a mark-up policy of 20% on all her products. She buys a bag for R80 and pays R20 for transport costs. What is the selling price:

- A R80
- B R96
- C R100
- D R120








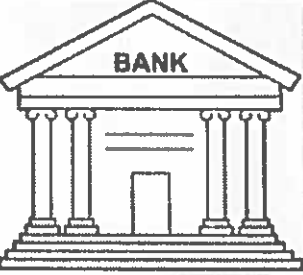

1.10 A product is made in one place with all raw materials being taken to that place:

- A Fixed position layout
- B Group technology layout
- C Product layout
- D Process layout

(10 x 2) [20]

**QUESTION 2**

Identify the type of packaging, pricing strategy, product category or promotional strategy in each of the following pictures. Write only the answer next to the question number (2.1–2.9) on the attached ANSWER SHEET.

 <p>2.1</p>	 <p>2.2</p>	 <p>2.3</p>
 <p>2.4</p>	 <p>2.5</p>	 <p>2.6</p>
 <p>2.7</p>	 <p>2.8</p>	 <p>2.9</p>

[18]

**QUESTION 3**

- 3.1 List SIX demographic factors. (6)
- 3.2 What is the definition of entrepreneurship? (6)

[12]

**TOTAL: 50**













