higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

ENTREPRENEURSHIP AND BUSINESS MANAGEMENT N6

(First Paper)

25 NOVEMBER 2016

This marking guideline consists of 3 pages.

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SECTION A

QUESTION 1

1.1 C (Focus strategy)
1.2 D (Block competitor's offensive)
1.3 E (Threat of retaliation)
1.4 A (Low-cost strategy)
1.5 F (Hide true profitability)
1.6 B (Differentiation strategy)

(6 × 2) **[12]**

QUESTION 2

2.1 False
2.2 True
2.3 True
2.4 False
2.5 True
2.6 True
2.7 True
2.8 False
2.9 True
2.10 True

(10 × 1) **[10]**

QUESTION 3

3.1
- Specific
- Measureable
- Timebound
- Achievable
- Written
- Comprehensive
- Coordinated
- Prioritised
- Flexible
- Accepted

(Any 4 × 1) (4)

3.2
- Indirect viewing
- Conditioned viewing
- Informal search
- Formal search

(4 × 1) (4)

3.3
- Generating of alternatives
- Reverse method
- Brainstorming
- Challenging assumptions
- The 'why' technique
- Suspended judgement
- Fractionating/Fractioning (Any 4 × 1) (4)

3.4
- Rivalry among competing sellers
- Threat of new entrants
- Substitute products
- Power of suppliers
- Power of buyers/customers (Any 4 × 1) (4)

3.5
- Attack competitor strengths
- Attack competitor weaknesses
- Grand offensives
- End-run offensives
- Guerrilla offensives
- Pre-emptive strikes (Any 4 × 1) (4)

[20]

QUESTION 4

4.1 Part-time entrepreneurs are people who are running small businesses in their free time, in the evenings and over weekends while still having the security of a fulltime/regular job.

4.2 This is what it would cost you if you have to buy the fixed assets in the current market.

4.3 Customers who will buy your products or use your services/Customers who will support your business/Customers whose needs you have identified and satisfied with your products/services.

4.4 Aesthetics refer to the views of specific cultures on beauty, taste, et cetera, as expressed by means of fine arts (music, drama, dance).

(4 × 2) **[8]**

TOTAL SECTION A: 50

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