higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

ENTREPRENEURSHIP AND BUSINESS MANAGEMENT N6

(First paper)

15 September 2020

This marking guideline consists of 3 pages.

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SECTION A

QUESTION 1

1.1
- Identification of the target market
- Market segmentation
- Market description
- Market potential
- Marketing information (5 × 2) (10)

1.2
- It encourages South African businesses to increase production and sales
- Growing businesses create more jobs for South Africans
- Surplus commodities are sold to generate income for South Africa
- Goods and services that are not produced in South Africa can be sourced
- It makes us more competitive internationally and locally
- It makes us less dependent on local markets, which reduces the risks if local markets encountering problems
- It allows us to access products that are seasonally available in South Africa
- It allows us to make the best use of the resources we have but cannot use to the full (Any 5 × 2) (10)

1.3
- Manufacture – Retailer franchise
- Wholesale – Retailer franchise
- Service/Trademark holder – Retailer franchise (3 × 2) (6)

1.4
- Reasons why the owner wants to sell the business
- The assets and the physical appearance of the business
- Current and potential customer base and competition; product demand and potential demand
- Legal aspects
- Financial position of the business (5 × 2) (10)

1.5
- Allows your business to compete in an area other than price; although the product might not be the cheapest, what matters is that consumers view it as different and unique and therefore desirable
- It can make consumers loyal to your brand, which means that they will be reluctant to change to another brand
- Consumers regard your product as having a value that they cannot get from any of your competitor's products
- You can charge a higher price for your product (Any 2 × 2) (4)

1.6
- Industry regulation
- The interface between supplier and consumer
- The influence of capital investment
- Qualifications, skills and experience
- Product and marketing development
- The global economy (Any 2 × 2) (4)

1.7
- Objectives must be written
- Objectives must be comprehensive
- Objectives must be specific
- Objectives must be measurable
- Objectives must be achievable
- Objectives must be coordinated
- Objectives must be prioritised
- Objectives must be time bound
- Objectives must be flexible
- Objectives must be accepted

(Any 3 × 2) (6)
[50]

TOTAL SECTION A: 50

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