



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

ENTREPRENEURSHIP AND BUSINESS MANAGEMENT N4
(First Paper)

14 NOVEMBER 2018

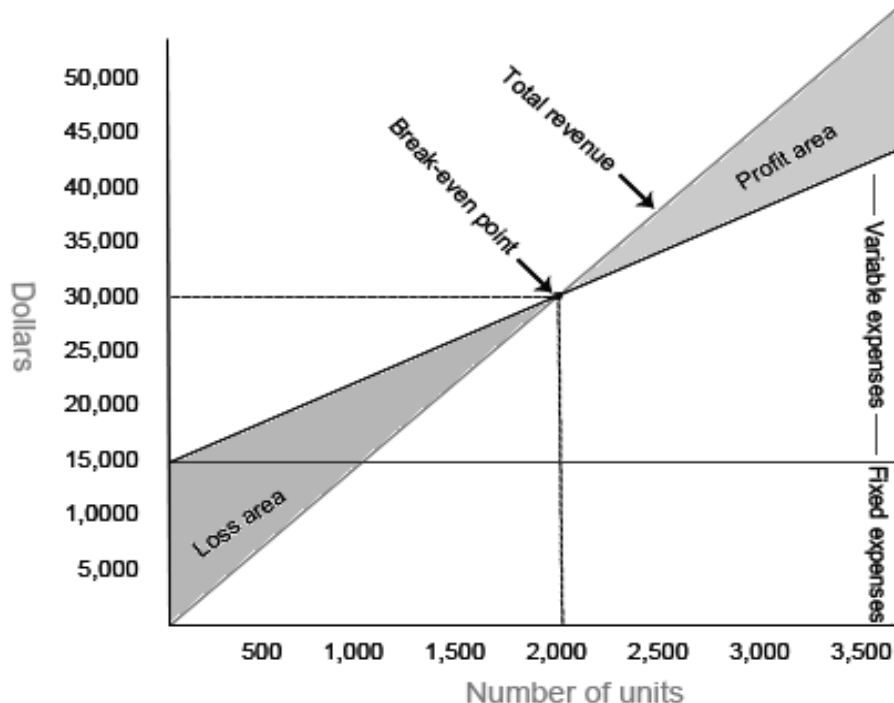
This marking guideline consists of 4 pages.

SECTION A**QUESTION 1**

- | | | | | |
|-----|--|---|-------------|-------------|
| 1.1 | 1.1.1 | C | | |
| | 1.1.2 | C | | |
| | 1.1.3 | B | | |
| | 1.1.4 | C | | |
| | 1.1.5 | D | | |
| | 1.1.6 | A | | |
| | 1.1.7 | B | | |
| | 1.1.8 | A | | |
| | 1.1.9 | A | | |
| | 1.1.10 | D | | |
| | | | (10 × 2) | (20) |
| 1.2 | Business registration | | | (2) |
| 1.3 | <ul style="list-style-type: none">• Social advertisements are an inexpensive way to promote your business.• You gain key information about your competitors.• You gain key information about your customers. | | (Any 2 × 2) | (4) |
| 1.4 | <ul style="list-style-type: none">• Own money• Relatives and friends• Equity shares | | (3 × 2) | (6) |
| | | | | [32] |

QUESTION 2

2.1 2.1.1 BREAK-EVEN GRAPH



- 2.1.1 Break-even point
- 2.1.2 Fixed cost line (the line parallel to the X-axis)
- 2.1.3 Sales line/Revenue line
- 2.1.4 Total cost line (line above loss area before break-even point and below profit area after the break-even point)
- 2.1.5 Loss area
- 2.1.6 Profit area
- 2.1.7 Variable cost area/Variable expenses
- 2.1.8 Fixed cost area/fixed expenses
- 2.1.9 Break-even units (2 000) (Learners may not write figures. Give 1 mark for the word *units* if it is positioned correctly.)
- 2.1.10 Break-even sales (30 000) (Learners may not write figures. Give 1 mark for the word *sales* if it is positioned correctly.)
- (10 × 1) (10)
- 2.1.11 Neatly drawn and neatly labelled graph
- (2) (2)

2.2	• Surveys • Traffic counts • Observations • Experimentation	(3 × 2)	(6) [18]
TOTAL SECTION A:			50