



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE

**ENTREPRENEURSHIP AND BUSINESS MANAGEMENT
N4**

(First paper)

(4090304)

10 November 2022 (X-paper)

09:00–09:30

CLOSED BOOK EXAMINATION

This question paper consists of 4 pages and an answer sheet of 2 pages.

059Q1B2210

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

INSTRUCTIONS AND INFORMATION

1. Answer all the questions.
 2. Read all the questions carefully.
 3. Number the answers according to the numbering system used in this question paper.
 4. Write neatly and legibly.
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QUESTION 1

1.1 Give ONE word for each of the following descriptions. Write only the word/term next to the question number (1.1.1–1.1.7) in the attached ANSWER SHEET.

1.1.1 The creativity method that gives you a picture of groups of ideas that you can examine more closely without losing your central idea. 

1.1.2 The point at which the total expenditure of the business is equal to the total income.

1.1.3 Expenses that stay the same month after month.

1.1.4 The financial statement that summarises the revenues and the expenses generated by the business.

1.1.5 Products are purchased only after customers have compared a variety of similar and competitive products. 

1.1.6 The pictures of famous personalities are printed on the packaging.

1.1.7 The most common instrument for collecting primary data.

(7 × 2) (14)

1.2 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (1.2.1–1.2.10) in the attached ANSWER SHEET.

1.2.1 Economic factors can influence your sales scenarios.

1.2.2 A private company has unlimited liabilities. 

1.2.3 A slogan is a clever phrase or sentence that says something good about a product, service or a business.

1.2.4 At the end of the lease period, you return the equipment back to the company that leased it to you.

1.2.5 The idea with the odd pricing technique is to gain quick acceptance in the market.

1.2.6 The remuneration policy is a component of marketing.

1.2.7 Attribute analysis is an example of creativity method.

1.2.8 The idea with the skimming pricing technique is to gain quick acceptance in the market. 

1.2.9 The Department of Trade and Industry is a source of information when compiling a business plan. 

1.2.10 A bank overdraft is the most popular type of long-term financing. (10 × 2)

(20)
[34]

QUESTION 2

“Small, medium and micro-enterprises (SMMEs) represent an important vehicle to improve the poor economic situation in South Africa. We simply need more entrepreneurs to improve our economic conditions.” 

2.1 Why are entrepreneurs important in our economy? Give FOUR reasons. (8)

2.2 What is an entrepreneur? Define the term. (4)

2.3 Name TWO types of medium-term financing. (4)

[16]

TOTAL: 50

EXAMINATION NUMBER:

[illegible]

QUESTION 1

1.1.1

[illegible]

(14)

1.2.1

[illegible]

(20)

[34]

QUESTION 2

[illegible]

(8)

(4)

2.3

(4)
[16]

TOTAL: 50