



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE

INTRODUCTORY ENTREPRENEURSHIP N4

(4090294)

15 November 2019 (X-Paper)

09:00–11:00

Calculators may be used.

This question paper consists of 7 pages.

DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA
NATIONAL CERTIFICATE
INTRODUCTORY ENTREPRENEURSHIP N4
TIME: 2 HOURS
MARKS: 100

NOTE: If you answer more than the required number of questions, only the required number will be marked. Clearly cross out ALL work you do NOT want to be marked.

INSTRUCTIONS AND INFORMATION

1. Answer only FOUR questions.
 2. Read ALL the questions carefully.
 3. Number the answers according to the numbering system used in this question paper.
 4. ALL calculations must be rounded to TWO decimals.
 5. Write neatly and legibly.
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CASE STUDY

Read the case study below and answer the questions.

BEQUEST BRIDES

She grew up fascinated by weddings and wedding gowns, which led her to make waves as a new entrepreneur. The 29-year-old Zamo Thwala, a saleswoman for a company by day and an entrepreneur after hours, said: 'I have always been swayed by the glitz and glamour of weddings – especially the beautiful brides and their dresses. I love the intricate details, the lace, the crystals, and when a bride puts on her dress for the first time, a room stands still – not all garments have that effect,' she said. 

Zamo told *SunMoney* she saw a gap in the market when she realised many women struggled to get the right, beautiful dress to wear on their big day. This set her off and soon she was importing exclusive dresses from Brazil, France, Turkey and Russia. 'We all know that weddings are one of life's unforgettable events: the bride is the queen, the groom, her king. With the entire room focused on the bride, she needs to look like royalty,' she said. 

She started her company, Bequest Brides, last year. 'For a year already, I have gone out of my way to make sure that brides shine on their big day,' she said.

Zamo gave her top tips for following your dreams:

- Follow your passion:

'It was my passion for all things wedding-related that helped me explore all the angles to make sure that I properly understand my market'.

- Set short-, medium- and long-term goals: 

'Having such goals will help you focus. Even the little free time I have I use to keep up to date with the latest wedding trends.'

- Find a partner who shares your commitment:

Zamo is so good at what she does that she has even made a number of appearances on DStv to showcase her dresses to new brides.

- Sharing responsibilities and business stress with a partner has been of great help:

'Together with my business partner, Arista Stander, we plan to expand our brand to other parts of Johannesburg and Tshwane.' The two currently run Bequest Brides from Northriding where their passion and enthusiasm for getting what people need set them apart from their competitors. 

If you want to learn more about what dresses are available from Bequest Brides, visit their Facebook group.

[www.facebook.com/PearlsBridalCreationPtyLtd or visit www.bequestholdings.co.za]

QUESTION 1

- 1.1 Give FOUR reasons why you think Zamo started her own business. (4)
- 1.2 Identify THREE personal resources Zamo needs to have in order to be successful. (3)
- 1.3 As an entrepreneur, Zamo plays an important role in the economy of our country. Give THREE reasons to substantiate your answer. (3)
- 1.4 State FOUR items that Zamo will include in the marketing part of the business plan. (4)
- 1.5 State at least FIVE functions involved in a business enterprise. (5)
- 1.6 Zamo would like to include a business card as one of her promotional methods. (4)
- What information should appear on Zamo's business card? (4)
- 1.7 Calculate 14% of R5 200. (2)
- [25]**

QUESTION 2

- 2.1 Zamo considers running the business as a partnership with her friend. (4)
- What are the reasons for forming a partnership? (4)
- 2.2 Complete the following sentences by filling in the missing word or words. Write only the word or words next to the question number (2.2.1–2.2.3) in the ANSWER BOOK.
- 2.2.1 ... capital must be paid back within 12 months.
- 2.2.2 A ... budget is a method of anticipating and avoiding cash shortages. (3 × 1) (3)
- 2.2.3 A ... is a written instruction that a drawer makes to a drawee to pay a certain person a certain amount of money on request.
- 2.3 Zamo must make use of banking facilities to manage her money in the business. (4)
- Name at least FOUR different types of banking facilities. (4)
- 2.4 Complete: Sales – Cost of Sales = ... (1)

- 2.5 Name the security whereby a family member binds himself/herself in writing to pay the debt if the debtor is unable to repay the loan. (1)
- 2.6 Name the THREE categories of goods and services that satisfy needs. (3)
- 2.7 Explain the categories mentioned in QUESTION 2.6. (3)
- 2.8 Increase R265,50 by 15%.  (3)
- 2.9 List THREE fixed assets used at Bequest Brides. (3)
- [25]**

QUESTION 3

- 3.1 Shortly discuss FOUR factors Zamo should consider when choosing a supplier. (4)
- 3.2 Zamo wants to get rid of old stock.
Suggest THREE ways in which she can speed up her slow-moving dresses. (3)
- 3.3 Security measures play a very important role in the limitation of stock losses and safe stock piling methods. 
State FOUR measures Zamo will take to manage her stock effectively and minimise stock losses. (4)
- 3.4 Zamo wants to buy lace material. She will receive 5,5% discount if she pays cash. The material costs R3 200.
- 3.4.1 How much will the discount be?
- 3.4.2 How much will Zamo pay for the material after the discount? (2 × 2) (4)
- 3.5 Give a brief description of the following terms:
- 3.5.1 Copyright 
- 3.5.2 Market segmentation (2 × 3) (6)
- 3.6 What number must be subtracted from 8 967 to get 6 798?  (2)
- 3.7 If the price of 4 dresses is R2 400, what will 20 dresses cost? (2)
- [25]**

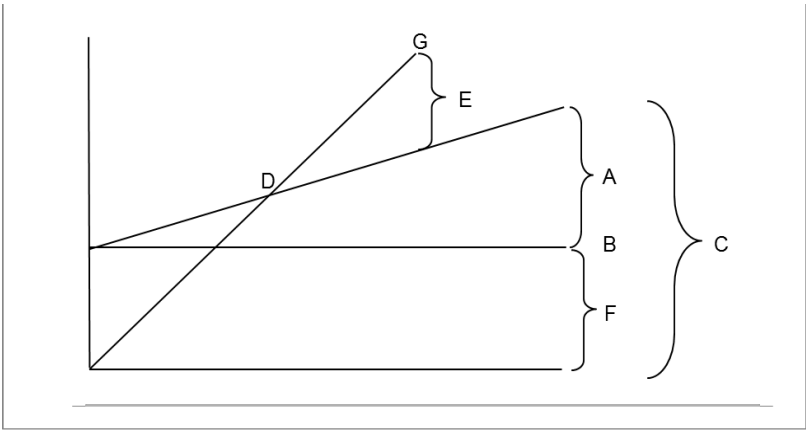
QUESTION 4

- 4.1 State FIVE basic management functions Zamo must fulfil in order to be successful in her business.  (5)
- 4.2 Explain FIVE important reasons for the effective packaging of products. (5)
- 4.3 Name the SEVEN steps that Zamo should follow regarding the procedure of purchasing the stock. (7)
- 4.4 Zamo is determined that the administration of her business is run correctly.
List THREE administrative functions she must fulfil. (3)
- 4.5 Zamo's net profit decreased by 10% in 2007, while her net profit for 2006 was R14 000. 
Calculate her net profit for 2007. (3)
- 4.6 What is a non-transferable cheque? Give details. (2)
- [25]**

QUESTION 5

- 5.1 List any THREE promotional methods Zamo can use to communicate with her customers. (3)
- 5.2 State FIVE characteristics Zamo has to have to meet her business requirements.  (5)
- 5.3 Zamo has 12 females and 12 males in her employment.
What percentage of her staff is female? (2)
- 5.4 Describe at least TWO target markets or segments that Zamo will serve. (2)
- 5.5 Discuss THREE advantages of the free-market system.  (3)
- 5.6 Explain the importance of a business plan. (5)

5.7 Label the graph below by writing only the correct letter (A–G) next to the appropriate question number (5.7.1–5.7.5) in the ANSWER BOOK.



- 5.7.1 Total cost area 🎵
- 5.7.2 Break-even point
- 5.7.3 Fixed cost line
- 5.7.4 Profit area
- 5.7.5 Income line

(5 × 1) (5)
[25]

TOTAL: 100