



# higher education & training

Department:  
Higher Education and Training  
**REPUBLIC OF SOUTH AFRICA**

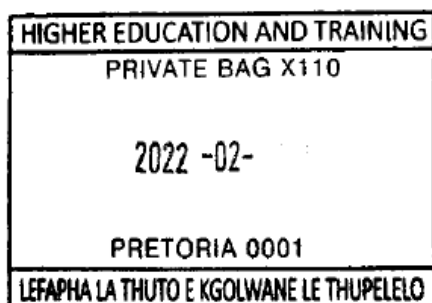
## MARKING GUIDELINE

**NATIONAL CERTIFICATE (VOCATIONAL)**

**ENTREPRENEURSHIP  
NQF LEVEL 2**

**10 March 2022**

**This marking guideline consists of 7 pages.**



*DHET official marking guide  
No changes or additions must be  
made on this marking guide*

## **INSTRUCTIONS TO MARKERS**

1. Mark all the questions.
  2. Follow the answers according to the numbering system used in this question paper.
  3. Use only a red pen.
  4. Put your ticks and crosses neatly and legibly.
-

**SECTION A****QUESTION 1**

- |      |   |
|------|---|
| 1.1  | B |
| 1.2  | A |
| 1.3  | D |
| 1.4  | D |
| 1.5  | C |
| 1.6  | B |
| 1.7  | A |
| 1.8  | D |
| 1.9  | B |
| 1.10 | C |
| 1.11 | D |
| 1.12 | D |
| 1.13 | A |
| 1.14 | C |
| 1.15 | B |

(15 × 1)      **[15]**

**QUESTION 2**

- |      |   |
|------|---|
| 2.1  | G |
| 2.2  | K |
| 2.3  | F |
| 2.4  | N |
| 2.5  | A |
| 2.6  | I |
| 2.7  | P |
| 2.8  | C |
| 2.9  | B |
| 2.10 | O |
| 2.11 | D |
| 2.12 | E |
| 2.13 | H |
| 2.14 | J |
| 2.15 | L |

(15 × 1)      **[15]**

**TOTAL SECTION A:      30**

**SECTION B****QUESTION 3**

- 3.1      **Marketing plan**
- Outlines the marketing strategy, how he will go about selling and promoting his business.
  - It illustrates how the product/s will reach the customer.
  - It explains the pricing policy.
  - It helps to ensure that marketing activity is properly focused and integrated.
  - It helps to identify target market.
  - Enables business to take advantage of market opportunities.
  - Key competition.
  - Sales plan.
  - Distribution strategy. (Any 2 × 1)
- Financial plan**
- It outlines funding requirements.
  - Gives details of the entrepreneur's own capital invested.
  - Includes three-year projected financials.
  - Cash budget.
  - Cash flow statements. (Any 2 × 1)
- Management plan**
- Describes the key employees of the organisation.
  - States the role of the entrepreneur.
  - Provides an organisational structure setting out roles and responsibilities.
  - This section shows how management will achieve the objectives that have been set for the business. (Any 2 × 1)
- Executive summary**
- Provides a summary of the entire business plan.
  - Describes the type of business in terms of ownership.
  - Appears firstly in the document, but is written lastly as it summarises information contained in the plan. (Any 2 × 1) (8)
- 3.2      3.2.1      • If competitors are offering better quality and services, customers will buy from competitors.
- Affordable prices by rivals.
  - This will reduce his profits. (Any 2 × 1)
- 3.2.2      Suppliers who do not deliver on time can result in shortage of stock, which may result in Fanyana not being able to provide service on time. He may lose customers to competitors. (Any 2 × 1)
- 3.2.3      • Political disagreements can result in wars, boycotts and sanctions.
- A change in the ruling political party may favour one group over another; it might make it more difficult in terms of laws and higher taxes. (Any 2 × 1) (6)

- 3.3
- Money spent on registering a company
  - Equipping and furnishing the premises
  - Designing website
  - Designing letterheads and logos
  - Signwriting, and legal and contract fees (Any 4 × 1) (4)
- 3.4
- Income
  - Gender
  - Education
  - Age (4)
- 3.5
- 3.5.1 Public company
  - 3.5.2 Private company
  - 3.5.3 Close corporation
  - 3.5.4 Partnership
  - 3.5.5 Sole proprietorship (5 × 1) (5)
- 3.6 Advertising✓
- Use advertising to create a demand for his goods✓
  - Promote his business by advertising in different media such as Facebook, newspapers, television, radio and pamphlets. (Any 2 × 1)
- Sales promotion✓
- One-day special✓
  - Buy 1 get 1 free
  - Competitions
  - Free samples
  - Coupons
  - Price reduction (Any 2 × 1)
- Personal selling✓
- Will be able to give customer full attention✓
  - Easy to interact with customers (Any 2 × 1)
- Publicity✓
- Sponsor soccer teams in his community✓
  - Sponsor local schools
  - Organise tournaments and competitions (Any 2 × 1) (8)
- [35]**

**QUESTION 4**

4.1	4.1.1	Total income			
		Fixed costs		= R 12 500✓	
		Cameras	(100 × R 300)✓	= R 30 000✓	
		Telephone		= R 600✓	
		Petrol		= R 1 500✓	
		TOTAL COST		= R 44 600	
		Mark up	(R 44 600 × $\frac{60}{100}$ )✓	= R 26 760✓	
		SELLING PRICE		<u>= R 71 360✓</u>	(8)
	4.1.2	Selling price per camera			
		Total income/number of cameras sold			
		= R 71 360/100✓✓			
		= R 713,60✓			(3)
	4.1.3				
		$R 713,60 \times \frac{8}{100}$ ✓			
		= R 57,088✓			
		= R 713,60 – R 57,088✓			
		= R 656,5✓			(4)
					<b>[15]</b>

**QUESTION 5**

- 5.1
- He steers his own ship
  - Successful entrepreneurs are highly respected for their efforts
  - Determining his own income
  - Make his own decisions
  - He is creative, solve people problems
  - He is his own boss
  - He meets people's needs and exploits opportunities (Any 5 × 1) (5)
- 5.2
- He can expand his business by offering VIP security services
  - Open more branches
  - Franchising the business
  - List his company with JSE
  - Hire more people
  - Offer training to new employees
  - Partner with relevant SETA (Any 3 × 1) (3)
- 5.3
- To protect your possessions
  - To protect your family
  - To feel secure and safe (3)

5.4	<ol style="list-style-type: none"><li>1. Having lunch with client at 13:00</li><li>2. Weekly staff meeting</li><li>3. Buy cables for installation to be done at the end of the month</li></ol>	(3)
5.5	<ul style="list-style-type: none"><li>• Helps everyone understand what needs to be achieved</li><li>• It helps all involved to focus on the task ahead</li><li>• To measure your success</li><li>• Anticipate problems</li><li>• Reduce uncertainty</li></ul>	(Any 3 × 2) (6)
		<b>[20]</b>
<b>TOTAL SECTION B:</b>		<b>70</b>
<b>GRAND TOTAL:</b>		<b>100</b>