

EXAMINATION PAPER 1

SECTION A

QUESTION 1

- | | | |
|-------|--|------------|
| 1.1 | Name THREE personal resources of successful entrepreneurs. | 15 = 3 × 5 |
| 1.2 | Name TWO types of data. | 10 = 2 × 5 |
| 1.3 | List FIVE idea-generation techniques. | 15 = 3 × 5 |
| 1.4 | State the purpose of each of the following parts in a business plan: | |
| 1.4.1 | Executive summary | |
| 1.4.2 | Marketing feasibility study | |
| 1.4.3 | Conclusion | |
| 1.4.4 | Financial feasibility study | |
| 1.4.5 | Appendix | 15 = 3 × 5 |
| | | 100 |

QUESTION 2

Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (2.1–2.10).

- 2.1 The marketing mix consists of price, place, product and promotion.
- 2.2 Personal funds are a form of borrowed finance.
- 2.3 The mark-up policy is a component of marketing.
- 2.4 A benefit tells the customer something about the product whereas a feature tells the customer how the product/service can make his/her life better.
- 2.5 A competitive advantage is when you make your product or service more attractive to customers than that of your competitors.
- 2.6 During the 'follow-up' step of the selling process, a salesperson follows up to make sure that the customer is still happy with his/her purchase.
- 2.7 Discounts occur when a product is sold at a high price.
- 2.8 A legal entity requirement is the way in which a business is registered in terms of tax authorities and law courts.
- 2.9 Shareholders get a dividend after the company announces its profits.
- 2.10 Choosing a supplier that practice sustainability is one of the important criteria when selecting a suitable supplier.

100 = 10 × 10

100**TOTAL SECTION A: 100**

Entrepreneurship Business Management N4 Paper 1

LL Leslie



Entrepreneurship Business Management N4 Paper 1:

The Top Books of the Year Entrepreneurship Business Management N4 Paper 1 The year 2023 has witnessed a noteworthy surge in literary brilliance, with numerous engrossing novels captivating the hearts of readers worldwide. Lets delve into the realm of bestselling books, exploring the engaging narratives that have charmed audiences this year. Entrepreneurship Business Management N4 Paper 1 : Colleen Hoover's "It Ends with Us" This poignant tale of love, loss, and resilience has gripped readers with its raw and emotional exploration of domestic abuse. Hoover masterfully weaves a story of hope and healing, reminding us that even in the darkest of times, the human spirit can succeed. Uncover the Best : Taylor Jenkins Reid's "The Seven Husbands of Evelyn Hugo" This spellbinding historical fiction novel unravels the life of Evelyn Hugo, a Hollywood icon who defies expectations and societal norms to pursue her dreams. Reid's absorbing storytelling and compelling characters transport readers to a bygone era, immersing them in a world of glamour, ambition, and self-discovery. Entrepreneurship Business Management N4 Paper 1 : Delia Owens' "Where the Crawdads Sing" This captivating coming-of-age story follows Kya Clark, a young woman who grows up alone in the marshes of North Carolina. Owens weaves a tale of resilience, survival, and the transformative power of nature, captivating readers with its evocative prose and mesmerizing setting. These bestselling novels represent just a fraction of the literary treasures that have emerged in 2023. Whether you seek tales of romance, adventure, or personal growth, the world of literature offers an abundance of engaging stories waiting to be discovered. The novel begins with Richard Pape, a bright but troubled young man, arriving at Hampden College. Richard is immediately drawn to the group of students who call themselves the Classics Club. The club is led by Henry Winter, a brilliant and charismatic young man. Henry is obsessed with Greek mythology and philosophy, and he quickly draws Richard into his world. The other members of the Classics Club are equally as fascinating. Bunny Corcoran is a wealthy and spoiled young man who is always looking for a good time. Charles Tavis is a quiet and reserved young man who is deeply in love with Henry. Camilla Macaulay is a beautiful and intelligent young woman who is drawn to the power and danger of the Classics Club. The students are all deeply in love with Morrow, and they are willing to do anything to please him. Morrow is a complex and mysterious figure, and he seems to be manipulating the students for his own purposes. As the students become more involved with Morrow, they begin to commit increasingly dangerous acts. The Secret History is an exceptional and suspenseful novel that will keep you guessing until the very end. The novel is a warning tale about the dangers of obsession and the power of evil.

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