

EXAMINATION PAPER 1

SECTION A

QUESTION 1

- | | | | |
|-------|--|---------|-------------|
| 1.1 | Name THREE personal resources of successful entrepreneurs. | (3 × 2) | (6) |
| 1.2 | Name TWO types of data. | (2 × 2) | (4) |
| 1.3 | List FIVE idea-generation techniques. | (5 × 2) | (10) |
| 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 | (5 × 2) | (10) |
| | | | (40) |

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 (1.5–2.10).

- | | |
|------|---|
| 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 make-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 | Discount occurs 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. |

(10 × 2)

(20)

TOTAL SECTION A: 30

Ebm N4 Question Paper And Memorandum

R Bogdan



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Ebm N4 Question Paper And Memorandum Book Review: Unveiling the Magic of Language

In an electronic digital era where connections and knowledge reign supreme, the enchanting power of language has become more apparent than ever. Its ability to stir emotions, provoke thought, and instigate transformation is actually remarkable. This extraordinary book, aptly titled "**Ebm N4 Question Paper And Memorandum**," published by a very acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound effect on our existence. Throughout this critique, we will delve to the book is central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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