

Centre Number	Candidate Number	Candidate Name
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NAMIBIA SENIOR SECONDARY CERTIFICATE

ENTREPRENEURSHIP ORDINARY LEVEL

4344/1

PAPER 1

2 hours

Marks 100

2019

Additional materials: Non-programmable calculator
Pencil

INSTRUCTIONS AND INFORMATION TO CANDIDATES

- Candidates answer on the Question Paper in the spaces provided.
- Write your Centre Number, Candidate Number and Name in the spaces at the top of this page.
- Write in dark blue or black pen.
- Use a pencil for any rough work, diagrams or graphs.
- Do not use correction fluid.
- Do not write in the margin *For Examiner's Use*.
- You may use blank pages for working/when answers are crossed out and corrected.
- Answer **all** questions.
- **Your answers must be based on the case studies and your own enterprise experience and knowledge.**
- The number of marks is given in brackets [] at the end of each question or part question.
- You may use a non-programmable calculator.

For Examiner's Use		
Section A		
Section B		
11		
12		
TOTAL		

<i>Marker</i>		
<i>Checker</i>		

This document consists of **15** printed pages and **1** blank page.



Republic of Namibia
MINISTRY OF EDUCATION, ARTS AND CULTURE

SECTION A

Answer **all** questions.

1 Define the following terms.

(a) *Management tasks*

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[2]

(b) *Capital*

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[2]

2 Distinguish between primary and secondary research.

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[4]

3 Explain **one** factor to be considered when choosing a location of an enterprise.

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[2]

4 Explain **two** components of the concept *triple bottom line* in an enterprise.

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[4]

5 Explain the importance of a business plan.

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[6]

6 State **four** techniques to enhance creativity.

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[4]

7 Generate and describe **two** enterprise ideas linked to English as a subject.

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[6]

8 Maria is selling sneakers.

Study the information in the table below and answer the following questions.

Cost price per unit	Selling price per unit	Number of sneakers sold in January 2018	Number of sneakers sold in February 2018
N\$1 079,22	N\$1 623,10	23 pairs	17 pairs

(a) Calculate the profit Maria made in January and February.

Show your working.

January 2018	February 2018

[4]

(b) Calculate the difference in profit between January and February 2018.

Show your working.

[2]

9 Explain *tendering*.

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[2]

10 State **two** different types of capital.

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2.....

[2]

[40]

SECTION B

Answer **all** questions.

11 NAMIBIA: COMPANY X, INTRODUCES FEEDING SCHEMES FOR SCHOOLS

Windhoek - A feeding scheme to benefit 1 600 schoolchildren from impoverished families was launched last Thursday by the Otjomuise Project School.

The feeding scheme bankrolled by Company X, the fast food franchise, in collaboration with the Universal Church, will benefit learners from Olaf Palme Primary School, Tobias Hainyeko Primary School, Otjomuise Project School and Augeikas Primary School. Company X is a well established enterprise and it is registered with the relevant authorities as a franchise. Most learners at the identified schools had high failures rates as a result of high absenteeism. Their homework are never completed or done at all. When they were asked why they are not committed they all claim that they are starving most of the time and as a result they doze off in classrooms or simply remain at home and sleep.

The Universal Church has been feeding learners at these schools courtesy of Company X since 2011 with the assistance from Section 21 Company X that is based in Katutura, but last Thursday Company X announced at Otjomuise Project School in *8ste Laan* in Otjomuise that it will now be working with the Universal Church on a project called "Add-hope Namibia" to feed these learners, thereby ensuring they do not attend classes on empty stomachs.

Paul Sauerwein, the principal of Otjomuise Project School said: "I am thankful to the Universal Church because when they come and feed our children they (learners) concentrate more on their school work and they are more energetic."

"This was the first time that Add-hope Namibia was introduced to Namibia and it will not stop anytime soon, said the brand manager of Company X in Botswana, Lesotho, Namibia and Swaziland. As the project expands it will contribute to alleviating hunger in the country as more communities would be involved. The Universal Church is feeding 1 600 children and with this project it will feed even more children. At Company X our vision is to ensure children don't have to worry about where their next meal will come from, however, to focus more of their attention towards school, reading and playing. We believe this will liberate their ambitions to reach for their dreams without fear, thus creating a path for future leaders. In the absence of Add-hope Namibia, Company X Namibia has greatly contributed towards feeding programmes in four schools. I'm proud to announce that our future plans are to increase the number of schools we support. The most challenging thing in our company is that some of our employees are HIV positive and this reduces the productivity of the enterprise. "We do this voluntarily. We do not get paid, we do it from the bottom of our hearts," said Gloria Guilheme from the Universal Church. After the launch, learners at the Otjomuise Project School were served with porridge." Ntseoane said.

[Adapted from article published in New Era, 3 December 2014]

(a) List **three** institutions where enterprises such as Company X should be registered.

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- 2.....
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- 3.....
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[3]

(b) Company X provide porridge at Otjomuise Project School during break.
Asses Company X in terms of the Triple Bottom Line.

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- 2.....
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- 3.....
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[6]

(c) Two employees of Company X are HIV positive.

Explain **two** reasons why Company X should comply with the Labour Act provisions for HIV and AIDS positive employees in a workplace.

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[4]

(d) (i) Company X is a franchise.

Identify **one** other form of enterprise in the case study.

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[1]

(ii) Explain **three** benefits of the form of enterprise you identified in question d (i).

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[6]

(e) Describe how Company X and The Universal Church's social responsibility can be used to combat unethical behaviour at Otjomuise Project School.

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[4]

(f) Company X in collaboration with The Universal Church called the principal of Thobias Hainyeko Primary School by telephone in connection with the school's feeding programme.

Evaluate whether the telephone is the best method of communication to use in this situation.

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[30]

12 INGO - CHANGING THE WAY PEOPLE LOOK AT FASHION

Business has been growing steadily for Ingo Shanyenge. Ingo is a fashion designer who has developed his own signature mix with distinctive print on his fabrics; making clothes that are elegant, practical and ready to wear.

Background

Just like many young people who try to find their feet and make money after high school, Ingo's first job was drawing cartoon strips for a local newspaper as he was fascinated by the Ndeshy and Jakes cartoons. He later applied his artistic skills to his storyboards and designing process.

He then travelled to England to work. His street brand SMOLBOI was born afterwards. It quickly became very popular with Namibians living in England and those back home. Not wanting to rely on talent alone, he enrolled at a fashion college and after completing his studies, returned home to set up his brand locally. He ended up working from home for a year, exhibiting at local Expo's and markets promoting his work. Eventually he had enough money to rent a stall at the Bokamoso Incubator SME centre in Katutura. Ingo uses a trade mark on all his garments.

Being a fashion designer

Although regular supply is still a challenge, he is strong on supporting local businesses and feels that it is important to buy, support and grow markets in the country. He says he would like to see more people getting their clothes tailored, following trends of many West African countries instead of buying from shops.

Ingo says he chose fashion as a career because it has always been a dream to run a successful clothing brand. "Running a T-shirt brand wasn't challenging enough and I wanted to get my foot in the fashion industry. Being a designer gives me freedom to express myself through my work. I've started off as a menswear designer because of the lack of menswear designers we have here. That run didn't last long as the demand for womenswear rapidly grew after having done a few pieces for friends."

Asked what his approach is when designing clothes for women and men, the designer says producing both is quite a challenge in terms of keeping up with the respective niches.

He says his favourite part about being a fashion designer is that it challenges him to stay original. To re-invest his designs without losing the unique essence people saw in his work from the beginning. "I love my craft and I work endlessly to perfect it. Seeing a model or anybody proudly wearing one's work is one of the proudest moments of a designer."

Inspiration

Every young designer has someone they idolise. Ingo is unlike them. He says he does not have any favourites but draws inspiration from ambitions and standards set by different designers, especially the methods and media used to create their masterpieces. He says he sources his own creativity. "It can come from anything really - my surroundings, history, to trending topics around the world. My research process for my collections involves going out and capturing images personally, then manipulating and sketching them."

He only has positive words about his recent collection *Creating the Black Diamonds*. "It has been a great experience. I'm forever busy with private orders so having to fit the collection into my schedule put a little pressure on me. I enjoyed working with the models and my team all the way from casting until the show. Their input and participation made the collection a success."

"I would like to make this collection an iconic one. I may showcase it elsewhere abroad as well. There has already been a great demand for the look, so I'll be looking to expand production" he says.

He lastly speaks about upcoming designers saying they are keen to show off their work and can become vulnerable to exploitation. "They should carefully choose the people they work with and the jobs they take. Be it exposure or payment. Do not sell yourself short, groom and polish your work first and in return it will sell itself."

Because of his hard work and commitment, Ingo has dressed a number of A-listers in the country and finds himself as a board member at the Fashion Council of Namibia.

[Adapted from articles published in Windhoek Express, 7 July 2016]

- (a) Ingo needs to practice good customer care at all times to maintain his customer base.

Give **one** example of good customer care Ingo might practise in his enterprise.

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[1]

(c) With intense competition in the fashion industry Ingo needs to protect his entrepreneurial idea.

Advise Ingo on the **most** suitable means of protecting his entrepreneurial idea.

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[5]

(d) Using **two** ideas from the case study, explain how the success of Ingo's enterprise does **not** depend on gender roles.

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[4]

- (e) According to Ingo his research process for his collections involves going out and capturing images personally, then he manipulates and sketches them.

Suggest **two** conclusions that Ingo can draw from this research process.

1.....

 2.....

[4]

- (f) Explain to Ingo the *person* as a variable in the 4P' s model of creativity.

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[6]

[30]

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