

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

2020

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.
- You may 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 **13** printed pages and **3** blank pages.



Republic of Namibia

MINISTRY OF EDUCATION, ARTS AND CULTURE

4 State **six** requirements needed by an entrepreneur before opening an enterprise.

- 1.....
- 2.....
- 3.....
- 4.....
- 5.....
- 6.....

[6]

5 Explain **three** benefits of e-commerce for a fashion design enterprise.

- 1.....
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- 2.....
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- 3.....
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[6]

6 Explain **two** reasons why good time management is important.

1.....
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2.....
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[4]

7 List **two** institutions where enterprises should be registered.

1.....

2.....

[2]

8 Fig. 1 shows a communication from the Ministry of Finance to other organisation.

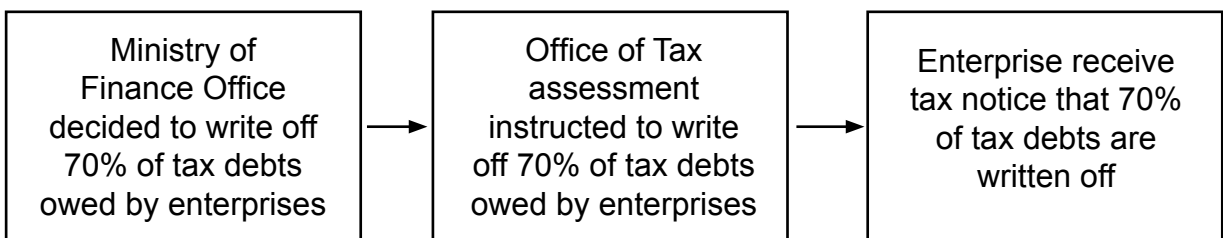


Fig. 1

Identify the type of communication illustrated in Fig. 1. Give **one** reason for your choice.

Type.....

Reason

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[2]

9 Distinguish between copyright and a business right clause as ways of protecting an entrepreneurial idea.

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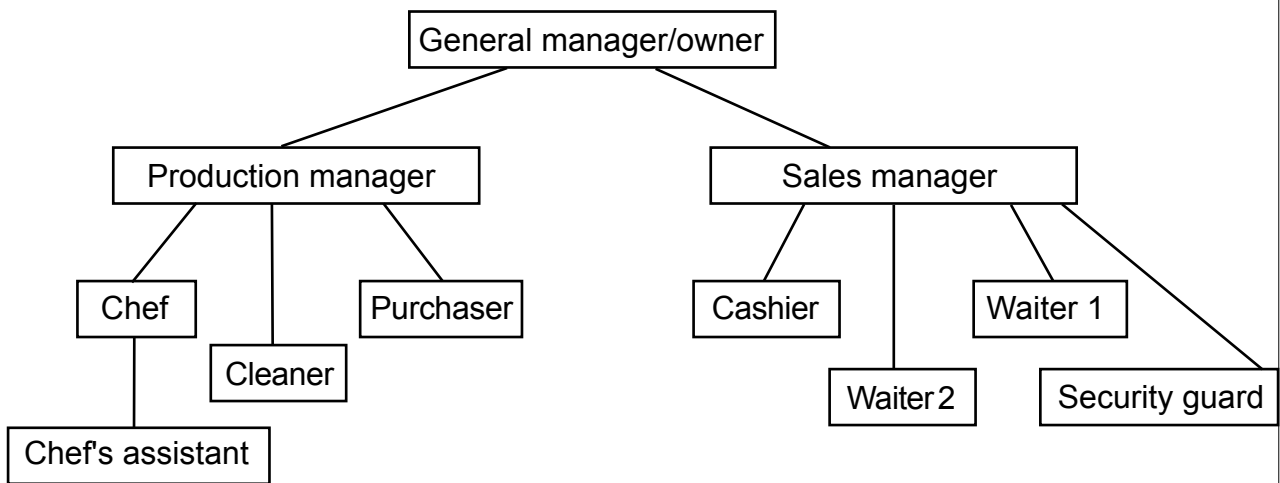
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[4]

10 The following organogram appeared in an enterprise business plan.



(a) Name the form of ownership that will fit this enterprise and give **one** reason for your answer.

Form of ownership [1]

Reason..... [1]

(b) State the span of control of the sales manager.

..... [1]

(c) Name the direct supervisor of the chef's assistant.

..... [1]

[40]

SECTION B

Answer **all** questions.

11 MEAT ME THERE

Driving along the Oshakati-Outapi main road, the only attraction that can catch your eye at Ogongo, is a humble meat stall. Here, motorists stop to buy from an assortment of raw, cooked or roasted meat. They can also choose from the fresh fruits and vegetables on display. The stall belongs to Bernard lita, who started his business with virtually nothing 13 years ago.

“When I completed high school at the Ruacana Vocational School, I did not gain enough points for further studies. So, in 2005, I started looking for a job, but without success. That is when I decided to start a business,” lita told *The Namibian*.

lita’s success story is an example of how a focused and determined individual can reach their dreams. In 2005, he started selling kapana at his village’s cuca-shops. He would get matangala (tripe) from the now closed Meatco abattoir at Oshakati. “I used to cook meat, and people would buy. After a few years, I was able to buy more stock and built a zinc structure to keep my supplies safe. I even bought two fridges,” stressed the entrepreneur. By then, this 36-year-old father of three had hired an assistant. “I also started selling raw meat at pension pay points in the villages,” he narrated.

lita’s business grew in leaps and bounds over the years, and he now has three businesses. The business now employs seven workers – four women and three men. lita supports HIV-positive workers in his enterprise. He also owns two vehicles which he uses to conduct business. “I travel a lot. While my employees are based at the stalls, I have to go and sell elsewhere, or be on the road to collect stock,” he noted. He says he gets his vegetable and fruit stock from the Etunda Irrigation Scheme, and the meat from Meatco in Windhoek. Ordering stock from Windhoek is expensive due to fuel costs. lita makes about N\$4 000 per day from his three business outlets. According to him, his profit is between N\$25 000 and N\$30 000 a month.

When *The Namibian* visited lita, he was busy selling meat to some customers on a Sunday. “Most people say I should not be here. I should apparently be driving around in a luxury vehicle, and only do stocktaking. I do not work like that. I believe in working, and this will also motivate my employees,” he reasoned.

One of lita’s most trusted employees is Twiindileni Kashinda, whom he had worked with for eight years. “She is my right-hand person, and knows this business and all its secrets well. I can leave for three months, and I will not worry about anything. She can take care of it,” he stressed. Kashinda also expressed gratitude at having a chance to work with lita. “He does not have a problem; he only wants people to work and be honest,” she said.

Regular customer Theobart Nangolo said lita’s story is worth to be followed by the country’s youth. “What he has achieved is a good example to all. The youth should not only wait to be employed by someone. They should also start their businesses and employ others,” he stated.

(Adapted from The Namibian, 8 March 2018)

(a) Define *entrepreneur*.

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[2]

(b) Analyse how Lita experienced the **five** stages in the model of entrepreneurship.

Stage 1.....

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Stage 2.....

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Stage 3.....

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Stage 4.....

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Stage 5.....

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[10]

(c) Identify **four** lessons which you learnt from lita about being a successful entrepreneur.

1

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2

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4

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[4]

(d) State **four** ways in which Team Namibia can promote lita's business.

1

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2

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3

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4

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[4]

(e) Evaluate how lita could act ethically to support HIV/AIDS positive employees in his enterprise.

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[4]

(f) (i) Did Theobart experience good or bad customer care?

Justify your answer.

Good/bad (circle your choice)

Justification

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[2]

(ii) Read through the scenarios given below.

State in each case if it is an example of good or bad customer service.

Circle your choice in each scenario.

Justify your answer.

(aa) lita and his assistant were selling meat to a customer on Sunday.

Good/bad

Justification

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[2]

(bb) One of lita's workers told a customer to come back the next day as the roasted meat was finished and he was not in a mood to roast more meat that day.

Good/bad

Justification

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[2]

[30]

12 NAMIBIA URGED TO UP CONSERVATION EFFORTS

Poor farming practices, illegal mining, excessive mining and deforestation are among many factors that have contributed to the declining of the Namibian environment, according to the then Minister of Environment and Tourism, Uahekua Herunga. "These dangers that we are bringing upon nature ultimately affects us too. When disasters strike, our failing environment will have no power to defend itself and would even intensify the risks in our communities," said Herunga.

Speaking at the National Biodiversity Action Day held at Gobabeb, Herunga said while Namibia is blessed with rich biodiversity with some plants and animals endemic to Namibia, it is an unfortunate reality that the country's biodiversity hotspots are located in areas rich in mineral resources.

"It is against this background that we should be mindful that if no proper balance is found between development and environmental management, our people's livelihoods are compromised," he said. The theme of the National Biodiversity Action Day was "*Biodiversity and Climate Change*" and Herunga said climate change will impact on the country's biodiversity, as it would lead to changes in natural ecosystems.

Herunga said Namibia cannot sit idle while the country's delicate ecosystems are damaged by unsustainable utilisation.

National Biodiversity Action Days are aimed at making people aware of the importance of the ecosystems surrounding them.

The National Biodiversity Action Day consisted of discussions, presentations, outside activities and nature walks. It was preceded by a week-long youth environmental summit, during which Grade 11 learners from the Erongo Region were exposed to various themes through hands-on research projects and interaction with biodiversity experts.

(Adapted from *The Namibian*, 23 May 2013)

- (a) Identify the **four** factors that the Minister mentioned that contributed to the decline of the Namibian environment.

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2

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3

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4

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[4]

(b) According to the Minister, who will suffer the most when disaster strikes and why?

Who.....

Why.....

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[2]

(c) Explain **two** reasons why enterprises should be socially responsible.

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2.....

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[4]

(d) Discuss the importance of the concept of triple bottom line.

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[6]

(e) Analyse how the concept of triple bottom line can be applied to Namibia's environment.

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[4]

(f) State **four** benefits of Acts that govern the utilisation of natural resources in Namibia.

1

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[4]

(g) Suggest how a proper balance between development and environmental management can co-exist.

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[4]

(h) Suggest any entrepreneurial opportunity from the immediate natural environment to Gobabeb's management and explain why you think an enterprise like that is needed.

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[2]

[30]

