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| 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

2017

Additional materials: Pencil
Protractor
Ruler

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 and on all separate answer sheets used.
- 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 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.

| <i>For Examiner's Use</i> | |
|---------------------------|--|
| 1 | |
| 2 | |
| 3 | |
| TOTAL | |
| <i>Marker</i> | |
| <i>Checker</i> | |

This document consists of **14** printed pages and **2** blank pages.



Republic of Namibia
MINISTRY OF EDUCATION, ARTS AND CULTURE

SECTION A

Answer **all** the questions.

1 (a) Identify **four** stages in the origin of entrepreneurship.

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[4]

(b) Explain, using examples, the technique of random input when enhancing your creativity.

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[4]

(c) Explain how culture could be a barrier to creativity in starting an enterprise.

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[2]

(d) What is meant by the *ethics of research*?

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[2]

(e) State **two** advantages and **two** disadvantages of export processing zones (EPZs) for enterprises.

Advantages

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Disadvantages

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[4]

(f) Identify **four** examples of electronic marketing strategies.

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(g) Describe the NAMFISA procedure when handling a consumer complaint about faulty goods.

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[4]

(h) Identify and explain the importance of **two** documents used for an enterprise meeting.

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[4]

(i) State **four** government incentives given to support new or expanding enterprises.

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(j) Controlling is a management task.

State **three** other management tasks.

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[3]

(k) Study Fig. 1, which shows two different approaches to stock control.

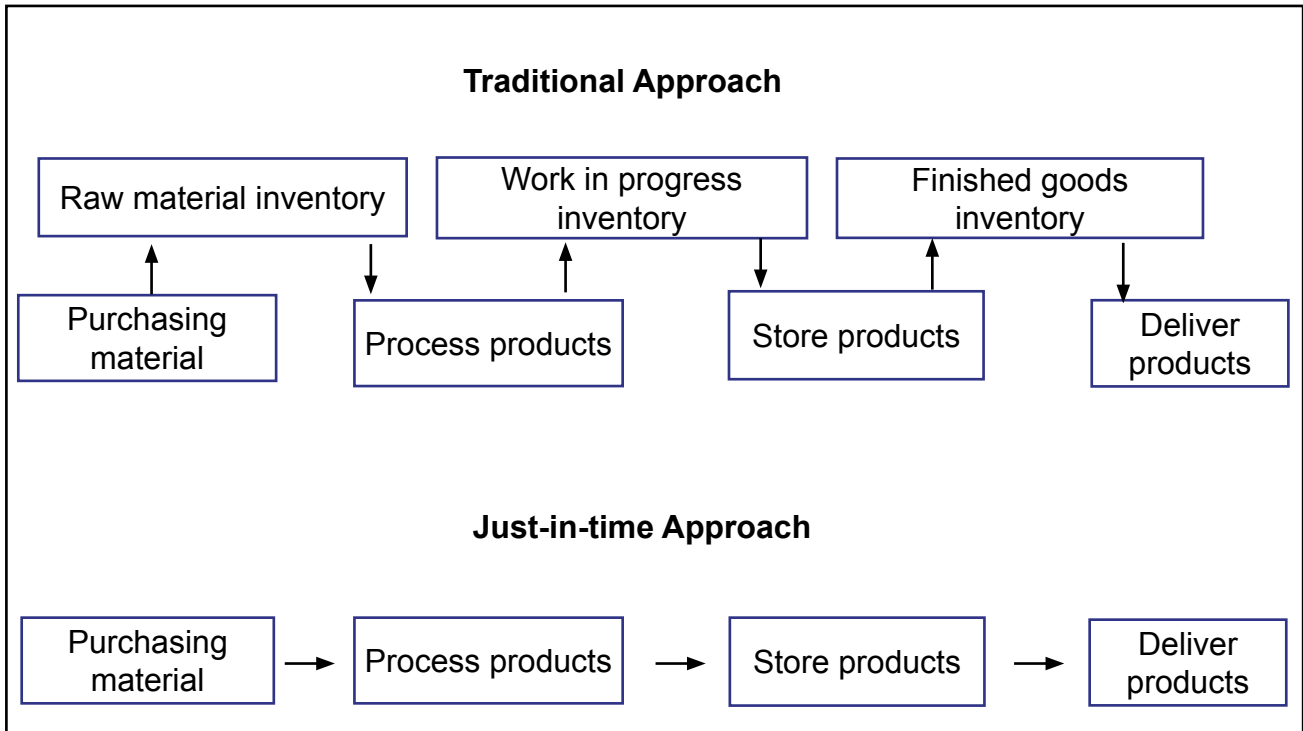


Fig. 1

(i) Using Fig. 1, explain the difference shown between the Traditional Approach and the Just-in-time Approach.

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[2]

(ii) Which one of the approaches will be more appropriate for the Namibian entrepreneur? Give **one** reason for your answer.

Approach

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Reason

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[3]

[40]

SECTION B

Answer **all** the questions.

2 TIPS FOR ENTREPRENEURS

Starting an enterprise is not as easy as it seems, as statistics show that an estimated 75% of small and medium enterprises (SMEs) fail within their first year of operation, mostly due to poor planning.

Bank Windhoek provides mentorship to SMEs that are financed through the bank. The mentorship programme is aimed at ensuring that SMEs become successful, as most of them do not have the necessary skills to run their enterprises. Bank Windhoek provides some hints and tips for upcoming entrepreneurs.

Before starting an enterprise, do thorough research to find out if there is a market for your product or service. According to one of Bank Windhoek's SME loan beneficiaries, Rene Good, who runs her own hair salon service enterprise, you should start an enterprise that you are passionate about. If you do not have the capital to start your enterprise, and you decide to apply for a loan at Bank Windhoek, make sure you are able to repay the loan.

Take into consideration the interest rates on the loan and the possibility of interest rate fluctuations. If you are struggling to repay the loan, don't be shy to speak to your bank manager about the possibility of extending the loan repayment. If you don't have financial skills, look into the possibility of employing someone with the skills to keep a record of your finances.

The SME branch has been providing financing to emerging small or medium enterprises since 2000. To apply for a loan at Bank Windhoek, a number of documents need to be submitted, such as the following:

- a detailed business plan, including objectives and outcomes
- 12 month cash-flow projections
- quotations (where necessary)
- company registration documents
- tax documentation
- lease agreement/title deed for enterprise premises
- financial statements (2 years) or management accounts
- bank statements for the enterprise and directors individually (six months)
- curriculum vitae (CV) of all the owners
- personal documents of owners: ID, municipal bill, marriage certificate
- any other supporting documents (agreements, tenders).

(Adapted from Namib Times, 2 August 2013)

(a) Using the extract and other examples, identify and explain **five** qualities or characteristics of successful entrepreneurs.

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[10]

(b) State **four** strategies that could be used to strengthen entrepreneurial qualities.

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(e) Explain why Rene's hair salon enterprise should comply with the Labour Act provision for HIV/AIDS positive employees.

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[4]

[30]

3 MEN ON THE SIDE OF THE ROAD

The rate of unemployment in Namibia is higher than in most of the African countries.

Each day men gather in their hundreds at sites all over Windhoek, waiting expectantly for contractors, homeowners, farmers, or simply someone who cares to offer them a day's casual labour. Driven by the need to survive and to feed their families, they will tackle any job that comes their way. These are the men on the side of the road.

Launched in 2007, the Men on the Side of the Road (MSR) Project works with these men to enable them to gain marketable skills and start on the path to self-sustainability or employment. MSR facilitates change in Namibia by connecting the unemployed with job and training opportunities.

MSR works in partnerships with central and local government, businesses and interested individuals to help put the unemployed on the road to success and to make its contribution to reducing unemployment in Namibia.

The aim of MSR is twofold: To link registered members to work opportunities and to better equip members to find employment for themselves. This is done by providing customers with information about reliable semi-skilled or unskilled people who are looking for an opportunity to work.

Customers are introduced to members at a safe and convenient place, either at established MSR points or at a mutually convenient place. All members are issued with an MSR membership card which lists their skills, and customers are encouraged to give MSR feedback by using the membership number.

One person at a time, one job at a time, MSR is putting Namibians to work. It facilitates the training of members, providing them with skills that will help them forever. It encourages research into job opportunities. It brings dignity and pride to the poor, creating a sense of self-esteem and the knowledge that Namibians care.

MSR registers the men on the side of the road, adding their details to an extensive database and providing them with photo membership cards, which indicate what skills they can offer. MSR has also established a "Drop-in Centre" where members are encouraged to write their own CVs, taking ownership of their skills and abilities in this important step in the employment process. At the Drop-in Centre, they are able to make job related phone calls, make photocopies and are given the tools to be successful in their job search.

As presented in Table 1, partnerships with local businesses and training centres have provided opportunities for MSR members to receive training in a wide variety of valuable skills.

Table 1

| Training courses | Total number enrolled | Total number employed |
|-------------------------|------------------------------|------------------------------|
| Bricklaying | 13 | 4 |
| Carpentry | 12 | 2 |
| Plumbing | 25 | 25 |
| Tiling | 13 | 11 |
| Truck driving | 37 | 25 |

The successful completion of these training courses has led to members finding jobs or being offered internships where they gain valuable work experience. Some even go on to further education. All these men needed was an opportunity to turn their lives around, and this is what MSR does for its members.

Additional workshops on life skills, money management and literacy further enhance the potential for MSR members to find work and a better life.

Eino Hango (30), who escaped to Windhoek from Tsandi's unemployment pool in 2004, also had difficulty finding work. Windhoek by then had an unemployment number of about 54 000. In 2007, Eino joined MSR in his battle to find a job as he wanted to realise his dream of working in the tourism industry.

When he arrived in Windhoek he performed small jobs to support his child. At MSR, he had to enrol for life skills courses where he learnt how to behave in a working environment and how to work with money. He became a gardener at a family home and in 2012 he started at a business where he earned N\$60 a day, which equals N\$1 900 per month, and this made a huge difference in his life as it was better than nothing. In 2013 he started at a factory, thanks to contacts of MSR.

The spokesperson of MSR said: "Together let's get Namibians working, and make Namibia a better place for all its citizens."

(Adapted from MSR - Changing lives pamphlet and Die Republikein, 26 July 2013)

(a) (i) Using an example, explain what is meant by *social entrepreneurship*.

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[3]

(ii) State **two** examples of social entrepreneurship.

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[2]

- (d) Refer to Table 1 from the case study.
Present the information on the total number enrolled on the pie chart below.

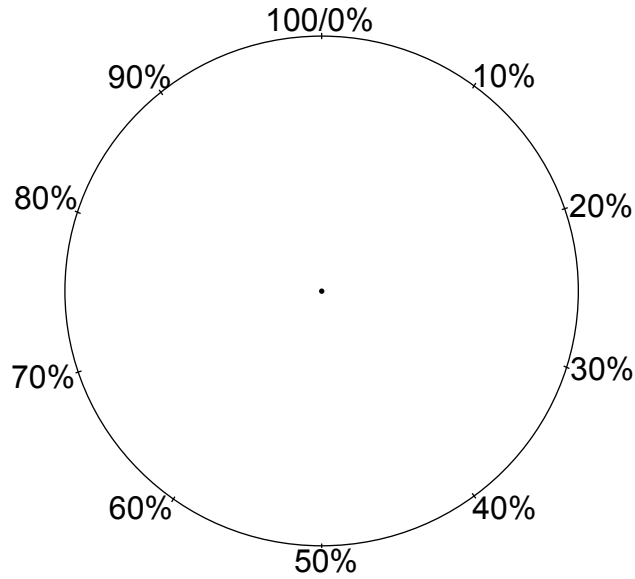


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[5]

- (e) (i) Analyse the information given in Table 1 from the case study and comment on the suitability of training courses offered by MSR.

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(ii) Advise MSR on future training courses.

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(f) Discuss the role of support structures and networking to an enterprise such as MSR.

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[30]

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