

EXAMINATION PAPER 1

SECTION A

QUESTION 1

- | | | | |
|-------|--|---------|-------------|
| 1.1 | Name THREE personal resources of successful entrepreneurs. | 15 × 20 | 600 |
| 1.2 | Name TWO types of data. | 10 × 20 | 640 |
| 1.3 | List FIVE idea-generation techniques. | 15 × 20 | 660 |
| 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 × 20 | 680 |
| | | | 1200 |

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 × 20

1200

TOTAL SECTION A: 2400

N4 Question Papers Business Mangement

Chao Zhang



N4 Question Papers Business Mangement:

Parliamentary Papers Great Britain. Parliament. House of Commons,1904 *Drum* ,2003 **18th European Conference on Management, Leadership and Governance** Martin Rich,2023-11-23 These proceedings represent the work of contributors to the 19th European Conference on Management Leadership and Governance ECMLG 2023 hosted by ACI and Bayes Business School City University of London UK on 23 24 November 2023 The Conference Chair is Dr Martin Rich from Bayes Business School City University of London UK ECMLG is now a well established event on the academic research calendar and now in its 19th year The key aim remains the opportunity for participants to share ideas and meet the people who hold them The scope of papers will ensure an interesting two days The subjects covered illustrate the wide range of topics that fall into this important and ever growing area of research The opening keynote presentation is given by Dr Jeffrey Ridley PhD FCG FIIA CIA on the topic of A lifetime of Management and Governance Learning A wish for you all The second day of the conference Keynote presentation is given by Professor Pumela Msweli University of South Africa on the topic of The Leadership Dance on a geopolitically entangled dance floor Towards Unitive Consciousness With an initial submission of 164 abstracts after the double blind peer review process there are 54 Academic Research papers 11 PhD Research papers 2 Masters Research papers and 2 work in progress papers published in these Conference Proceedings These papers represent research from China Czech Republic Czechia Egypt Finland France Germany Ghana Greece Hungary India Italy Kenya Macau Mexico Morocco Netherlands Norway Pakistan Peru Poland Portugal Romania Saudi Arabia Scotland Slovakia South Africa Spain Switzerland The Netherlands United Arab Emirates the UK and the USA *Work Related Abstracts* ,1996 *Accounts and Papers* Great Britain. Parliament. House of Lords,1852 Sessional Papers Great Britain. Parliament. House of Commons,1910 **Research in Education** ,1974 **British Qualifications** Kogan Page Staff,1999 Timed to coincide with the ICC Cricket World Cup 2003 in South Africa this book begins with an account of the 2003 final in Johannesburg Edward Griffiths then goes back to the beginning the genesis of the one day game with the launch of the Gillette Cup in 1963 and traces the development of the game over four decades There are some accounts of the first and subsequent Cricket World Cup tournaments which highlight the changes in the game over the years heroic performances triumphs and defeats *Resources in Education* ,2001-04 *Commerce Business Daily* ,2001 **Routledge Handbook of Democratization in Africa** Gabrielle Lynch,Peter VonDoepp,2019-07-02 This volume explores the issues and debates surrounding the ongoing processes of democratization in sub Saharan Africa illuminating the central dynamics characterizing Africa s democratic experiments and considering the connections between democratization and economic social and cultural developments on the continent Reflecting the diverse and rich nature of this field of study the Handbook of Democratization in Africa features more than thirty contributions structured into six thematic sections The politics and paths of regime development Institutional dynamics Political mobilization and voting dynamics The politics of identity Social

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The Annual American Catalog, 1900-1909, 1906 **The Annual American Catalog**, 1906 *The Annual American Catalog, 1905*, 1906 Reference Sources, 1981 S. Balachandran, M. Balachandran, 1992-03 **Current Index to Journals in Education**, 1997-10 **Resources in Women's Educational Equity**, 1979 Resources in Women's Educational Equity: Special Issue, 1979 University of California Union Catalog of Monographs Cataloged by the Nine Campuses from 1963 Through 1967: Subjects University of California (System). Institute of Library Research, University of California, Berkeley, 1972 Index to Dates of Current Events Occurring Or Reported ..., 1912

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Table of Contents N4 Question Papers Business Mangement

1. Understanding the eBook N4 Question Papers Business Mangement
 - The Rise of Digital Reading N4 Question Papers Business Mangement
 - Advantages of eBooks Over Traditional Books
2. Identifying N4 Question Papers Business Mangement
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an N4 Question Papers Business Mangement
 - User-Friendly Interface
4. Exploring eBook Recommendations from N4 Question Papers Business Mangement
 - Personalized Recommendations
 - N4 Question Papers Business Mangement User Reviews and Ratings
 - N4 Question Papers Business Mangement and Bestseller Lists
5. Accessing N4 Question Papers Business Mangement Free and Paid eBooks
 - N4 Question Papers Business Mangement Public Domain eBooks
 - N4 Question Papers Business Mangement eBook Subscription Services

- N4 Question Papers Business Mangement Budget-Friendly Options
- 6. Navigating N4 Question Papers Business Mangement eBook Formats
 - ePub, PDF, MOBI, and More
 - N4 Question Papers Business Mangement Compatibility with Devices
 - N4 Question Papers Business Mangement Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of N4 Question Papers Business Mangement
 - Highlighting and Note-Taking N4 Question Papers Business Mangement
 - Interactive Elements N4 Question Papers Business Mangement
- 8. Staying Engaged with N4 Question Papers Business Mangement
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers N4 Question Papers Business Mangement
- 9. Balancing eBooks and Physical Books N4 Question Papers Business Mangement
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection N4 Question Papers Business Mangement
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine N4 Question Papers Business Mangement
 - Setting Reading Goals N4 Question Papers Business Mangement
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of N4 Question Papers Business Mangement
 - Fact-Checking eBook Content of N4 Question Papers Business Mangement
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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