



SOUTH AFRICAN COMPREHENSIVE ASSESSMENT INSTITUTE
SUID-AFRIKAANSE KOMPREHENSIEWE ASSESSERINGSINSTITUUT

Adult Basic Education and Training (ABET)

Marking Guideline

Small Medium and Micro Enterprises: NQF Level 1

Examination Session: June 2024

Total Marks: 100 Marks



ANSWERS**SECTION A****Question 1**

1.1	1.1.1	B ✓✓	(2)
	1.1.2	C ✓✓	(2)
	1.1.3	D ✓✓	(2)
	1.1.4	C ✓✓	(2)
	1.1.5	B ✓✓	(2)
	1.1.6	C ✓✓	(2)
	1.1.7	C ✓✓	(2)
	1.1.8	C ✓✓	(2)
	1.1.9	A ✓✓	(2)
	1.1.10	C ✓✓	(2)
Total Marks for Question 1.1			[20]

1.2	1.2.1	True ✓	(1)
	1.2.2	True ✓	(1)
	1.2.3	False ✓	(1)
	1.2.4	False ✓	(1)
	1.2.5	True ✓	(1)
	1.2.6	False ✓	(1)
	1.2.7	False ✓	(1)
	1.2.8	True ✓	(1)
	1.2.9	False ✓	(1)
	1.2.10	False ✓	(1)
Total Marks for Question 1.2			[10]



1.3	1.3.1	C – Marketing plan ✓	(1)
	1.3.2	E – Manufacturer ✓	(1)
	1.3.3	F – Inflation ✓	(1)
	1.3.4	B – Banks ✓	(1)
	1.3.5	D – Business implementation ✓	(1)
Total Marks for Question 1.3			[5]
1.4	1.4.1	Non-viable business ✓	(1)
	1.4.2	Close corporation ✓	(1)
	1.4.3	Income statement ✓	(1)
	1.4.4	Net profit ✓	(1)
	1.4.5	Cost per job ✓	(1)
Total Marks for Question 1.4			[5]

Total for Section A: 40 Marks



SECTION B**Question 2**

2.1 • Trading business ✓ because she buys and sells blankets in bulk. ✓ (2)

2.2 • Transparent ✓ (2)
• Fairness ✓

2.3 • Interview ✓ (3)
• **The benefit:** you can receive a lot of high-quality information. ✓✓
• It allows you to probe and get clarity on answers.
• You build a rapport with the participants.

(Any ONE benefit)

2.4 • Sole trader ✓ (1)

2.5 • Twitter ✓ (2)
• Facebook ✓

2.6 • Community members ✓ (2)
• Businesses ✓

2.7.1 **Job creation** (2)
• She is proud of her growing business she employed four workers in the business. ✓✓



2.7.2 Quality (2)

- She indicated that her blankets are of a much higher quality. ✓✓

2.8 2.8.1 Strength (1)

- The business has many customers which increased the number of sales. ✓
- Good service.
- She indicated that her blankets are of a much higher quality.
- She has employees to assist her in running the business.

2.8.2 Weakness (1)

- No knowledge about finances. ✓

2.8.3 Opportunity (1)

- Expanding to other parts of the country. ✓

2.8.4 Threat (1)

- More hawkers started selling blankets in the same area as she does. ✓

2.9 (2)

- It is the system that helps the business to reach its financial goals. ✓
- It will keep records of all the business monies i.e. income, expenses and profit of the business. ✓
- It provides access to real-time financial and non-financial data.
- It assists with making informed decisions based on accurate financial information.

Markers to credit learners for any other related answer.



- 2.10
- Strikes can decrease productivity. ✓
 - Businesses may lose income. ✓
 - Business may be vandalized/ closed.
 - Business failure.

Markers to credit learners for any other related answer.

2.11 Projected Income Statement of Julia Blanket Store, May 2023.

PROJECTED INCOME STATEMENT OF JULIA BLANKET STORE SALON FOR MAY 2023		
INCOME		R150 000 ✓
Sales	(R750 X 2 ✓ X 100) ✓	R150 000 ✓
EXPENDITURE		R19 700 ✓✓
Wages	(3 700 ✓ X 4) ✓	R14 800 ✓
Telephone		R800 ✓
Water and electricity		R1 200 ✓
Transport		R1 500 ✓
Rent		R500 ✓
Advertising		R900 ✓
NET PROFIT		R55 300 ✓✓

Commented [SM1]: Where is this 2 coming from

Commented [CC2R1]: From the 100% markup

(16)

Total Marks for Question 2

[40]

Total for Section B 40 Marks



SECTION C**Question 3**

- 3.1
- Theft ✓ (2)
 - Failure of systems ✓
 - Natural disaster
 - Competitor

Markers to credit learners for any other related answer

- 3.2
- The business plan can be used if a business wants to apply for finance for start-up capital or to expand the business. ✓ (2)
 - It includes information about the business's finances and shows the expected amount of money/ profit the business aims to make. ✓
 - It gives a detailed description of how a business will achieve its goals.
 - It creates a first impression of the business and possible successes and opportunities of what is still to come.

Markers to credit learners for any other related answer.

- 3.3
- 3.3.1 Reporting system (4)
- Is responsible for storing, collecting, and analysing the information of a business to help decision-makers to make informed decisions. ✓✓
- 3.3.2 Monitoring system
- Is responsible for helping the business to track its activities and give a report that will inform the evaluation of a business. ✓✓



- Is responsible for checking that things are going according to plan.

Markers to credit learners for any other related answer

- 3.4
- Starting the business is too costly. ✓ (2)
 - The business may take a long time before showing a profit. ✓
 - Getting start-up capital might be a problem.
 - Market size not big enough.

Markers to credit learners for any other related answer

- 3.5 Brainstorming – is a method of generating ideas and sharing knowledge to solve a particular problem. ✓ (2)

Discussion - is a process of talking about something to reach an agreement or make a decision. ✓

Markers to credit learners for any other related answer

- 3.6 Product ✓ – ensure that the product is the best and good quality to satisfy the needs of consumers. ✓ (4)

Price ✓ – ensure that consumers will be able to afford the price you set and that is good value for money. ✓

Place – it should be an ideal and convenient location for your customers and stock delivery.

Promotion – choose the best way to advertise your product to prospective



customers and ensure the cost of advertising is not too high.

Markers to credit learners for any other related answer

- 3.7 (4)
- It outlines how the business will impact the environment/ surroundings positively or negatively for example hair salon negative impact because of littering. ✓✓
 - The four main environmental issues that are most likely to influence the activities of a business are climate change, pollution, sustainability, and waste reduction. ✓✓
 - Positive impact – the business must ensure that the surrounding is always clean.

Markers to credit learners for any other related answer.

Total for Section C: 20 Marks

GRAND TOTAL: 100 MARKS

