



SOUTH AFRICAN COMPREHENSIVE ASSESSMENT INSTITUTE
SUID-AFRIKAANSE KOMPRESIEWE ASSESSERINGSINSTITUUT

Adult Basic Education and Training (ABET)

Marking Guideline

Small Medium and Micro Enterprises: NQF Level 1

Examination Session: November 2024

Total Marks: 100 Marks



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

1.1	1.1.1	D ✓✓	(2)
	1.1.2	B ✓✓	(2)
	1.1.3	B ✓✓	(2)
	1.1.4	C ✓✓	(2)
	1.1.5	C ✓✓	(2)
	1.1.6	D ✓✓	(2)
	1.1.7	B ✓✓	(2)
	1.1.8	C ✓✓	(2)
	1.1.9	B ✓✓	(2)
	1.1.10	A ✓✓	(2)

Total Marks for Question 1.1 **[20]**

1.2	1.2.1	False ✓	(1)
	1.2.2	True ✓	(1)
	1.2.3	True ✓	(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	True ✓	(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 – Close Corporation ✓ | (1) |
| | 1.3.3 | A – Taste and preferences ✓ | (1) |
| | 1.3.4 | F – Find suitable location ✓ | (1) |
| | 1.3.5 | D – SWOT analysis ✓ | (1) |

Total Marks for Question 1.3 **[5]**

- | | | | |
|-----|-------|-----------------------|-----|
| 1.4 | 1.4.1 | Non-viable business ✓ | (1) |
| | 1.4.2 | Service ✓ | (1) |
| | 1.4.3 | Business plan ✓ | (1) |
| | 1.4.4 | Cost price ✓ | (1) |
| | 1.4.5 | Potential profit ✓ | (1) |

Total Marks for Question 1.4 **[5]**

Total for Section A: 40 Marks



SECTION B**Question2**

2.1 • Service business ✓✓ (2)

2.2 • Willingness to face new challenges ✓ (2)
• Persistence/ being persistent ✓

2.3 • Parents/guardians ✓ (2)
• Staff from the primary school and/or daycare centre ✓
• Visitors to the primary school and daycare centre

Markers to credit learners for any other related answer

2.4 • Sole trader ✓✓ (2)

2.5 • Social media ✓ (2)
• Flyers ✓

2.6 • Observation ✓✓ (2)

2.7 **2.7.1 Job creation** (2)

- The rapid growth in the business resulted in Jabulile employing three workers to help her with the salon. ✓✓

(2)

2.7.2 Empowerment

- Three workers were trained on nail products, and she took them on a training course. ✓✓

2.8 **2.8.1 Strength** (2)

- Her close proximity to the target market, the primary school and daycare centre are next to her business. ✓✓
- Ability to offer different services such as hairdressing and doing nails.
- Her willingness to face new challenges.
- Her persistence.



2.8.2 Weakness

(2)

- During winter months the business is not profitable. ✓✓
- The months of January and February are affected by spending during Christmas and New Year.

2.9

- Develop winter-themed promotions. ✓
- Offer discounts on products and services, this can retain customers. ✓
- Utilize online platforms to reach a wider audience.
- Reduce prices.

(2)

Markers to credit learners for any other related answer.

2.10

- UIF (should they be unemployed) ✓
- PAYE (they should comply with tax) ✓

(2)

Markers to credit learners for any other related answer.



2.11 Cash flow statement for June - August 2023.

Cash coming to the business	JUNE	JULY	AUGUST
Cash coming into the business	R15 000	R41 000 ✓✓	R53 500
Sales	R25 000	R10 000	R10 000
Rent income	R5 000	R5 000	R5 000
Total income	R45 000 ✓✓	R56 000	R68 500 ✓✓
Cash going out of the business	JUNE	JULY	AUGUST
Fixed costs	R1 000	R1 000 ✓✓	R 1 000
Variable costs	R3 000	R1 500	R900
Total cash outflow	R4 000 ✓✓	R2 500	R1 900 ✓✓
Balance at the end of the month	R41 000	R53 500 ✓✓	R66 600 ✓✓

(16)

Total Marks for Question 2

[40]

Total for Section B 40 Marks



SECTION C**Question 3**

- 3.1
- It affects the cost of living for all South Africans, especially the poor and low-income households. ✓✓ (2)
 - Businesses will make less profit because households will have less money to spend on goods and services.

Markers to credit learners for any other related answer.

- 3.2
- It provides the entrepreneur with a plan of action. ✓ (2)
 - Helps the business to stay focused and on track. ✓
 - To obtain finance from different institutions.

Markers to credit learners for any other related answer.

- 3.3
- Positive business change results in increased productivity. ✓✓ (4)
 - More efficient ways of working. ✓✓

Markers to credit learners for any other related answer.

- 3.4
- | Door-to-door survey | Telephone survey |
|-----------------------------------|-------------------------|
| Cheap method of collecting data ✓ | Most expensive method ✓ |
| It is time-consuming | Saves time |
- (2)

Markers to credit learners for any other related answer

- 3.5
- It is important because it represents the number of customers or potential buyers in a particular market segment. ✓ (2)
 - It also provides insight into how much revenue can be generated within a given market ✓

Markers to credit learners for any other related answer



- 3.6
- It helps to track progress throughout the years towards financial well-being. ✓✓ (4)
 - It determines if the business is making a profit or a loss. ✓✓
 - It keeps records of all the business monies.
 - It can improve your understanding of your financial circumstances at all times.

Markers to credit learners for any other related answer

3.7

- 3.7.1 Product – ensure that the product is the best and of good quality to satisfy the needs of consumers. ✓✓ (2)
- 3.7.2 Promotion – prepare an advertising budget and advertise the product to prospective customers using platforms that are effective in reaching the target market. ✓✓ (2)

Markers to credit learners for any other related answer.

Total for Section C: 20 Marks

GRAND TOTAL: 100 MARKS

