



Small Medium and Micro Enterprises: SMME4
Self - Evaluation: Exam Preparatory: 3

INSTRUCTIONS AND INFORMATION

1. This assessment task consists of **ONE QUESTION**
2. Answer all the questions in the spaces provided
3. Write in Blue or Black pen only

QUESTION 1

1. Define the following terms.

- 1.1 Entrepreneur.

(2)

- 1.2 Business idea.

(2)

- 1.3 Business plan.

(2)

2 Give **TWO** disadvantages of the door- to- door survey.

(2)

3 Describe why it is important to conduct a market research.

(2)

4. Explain **TWO** purposes of a business plan

(2)

5. Explain the following presentation skill.

5.1 Ability to answer questions

(2)

6. Discuss the purpose of the following function in the business.

6.1 Human resource plan.

(2)

6.2 Reporting plan.

(2)

7. Discuss how Covid -19 poses a threat to run an existing business.

(2)

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