



**Student Name:** \_\_\_\_\_

**Class:** \_\_\_\_\_

**Student ID:** \_\_\_\_\_

**Date:** {{DATE}}

## Assessment Details

<b>Duration:</b> 30 minutes	<b>Total Marks:</b> 50
<b>Topics Covered:</b>	<ul style="list-style-type: none"><li>• Introduction to Business</li><li>• Entrepreneurship</li><li>• Marketing and Finance</li></ul>

## Instructions to Students:

1. Read all questions carefully before attempting.
2. Show all working out - marks are awarded for method.
3. Calculator use is permitted except where stated otherwise.
4. Write your answers in the spaces provided.
5. If you need more space, use the additional pages at the end.
6. Time management is crucial - allocate approximately 1 minute per mark.

## Section A: Multiple Choice [10 marks]

### Question 1

[2 marks]

What is the primary goal of a business?

A) To provide a service

B) To make a profit

C) To create jobs

D) To protect the environment

### Question 2

[2 marks]

Which of the following is an example of a small business?

A) A multinational corporation

B) A sole proprietorship

C) A non-profit organization

D) A government agency

### Question 3

[2 marks]

What is entrepreneurship?

A) The process of starting and running a business

B) The act of investing in stocks

C) The process of creating a new product

D) The act of hiring employees

**Question 4**

**[5 marks]**

Describe the difference between a sole proprietorship and a partnership.

**Question 5**

**[5 marks]**

Explain why marketing is important for a business.

**Question 6**

**[3 marks]**

Match the following business terms with their definitions:

Term 1: Finance

Term 2: Entrepreneur

Term 3: Marketing

Definition 1: The process of promoting and selling products or services

Definition 2: The management of money and investments

Definition 3: An individual who starts and runs a business

## Conclusion

This diagnostic assessment is designed to provide a comprehensive overview of students' knowledge and understanding of Introduction to Business and Entrepreneurship concepts, aligning with the specified learning objectives and catering to the needs of 13-14 year old students.

