



## Introduction

*This assessment is designed to evaluate students' understanding of the fundamentals of entrepreneurship, their ability to identify business opportunities, develop a business plan, create a marketing strategy, and demonstrate financial literacy and management skills.*

## Section 1: Multiple Choice Questions

*Choose the correct answer for each question.*

1. What is the primary goal of entrepreneurship?

1. A) To make a profit
2. B) To create a business
3. C) To innovate and take risks
4. D) To manage a team

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

1. A) A multinational corporation
2. B) A sole proprietorship
3. C) A non-profit organization
4. D) A government agency

3. What is the most important trait for an entrepreneur to have?

1. A) Risk-taking ability
2. B) Leadership skills
3. C) Communication skills
4. D) Technical skills

## Section 2: Short Answer Questions

*Answer each question in complete sentences.*

1. Describe a potential business opportunity and explain why it is viable. (5 points)

2. What are the key components of a business plan, and why are they important? (5 points)

3. How do you conduct market research to identify target customers? (5 points)

## Section 3: Project-Based Task

*Create a marketing strategy for a small business. Include the following:*

- Marketing objective (5 points)
- Target customer identification and profile (5 points)
- Marketing mix design (10 points)

## Section 4: Performance Task

Complete a financial planning exercise for a small business. Include the following:

- Creating a budget (5 points)
- Managing cash flow (5 points)
- Making financial decisions (10 points)

## Case Study

Read the following case study and answer the questions that follow:

"Emily's Bakery is a small business that sells baked goods to local cafes and restaurants. The business has been operating for two years and has a loyal customer base. However, Emily wants to expand her business and increase her sales. She has identified a new market opportunity and wants to create a marketing strategy to target this new market."

1. What is the marketing objective for Emily's Bakery? (5 points)

2. Who are the target customers for Emily's Bakery? (5 points)

3. What is the marketing mix design for Emily's Bakery? (10 points)

## Conclusion

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*This assessment is designed to evaluate students' understanding of the fundamentals of entrepreneurship and their ability to apply entrepreneurial concepts to real-world scenarios.*

## Marking Guide

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*The following criteria will be used to assess student performance:*

- Multiple Choice Questions: 1 point per correct answer
- Short Answer Questions: 5 points per question, based on clarity, completeness, and accuracy of response
- Project-Based Task: 20 points, based on the following criteria:
  - Marketing objective (5 points)
  - Target customer identification and profile (5 points)
  - Marketing mix design (10 points)
- Performance Task: 20 points, based on the following criteria:
  - Budget creation (5 points)
  - Cash flow management (5 points)
  - Financial decision-making (10 points)

## Implementation Guidelines

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*The following guidelines should be followed when implementing this assessment:*

- Provide clear instructions and examples for each section
- Allow students to ask questions and seek clarification before starting the assessment
- Encourage students to manage their time effectively and complete all sections
- Collect and review students' work to provide feedback and identify areas for improvement

## Differentiation Options

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*The following differentiation options can be used to support students with varying needs:*

- For students with learning difficulties: provide extra time, offer one-on-one support, or modify the language and complexity of the questions
- For English language learners: provide bilingual resources, offer visual aids, or allow students to complete the assessment in their native language
- For gifted students: provide additional challenges, such as creating a comprehensive business plan or developing a marketing strategy for a complex product

## Bloom's Taxonomy Alignment

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*This assessment aligns with the following levels of Bloom's Taxonomy:*

- Knowledge: recalling and defining key terms and concepts
- Comprehension: explaining and describing entrepreneurial concepts and principles
- Application: applying entrepreneurial concepts to real-world scenarios
- Analysis: analyzing and evaluating business opportunities and marketing strategies
- Synthesis: creating and developing a business plan and marketing strategy
- Evaluation: evaluating and justifying financial decisions and management skills

## Multiple Intelligence Approaches

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*This assessment incorporates the following multiple intelligence approaches:*

- Linguistic: reading, writing, and communicating entrepreneurial concepts and ideas
- Logical-mathematical: analyzing and evaluating financial data and marketing strategies
- Spatial: visualizing and designing marketing materials and business plans
- Bodily-kinesthetic: role-playing and presenting business ideas and pitches
- Interpersonal: collaborating and working in teams to develop business plans and marketing strategies
- Intrapersonal: reflecting and self-assessing entrepreneurial skills and knowledge

## Clear Success Criteria

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*The following criteria will be used to evaluate student success:*

- Understanding of entrepreneurial concepts and principles
- Ability to identify business opportunities and develop a business plan
- Ability to create a marketing strategy and manage finances
- Demonstration of financial literacy and management skills

## Evidence Collection Methods

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*The following methods will be used to collect evidence of student learning:*

- Multiple-choice questions and short answer responses
- Project-based tasks and performance tasks
- Observations of student participation and engagement during the assessment

## Feedback Opportunities

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*The following opportunities will be provided for feedback:*

- Immediate feedback on multiple-choice questions and short answer responses
- Constructive feedback on project-based tasks and performance tasks
- Self-assessment and reflection opportunities for students to evaluate their own learning and progress



