



Student Name: _____

Class: _____

Student ID: _____

Date: _____

Assessment Details

Duration: 60 minutes	Total Marks: 100
Topics Covered:	<ul style="list-style-type: none">• Entrepreneurship Fundamentals• Business Planning• Marketing Strategy• Financial Management

Instructions to Students:

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

Section A: Multiple Choice [20 marks]

Question 1

[2 marks]

What is the primary goal of entrepreneurship?

A) To make a profit

B) To create a job

C) To innovate and take risks

D) To manage a business

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 the difference between a sole proprietorship and a partnership?

A) A sole proprietorship has one owner, while a partnership has multiple owners

B) A sole proprietorship is a type of partnership

C) A partnership is a type of sole proprietorship

D) A sole proprietorship is a type of corporation

Question 4

[10 marks]

Describe a potential business opportunity and explain why it is viable.

Question 5

[10 marks]

What are the key components of a business plan, and why are they important?

Question 6

[10 marks]

How do you conduct market research to identify target customers?

Question 7

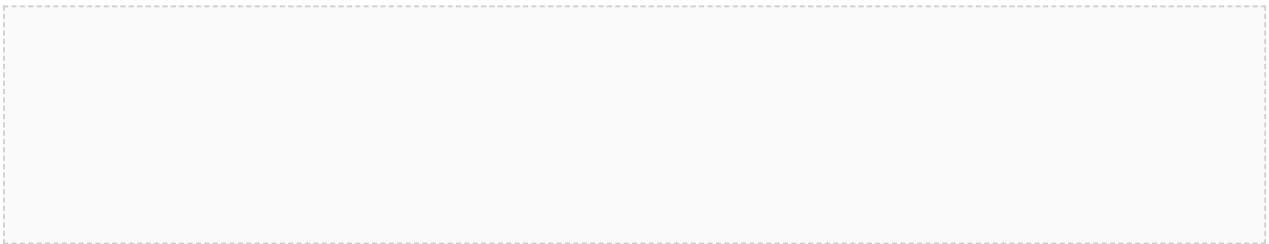
[20 marks]

Create a marketing strategy for a small business. You will be given a case study of a small business and will be asked to:

- Develop a marketing objective
- Identify target customers and create a customer profile
- Design a marketing mix (4Ps) for the business

Case Study:

A small coffee shop in a busy downtown area is looking to increase its customer base. The shop offers a variety of specialty coffee drinks and pastries.



Question 8

[20 marks]

Demonstrate your financial literacy and management skills by completing a financial planning exercise. You will be given a scenario where you have to manage a small business's finances, including:

- Creating a budget
- Managing cash flow
- Making financial decisions

Scenario:

You are the owner of a small retail store that sells clothing and accessories. Your monthly expenses include rent (\$1,000), inventory (\$500), and employee salaries (\$1,500). Your monthly revenue is \$3,000.

Additional Space for Answers

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