SCHOOL OF MANAGEMENT: PIETERMARITZBURG
EXAMINATIONS: JUNE EXAM 2009

COURSE AND CODE: INTRODUCTION TO ENTREPRENEURSHIP (ENTR2EN)

DURATION: TWO (2) HOURS  TOTAL MARKS: 100

INTERNAL EXAMINER : MRS E DERERA
EXTERNAL EXAMINER: DR A.S.GANI

INFORMATION & INSTRUCTIONS:

- This examination paper consists of 2 pages. Please ensure that you have them all.
- This examination paper comprises of 2 Sections- A and B made up as follows
  
  **SECTION A:**  COMPULSORY
  
  Essay  (50 Marks)

  **SECTION B:**  
  Essay  
  Answer one (1) question only  (50 Marks)

3. Please write neatly and legibly.
4. Answer Section A and Section B in the answer book provided.
5. Each section must be answered on a separate page.
6. Ensure that your student number appears on all your answer sheets.
7. Please write your student number on this question paper.
8. All question papers must be handed to the invigilator after the test.

All the best!
SECTION A
COMPLUSORY

Question 1 (50 marks)

a) What are the two primary reasons for writing a business plan?
b) Using examples briefly explain the components of a business plan.

SECTION B
ANSWER ONE QUESTION ONLY.

Question 1 (50 marks)

a) Explain the term business model. How can entrepreneurial firms benefit by developing and using a business model.
b) What are the four primary components of a firm’s business model? Briefly describe the importance of each component.

Question 2 (50 marks)

a) What is a new venture team and who are the primary participants in a start up’s new venture team?
b) What is liability of newness? What can a new venture do to overcome the liability of newness?
c) What are the personal attributes that affect a founder’s chances of launching a successful new firm? In your judgement, which of these attributes are the most important? Explain your reasoning.