INFORMATION & INSTRUCTIONS:

1. Answer two questions only
2. Each question carries equal marks.
3. Answer each question on a new page.

THIS EXAMINATION IS MADE UP OF 2 PAGES. PLEASE ENSURE THAT YOU HAVE THEM BOTH
QUESTION 1  (50 MARKS)

“There is tremendous interest in entrepreneurship around the world”. Write an essay critically assessing the above statement, explaining the term “Entrepreneurship”, its benefits and the characteristics of typical entrepreneurs.

QUESTION 2  (50 MARKS)

Some argue that entrepreneurs who “lead by example” tend to establish a strong ethical culture in their firm. What are the potential payoffs or potential benefits of practicing a strong ethical culture in a firm?

QUESTION 3  (50 MARKS)

Describe each of the four areas that a properly executed feasibility analysis explores.