

## QUESTIONS

Please answer both questions in Section A and any two questions from Section B

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### Section A

### Answer both questions

1. Describe your role and involvement in your company. Outline how your skills and effort made a contribution to the success of the business. What did you do well and what could you have done better? Discuss what you learnt from the experience and how it will benefit you in terms of your career ambitions and personal development.

2. Describe the formation of your company and how the team was selected. How well did the team work together? Outline the main milestones of success and what might have been better. Consider the strengths and weaknesses of the team. Describe to what extent did COVID-19 restrictions and lockdown impact on the business?

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### Section B

### Answer two questions

3. Describe how the company was set up and managed. Did the company comply with all relevant regulations? How was the administration, accounting and cash flow managed? Describe how well the team communicated and coordinated activities? How was the general progress monitored?

**4. How effective was the leadership of the company? Give examples where leadership was evident within your team or from your support network. Discuss the qualities of a good leader and who you would regard as having good leadership skills. What have you learnt that would make you an effective and inspirational leader in the future?**

**5. Describe the marketing, promotion and sales strategy for your product/service. Who were your customers? Was image and branding an important consideration? How were customers encouraged to buy and what methods of influencing were used? Was your marketing strategy evaluated throughout? Was it effective? What could have been done better. Did COVID-19 restrictions create problems?**

**6. Describe how the business idea was generated. Where did the idea come from? Did lockdown restrict the choice? Did everyone in the team believe in the viability and commercial potential of the product/service? Was the product/service right for the customer, what were its main Unique Selling Points and could it have been better? In your opinion, what makes a successful business idea?**

**End of Paper**