



QUESTIONS

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

Section A

Answer both questions

1. What was the business idea? How did you plan for the venture? What were the key stages or milestones? How well did the team perform and work together? Please outline at least three areas where the project was successful and the areas that could have been better.

Consider:

- Describe the product or service
- How did the skills and abilities of team members influence the allocation of roles?
- Why did your team believe the product was the right one?
- How was the business planned?
- Reflect on the communication process between members throughout the project.
- Describe the collective motivation and sense of purpose of your team

2. Write about your role in the company. Describe at least three areas where your involvement had a positive impact. Where could you have done better? What have been the main learning outcomes and personal benefits to you?

Consider:

- Describe your role and its importance to the project
- How did any of your existing talents and knowledge contribute to the success of the business?
- What additional resources and changes would have given better results?
- List your three main achievements and what you could have been done better?
- How is it of benefit to you in terms of career ambitions and personal development?
- How has it increased your understanding of the business world?

Section B

Answer any 2 questions

3. Good management is vital to the success of any business. Describe how the project was organised throughout each stage. How was the financial situation monitored? How did the company ensure that all relevant legal requirements were being met; health and safety, quality standards, etc?

Consider:

- Describe the process of setting up the company and dealing with the bank
- How did you ensure that all health and safety, quality standards, etc were compliant?
- How did the company forecast the sales revenue against the costs?
- How was the company's basic accounting and cash flow managed?
- How aware were all team members of the cash position at all stages?
- What have you learnt about managing money?

4. Think of people (either inside or outside your team) who helped in your company's progress. Describe their contribution and what you have gained that will help you in the future to be an effective team player or manager.

Consider:

- Give examples where positive motivation and effort was evident both within your team and from your support network
- What are the essentials of good team performance?
- What are the qualities that make a good leader?
- What are the qualities of the best team players?
- What have you learnt that will help you in the future?
- Who would you consider to be a role model as an inspirational leader?

5. Describe the marketing and sales strategy for your product/service. List the areas which were effective and those that were less so. How has the experience helped you understand the concept of marketing?

Consider:

- Was any market research carried out in advance, if not, why not?
- Who were your customers?
- What were the key features and benefits of your product?
- How important was image and branding?
- What promotion was used to encourage customers to buy?
- Were the point(s) of sales the right ones and why were they chosen?



6. Finding the right product or service is the basic essential for business success. How was your business idea identified and decided? How was it evaluated, was it a team effort with everyone committed to it?

Consider:

- Where did the idea come from?
- What was special about your product?
- Did everyone in the team believe in the commercial potential of the product/service?
- How was it adapted according to demand?
- Given the chance to start over again, what changes would you make?
- Providing examples from the world around you, what makes a successful product?

End of Paper