

## 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. Write about your role and contribution. Describe at least three areas where your involvement had a positive impact. What 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?
- 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?

**2. What was the business idea? How was your company planned out and what were the key stages in its progress? How well did the team perform and work together? Please outline at least three areas where the project was successful and any 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?
- Describe the collective motivation and sense of purpose of your team

## Section B

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**3. Describe how the project was organised through each stage of its development. How was the financial situation monitored? How did the company ensure that all relevant legal requirements were being met; profitability, accounting, quality control, 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?
- What have you learnt about managing money?

**4. Who do you think had positive impact from inside (or outside) your team who helped in your company's progress? Describe their contribution. What you have gained that will help you in the future to be an effective team player or manager.**

Consider:

- Describe the dynamic and culture within your team.
- What are the essential behaviours and attitudes to make a business succeed?
- What are the qualities of a good team player?
- What are the qualities that make a good leader?
- Who would you consider to be a role model for inspirational leadership?

**5. How has the experience helped you understand the concept of marketing? Describe the marketing and sales strategy for your product/service. List three areas which were effective and three areas that could have been better.**

Consider:

- How was the market research carried?
- 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?
- Give examples of good marketing

**6. Describe how the business idea came about. Was it evaluated and agreed by team effort with everyone committed to it from the very beginning or did it change and develop over time?**

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?
- Given the chance to start over again, what changes would you make?
- Providing examples from the real world around you, what makes a successful product?

**End of Paper**