



## **YOUNG ENTERPRISE SCOTLAND EXAMINATION**

**To be taken during the period**  
**Monday 20<sup>th</sup> February to Friday 3<sup>rd</sup> March 2017**

**Time Allowed: 1½ hours**

Candidates are allowed 10 minutes to read the paper and guidance notes before the start of the examination.

### **Examination Guidance Notes**

The purpose of the examination is to give you the chance to show what you have gained from the Young Enterprise Scotland programme.

There are no right or wrong answers. The examiners are looking for your insights and what you have learnt from the experience. Please show if your involvement contributed to your understanding of the practical elements of business.

As you were all working in different roles we expect a wide range of individual perspectives. Your answers should reflect the efforts you made and the learning you achieved.

Prompts are provided below each question to guide you on what you might cover.

Please write clearly. Good answers can be lost behind bad handwriting. Please number each question and start each question on a new page.

Try to make sure you give equal time to each question.

# QUESTIONS

**Answer FOUR Questions only:  
BOTH questions 1 and 2 from Section A  
plus ANY TWO questions from Section B**

*All questions carry equal marks and may be attempted in any order.*

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## Section A

## Answer Both Questions

***Please note: Question 1 is about the whole business; Question 2 is about YOU.***

**1. How did your company and project develop? Please identify at least three areas where the project was successful and where it could have been better. What do you think will be the main long-term benefits for those who took part?**

Consider the following prompts:

- a. How was the team formed? Did everyone know what was expected of them? How did the group perform?
- b. How was the business idea identified and developed? Was market research carried out in advance? How were customers identified?
- c. To what extent did the business achieve the aims and objectives that were set? How was the process managed from the beginning and throughout?
- d. Were the existing skills and abilities of the team taken into consideration when the roles were appointed and were they employed effectively?

**2. What was your role in the company? Write about your involvement and your contribution. Please identify at least three areas where you made a difference. What could you have done better? What were the main learning outcomes and benefits for you?**

Consider the following prompts:

- a. Describe your role. How important was it to the project?
- b. Were your existing skills and natural talents used? To what extent did these contribute to the overall success of the venture?
- c. Reviewing your performance, where could you have done better? What additional skills and knowledge would you need to improve?
- d. What new skills have you learnt as a result and how might they be of benefit to you in the future? Has the experience influenced or inspired your career ambitions? Has it made you more aware of the business world around you? Please state how.

**3. Money and profit is an important measure of the success of any business. How was your company's money and profitability managed from the start and throughout the project?**

Consider:

- a. Who took responsibility for this?  
Were start-up costs calculated? Was there a budget? How was the price set?
- b. How was the cash position managed and reported? Was all the team aware of the financial position at all times?
- c. To what extent was the company aware of charges and tax liabilities that will have to be settled before it is wound down?
- d. Do you think that overall the return on investment and effort was worthwhile, profitable?

**4. Consider at least two or more people (either inside or outside the company) who had a major influence (positive or negative) on your company's activities. Describe what you observed and what you have learned that will be beneficial to you in the future in managing others or working in a group.**

Consider:

- a. Describe the contributions of those who had a positive (or negative) impact.
- b. Which qualities made these people stand out and what did the other members of the group gain or learn from them?
- c. From the experience, what do you consider the main qualities and skills of good managers and leaders?
- d. How would you behave differently in any new group you join and work with in order to be more effective?

**5. How did your company promote and sell the product / service?**

Consider:

- a. What was the company's approach to creating an image/ brand?
- b. How did you want your customers to view your company and the product?
- c. What channels of promotion/media were used? Why were these chosen – advertising, social media, point of sales, posters? Give examples and reasons.
- d. How was the sales effort planned and carried out?

**6. How was the idea generated and evaluated in the first place?**

Consider:

- a. How did the business idea come about? Was brainstorming employed? Was it by mutual consensus or compromise? Did everyone agree and 'buy in' from the start?
- b. Did your company carry out market research? Was the product or service modified as a result of what you were hearing back from your customers?
- c. Did you consider any competitors' products and improve your offering as a result?
- d. Did you work out in advance the full costs of developing, making and supplying the final product or service?

**End of Paper**