

## EXAMINATION PAPER 1

### SECTION A

#### QUESTION 1

- |       |  |         |             |
|-------|--|---------|-------------|
| 1.1   | Name THREE personal resources of successful entrepreneurs.           | 15 × 20 | 600         |
| 1.2   | Name TWO types of data.  | 10 × 20 | 640         |
| 1.3   | List FIVE idea-generation techniques.                                | 15 × 20 | 660         |
| 1.4   | State the purpose of each of the following parts in a business plan: |         |             |
| 1.4.1 | Executive summary  |         |             |
| 1.4.2 | Marketing feasibility study  |         |             |
| 1.4.3 | Conclusion   |         |             |
| 1.4.4 | Financial feasibility study  |         |             |
| 1.4.5 | Appendix   | 15 × 20 | 680         |
|       |  |         | <b>1200</b> |

#### QUESTION 2

Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (2.1–2.10).

- 2.1 The marketing mix consists of price, place, product and promotion.
- 2.2 Personal funds are a form of borrowed finance.
- 2.3 The mark-up policy is a component of marketing.
- 2.4 A benefit tells the customer something about the product whereas a feature tells the customer how the product/service can make his/her life better.
- 2.5 A competitive advantage is when you make your product or service more attractive to customers than that of your competitors.
- 2.6 During the 'follow-up' step of the selling process, a salesperson follows up to make sure that the customer is still happy with his/her purchase.
- 2.7 Discounts occur when a product is sold at a high price.
- 2.8 A legal entity requirement is the way in which a business is registered in terms of tax authorities and law courts.
- 2.9 Shareholders get a dividend after the company announces its profits.
- 2.10 Choosing a supplier that practice sustainability is one of the important criteria when selecting a suitable supplier.

100 × 20

**1200**

**TOTAL SECTION A: 2400**

# Question Papers About Entrepreneurship And Business Management

**Oswaal Editorial Board**



## **Question Papers About Entrepreneurship And Business Management:**

The book delves into Question Papers About Entrepreneurship And Business Management. Question Papers About Entrepreneurship And Business Management is an essential topic that must be grasped by everyone, from students and scholars to the general public. This book will furnish comprehensive and in-depth insights into Question Papers About Entrepreneurship And Business Management, encompassing both the fundamentals and more intricate discussions.

1. This book is structured into several chapters, namely:
    - Chapter 1: Introduction to Question Papers About Entrepreneurship And Business Management
    - Chapter 2: Essential Elements of Question Papers About Entrepreneurship And Business Management
    - Chapter 3: Question Papers About Entrepreneurship And Business Management in Everyday Life
    - Chapter 4: Question Papers About Entrepreneurship And Business Management in Specific Contexts
    - Chapter 5: Conclusion
  2. In chapter 1, the author will provide an overview of Question Papers About Entrepreneurship And Business Management. This chapter will explore what Question Papers About Entrepreneurship And Business Management is, why Question Papers About Entrepreneurship And Business Management is vital, and how to effectively learn about Question Papers About Entrepreneurship And Business Management.
  3. In chapter 2, the author will delve into the foundational concepts of Question Papers About Entrepreneurship And Business Management. This chapter will elucidate the essential principles that must be understood to grasp Question Papers About Entrepreneurship And Business Management in its entirety.
  4. In chapter 3, the author will examine the practical applications of Question Papers About Entrepreneurship And Business Management in daily life. The third chapter will showcase real-world examples of how Question Papers About Entrepreneurship And Business Management can be effectively utilized in everyday scenarios.
  5. In chapter 4, this book will scrutinize the relevance of Question Papers About Entrepreneurship And Business Management in specific contexts. This chapter will explore how Question Papers About Entrepreneurship And Business Management is applied in specialized fields, such as education, business, and technology.
  6. In chapter 5, this book will draw a conclusion about Question Papers About Entrepreneurship And Business Management. This chapter will summarize the key points that have been discussed throughout the book.
- The book is crafted in an easy-to-understand language and is complemented by engaging illustrations. This book is highly recommended for anyone seeking to gain a comprehensive understanding of Question Papers About Entrepreneurship And Business Management.

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