

EBM N4 Revision Test 3: Week 1-4

CLASS TEST – 1.5 HOUR – 100 MARKS

SECTION A

[24 MARKS]

QUESTION 1

(24 MARKS)

Entrepreneurship in action

If the entrepreneur Mr Jack Simper were to choose the most essential element for success, he says, he would opt for endurance. "You have got to have endurance to see you through the bleak times", says the owner of Simper painting and renovating. Mr. Simper has had to draw heavily on his power of perseverance since entering the highly competitive field of painting and renovating in mid-2010.

Today he employs 30 permanent staff. The future looks even brighter for Mr. Simper but he has learnt a lot from the dark days at the beginning when he was struggling.

- 1.1. State **FOUR** ways Mr. Simper can use to protect his business idea (4x1) [4]
- 1.2. What are the creativity methods which Mr. Simper can use to improve the process of identifying opportunities? (5x1) [5]
- 1.3. State **FIVE** methods Mr. Simper can use to finance his business. (5x1) [5]
- 1.4. List **FIVE** strategies by Mr. Simper to improve customer relations and service delivery. (5x1) [5]
- 1.5. Name **FIVE** ways to avoid business failure. (5x1) [5]

SECTION B

[76 MARKS]

QUESTION 2

(34 MARKS)

- 2.1. Briefly explain any **SIX** roles of an entrepreneur. (6x2) [12]
- 2.2. List **FOUR** merits an entrepreneur needs in order to be successful. (4x2) [8]
- 2.3. Explain the SWOT analysis. (4x2) [8]
- 2.4. Name any **SIX** forces that might affect your business (6x1) [6]

QUESTION 3

(42 MARKS)

- 3.1. Explain **EIGHT** qualities an entrepreneur needs to be successful (8x2) [16]
- 3.2. List and explain **FIVE** ways you would use to avoid business pitfalls (5x2) [10]
- 3.3. List and explain why entrepreneurs fail. (3x2) [6]
- 3.4. State and explain **FIVE** methods of collecting primary data (5x2) [10]

Northlink Past Papers

Clemens Wendtner



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Northlink Past Papers: Bestsellers in 2023 The year 2023 has witnessed a noteworthy surge in literary brilliance, with numerous captivating novels captivating the hearts of readers worldwide. Lets delve into the realm of top-selling books, exploring the engaging narratives that have charmed audiences this year. Northlink Past Papers : Colleen Hoover "It Ends with Us" This poignant tale of love, loss, and resilience has captivated readers with its raw and emotional exploration of domestic abuse. Hoover expertly weaves a story of hope and healing, reminding us that even in the darkest of times, the human spirit can triumph. Northlink Past Papers : Taylor Jenkins Reids "The Seven Husbands of Evelyn Hugo" This intriguing historical fiction novel unravels the life of Evelyn Hugo, a Hollywood icon who defies expectations and societal norms to pursue her dreams. Reids captivating storytelling and compelling characters transport readers to a bygone era, immersing them in a world of glamour, ambition, and self-discovery. Discover the Magic : Delia Owens "Where the Crawdads Sing" This mesmerizing coming-of-age story follows Kya Clark, a young woman who grows up alone in the marshes of North Carolina. Owens crafts a tale of resilience, survival, and the transformative power of nature, entrancing readers with its evocative prose and mesmerizing setting. These popular novels represent just a fraction of the literary treasures that have emerged in 2023. Whether you seek tales of romance, adventure, or personal growth, the world of literature offers an abundance of compelling stories waiting to be discovered. The novel begins with Richard Papen, a bright but troubled young man, arriving at Hampden College. Richard is immediately drawn to the group of students who call themselves the Classics Club. The club is led by Henry Winter, a brilliant and charismatic young man. Henry is obsessed with Greek mythology and philosophy, and he quickly draws Richard into his world. The other members of the Classics Club are equally as fascinating. Bunny Corcoran is a wealthy and spoiled young man who is always looking for a good time. Charles Tavis is a quiet and reserved young man who is deeply in love with Henry. Camilla Macaulay is a beautiful and intelligent young woman who is drawn to the power and danger of the Classics Club. The students are all deeply in love with Morrow, and they are willing to do anything to please him. Morrow is a complex and mysterious figure, and he seems to be manipulating the students for his own purposes. As the students become more involved with Morrow, they begin to commit increasingly dangerous acts. The Secret History is a brilliant and thrilling novel that will keep you wondering until the very end. The novel is a warning tale about the dangers of obsession and the power of evil.

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