Module Title: Enterprise and Opportunity
Level: Four
Time Allowed: Two hours

Instructions to students:

- Enter your student number not your name on all answer books.
- Answer the four questions
- All questions are equally weighted
- Only work recorded in the answer book will be assessed.
- Neither books nor notes may be taken into the examination
- The case study distributed prior to the examination is not permitted in the examination room. A new copy will be provided.

No. of Pages: 2
No. of Questions: 4
Answer all **four** questions

**Question 1**
The entrepreneur has identified an opportunity.
Discuss the challenges faced by her in making this a successful business.  
(25 marks)

**Question 2**
Review the strengths and weaknesses of the business plan.
What additional research would make it more convincing?  
(25 marks)

**Question 3**
How might the entrepreneur further exploit this concept?
Consider **three** different ways in which the business might grow in future years.  
(25 marks)

**Question 4**
Identify ways in which the business could be better promoted.  
(25 marks)

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End of Paper