

Past Paper Questions for Chapter 4

(a) Definition of Enterprise & Enterprise vs Management

2012 Q1 Short

Illustrate your understanding of the term *enterprise*.

MS: 4m + 4m + 2m.

E.g. _____

2009 Q7 Short

Illustrate the difference between 'enterprise' and 'management'.

MS: 5m (3m + 2m).

Reminder: 'Illustrate' means you must give an example for the extra 2m in each part. With no example, the most you can score in the question is 6/10.

Enterprise

E.g. _____

Management

E.g. _____

**(b) Enterprise Skills & Characteristics /
Enterprise in Action**

2017 Q4 (A)

Outline the characteristics/skills that you would associate with entrepreneurs. (20m)

MS: 4@5(2+3)

The Business Guys

2011 Q4 (A)

Colm has decided to form a tidy towns committee in his local village and enter the 'tidiest village' category of the National Tidy Towns competition in 2013.

Discuss **four** entrepreneurial skills that Colm will require in developing this local community initiative.

MS: Four separate/distinct skills + ref. to tidy towns (2m, 2m, 1m [reference])

The Business Guys

2008 Q4 (A)

"Being decisive, creative and being prepared to take risks are personal characteristics often associated with entrepreneurs".

Discuss these characteristics and support your answer with examples. (15 marks)

MS: No marks awarded for headings as they are given in the question. 3 marks for keywords and understanding; 2 marks for a relevant example.

Decisive

Creative

Being prepared to take risks

2018 Q4 (C)

Outline two reasons why a person might become an entrepreneur. (10 marks)

MS: 2@5(2+3)

1.

2.

(c) Intrapreneurship

2015 Q10 Short

Outline two methods of promoting *intrapreneurship*.
MS: 5m (3m + 2m) x 2.

1. _____

2. _____

2008 Q1 Short

(a) Intrapreneurship is:
(b) State **two** examples of intrapreneurship.
MS: 6m + 4m (2m + 2m)

1. _____

2. _____

The Business Guys

2013 Q4 (A)

EducaPrint Ltd is a business publishing schoolbooks in Ireland. John O’Leary, the Production Manager, suggested introducing some of its traditional print books in eBook format. He wanted to tap into the improvements in broadband speed and the major developments in mobile devices. The eBooks were launched onto the market in 2013 to great success. EducaPrint Ltd operated a matrix organisation structure for the development of the eBook products.

- (i) Explain the term ‘intrapreneurship’
- (ii) Outline methods of promoting intrapreneurship in EducaPrint Ltd. (20 marks)

MS: (i) 6 marks (4+2) (ii) 2 @ 7 marks each (4+2+1). Must refer to EducaPrint Ltd.

(i)

(ii)

Link:

Link:

The Business Guys

2016 Q4 (A)

The Mayfair Hotel is a five-star city centre hotel which is celebrating 100 years in business. To celebrate this centenary, the management of the hotel is planning various events. The General Manager, Ann Johnson, has suggested organising staff into various project teams, with a project leader to plan for this centenary celebration.

Discuss how the hotel staff could apply entrepreneurial skills/characteristics to develop the various centenary events.

MS: 4 X 5 (2+3) Discuss – so no headings. You must link a skill/char to staff in the hotel

Link:

Link:

Link:

Link: