



Entrepreneurs & Enterprise
Business Past Exam Questions
Higher Level

2012

Section 1 - Question 1

1. Illustrate your understanding of the term *enterprise*.

2011

Section 3 - Question 1 A

- (A) Outline, using examples, the relationship that can exist between 'Investors' and 'Entrepreneurs' in business.

Section 3 – Question 2 C

- (C) (i) Explain the term 'Community Development'.
(ii) Evaluate the services provided by 'County and City Enterprise Boards' (CEBs).

(20 marks)

Section 3 – Question 4 A

- (A) Read the information supplied and answer the question which follows.

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.

(20 marks)

2009

Section 1 - Question 7

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

Section 2

Applied Business Question

Renewable Energy Solutions (RES) Ltd

Liam Best, an electrical engineer, established Renewable Energy Solutions (RES) Ltd ten years ago. The business imports, supplies and installs energy efficient solar panels that are used to heat homes and businesses. While attending a Trade Fair in Germany on behalf of his previous employer, Liam identified a niche in the market for an Irish supplier of solar panels. With twenty years experience in the heating and plumbing supplies business and with no opportunity for promotion, he decided to start his own business. Impressed with Liam's knowledge and belief in his product, Liam's bank manager and a number of private investors were happy to provide the necessary finance. The business grew rapidly and by the end of 2007 had a turnover of €30 million and a workforce of thirty.

The past year, however, has been difficult for the business. As the construction of new houses has fallen, there has been a steady decline in the sales of solar panels. Costs are rising and the business is finding it more difficult to pass on price increases to customers. Cash flow is tight and Liam is particularly concerned by the fact that two of his largest customers have not paid their bills on time. In addition, the company is finding it difficult to raise short term finance due to the current credit squeeze. Rising stock levels in the warehouse are also causing problems. A number of customers have recently returned solar panels, as a result of damage caused while in storage in the warehouse or in transit.

Liam is confident that the demand for green energy sources in Ireland will increase again. He believes that the government's new Building Energy Rating (BER) regulations, combined with the increasing demand for more cost effective and environmentally friendly heating systems, will provide opportunities for his business.

However, Liam has e-mailed all staff informing them that action will need to be taken swiftly if the business is to survive the current downturn in the economy. To avoid the introduction of compulsory redundancies, Liam explains in his e-mail that it will be necessary to implement a 10% pay cut, with immediate effect for all workers. The staff contacted their trade union to express their concerns about the proposed pay cuts. A trade union meeting has been organised to discuss staff concerns and agree a response to the pay cut proposed by Liam.

- (A) Illustrate, using examples from the above text, **four** enterprising characteristics/skills shown by Liam. (20 marks)
- (B) Discuss **three** types of management control that you would recommend Liam put in place to secure the future of RES Ltd. (30 marks)
- (C) (i) Describe, using the above text, **one** possible non-legislative and **one** legislative solution for the industrial relations problem facing RES Ltd.
- (ii) In your view how should Liam have dealt with the issue to lessen the likelihood of an industrial relations conflict? (30 marks)

2008

Section 1 - Question 1

1. (a) Intrapreneurship is: _____

(b) State **two** examples of intrapreneurship:

(i) _____

(ii) _____

Section 3 - Question 4 A

Question 4

(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)

2007

Section 3 - Question 4 A

Question 4

(A) Describe **three** enterprise skills required of an entrepreneur. (15 marks)

2006

Section 3 - Question 4 A

1. Illustrate your understanding of the term 'entrepreneurship':

Section 3 - Question 4 A

- (C) Using examples, analyse the importance of **four** different enterprising skills and relate two to business and two to the community. (20 marks)