



Starting a Business/Business Plans

Business Past Exam Questions

Higher Level

2013

Section 3 - Question 2

Choosing the most appropriate type of business structure is very important when setting up a business.

Question 2

- (A) Discuss the opportunities **and** challenges of *Partnership* as a form of business ownership. (20 marks)
 - (B) Outline the role of the Irish Government in encouraging **and** in regulating business in Ireland. (20 marks)
 - (C) Discuss current trends affecting businesses in the services sector of the Irish economy. Provide examples to support your answer. (20 marks)
- (60 marks)**

2012

Section 3 - Question 6C

(C) Read the information supplied below and answer the questions which follow.

Zac Computing Ltd, an innovative new technology business, considers its business plan to be an essential document in the context of a business start-up and future growth.

- (i) Explain the term “business plan”.
 - (ii) Evaluate the importance of a business plan to an innovative new technology business.
- (20 marks)

2011

Section 3 - Question 7 A

(A) Discuss **two** possible challenges associated with starting a new business.

(10 marks)

2010

Section 3 - Question 4 B

- (B) Analyse the contributions that *strategic* and *tactical* planning can make to the successful management of a business. Use examples in your answer. (20 marks)

Section 3 - Question 6

Read the information supplied below and answer the questions which follow.

Marie Nolan is the owner of 'Marie's Pizzas' a successful pizza restaurant with a home-delivery service. Demand for take-aways has increased, as more people are eating at home due to the economic downturn. Marie is planning to expand her business through franchising and her accountant recommends that a business plan should be prepared before going ahead.

- (A) Evaluate franchising (benefits and risks) as a method of expansion for the Pizza business. (20 marks)
- (B) Outline **two** benefits to 'Marie's Pizzas' of preparing a business plan. (10 marks)
- (C) (i) Discuss the factors that should be considered when choosing between different sources of finance.
- (ii) Analyse **two** appropriate sources of finance for acquiring an additional delivery van at 'Marie's Pizzas'.

(30 marks)

(60 marks)

2008

Section 3 - Question 7

(A) Outline the benefits for a new business of preparing a Business Plan. (15 marks)

(B) Motor Manufacturing Ltd. is considering the introduction of a new product. The business has provided the following figures:

| | |
|--------------------------------|--------------|
| <i>Fixed Costs</i> | €200,000 |
| <i>Variable Cost per Unit</i> | €5 |
| <i>Selling Price</i> | €15 |
| <i>Forecast Output (Sales)</i> | 30,000 Units |

(i) Illustrate by means of a break-even chart:

- (a) The Break - Even Point.
- (b) Profit at forecast output.
- (c) The Margin of Safety at forecast output.

(ii) Explain 'Margin of Safety'. (30 marks)

(C) Evaluate the importance of 'Feasibility Study' and 'Prototype Development' in the development process of a new product of your choice. (15 marks)

(60 marks)

2006

Section 3 - Question 6

Question 6

Paula and Thomas have recently returned to Ireland having worked with transnational companies for ten years. They wish to set up in business together in Ireland manufacturing a range of new organic breakfast cereals. Paula has particular expertise in production and finance and Thomas in marketing and human resources.

- (A) Draft a Business Plan for this proposed new business using **five** main headings, outlining the contents under each heading. (40 marks)
- (B) In time, Paula and Thomas intend to expand the business into the EU market.
- (i) Describe the implications for the business of expansion.
- (ii) Explain **two** methods of expansion you would advise them to consider. (20 marks)
- (60 marks)