



FACULTY OF MANAGEMENT
DEPARTMENT OF BUSINESS MANAGEMENT
SUPPLEMENTARY FINAL SUMMATIVE ASSESSMENT

SUBJECT: Entrepreneurship & New Venture Creation 3
CODE: ENVC301
DATE: December 2015
TIME ALLOWED: 180 Minutes
TOTAL MARKS: 100

ASSESSORS: Mr C Schachtebeck
MODERATOR: Mr N Chiliya (University of Witwatersrand)
NUMBER OF PAGES: 2

INSTRUCTIONS:

1. This is a closed-book assessment.
 2. Question papers must be handed in together with your answer books.
 3. Read the questions carefully and answer only what is asked.
 4. Answer all the questions:
 - Answer **Section A** in the answer book.
 5. Number your answers clearly.
 6. Write neatly and legibly on both sides of the paper in the answer book, starting on the first page.
 7. Structure your answers by using appropriate headings and subheadings.
 8. The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment.
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SECTION A**[100 MARKS]****QUESTION 1****[20 MARKS]**

Franchising has grown exponentially in South Africa over the past decade. This growth can be attributed to a number of factors, mainly relating to the nature of franchising.

Discuss in detail the concept of franchising. In your explanation, mention who are the relevant parties, how their relationship is governed and what some of the costs involved in franchising are.

QUESTION 2**[20 MARKS]**

An organisation **uses** financial ratios for a number of reasons, the most prevalent reason being analysis of operations.

Briefly **explain** the five (5) main types of financial measures (ratios) an organisation has at its disposal. Then **indicate** for each ratio how it can be used to improve organisational performance.

QUESTION 3**[40 MARKS]**

The marketing plan is one of the most crucial sections of a business plan. Prepare a detailed marketing plan for a business of your choice.

The marketing plan should cover the following aspects (NOTE: you can make assumptions where necessary):

- Background (2 marks)
- Market analysis (10 marks)
- Marketing Strategy (8 marks)
- Industry analysis (10 marks)
- Sales forecast (10 marks)

QUESTION 4**[20 MARKS]**

Briefly discuss the contents of the following sections of the operations plan. Ensure that you discuss in detail what sort of information an entrepreneur should provide in each section.

- Location (10 marks)
- Processes (5 marks)
- Capacity (5 marks)

END OF ASSESSMENT