



**COLLEGE OF BUSINESS AND ECONOMICS
JOHANNESBURG BUSINESS SCHOOL
DEPARTMENT OF BUSINESS MANAGEMENT
FINAL SUMMATIVE ASSESSMENT**

SUBJECT: Entrepreneurial Management 2A
CODE: EMT2A01/INT2A01/ETS12A2
DATE: May 2018
TIME ALLOWED: 150 Minutes
TOTAL MARKS: 125

ASSESSOR: Mr C Schachtebeck
Mr J Davids
MODERATOR: Dr H Boikanyo
NUMBER OF PAGES: 4

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 in the answer book provided.
 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**[125 MARKS]****QUESTION 1****[62 MARKS]****Paul Rubin on launching Cape Town's first plastic-free grocery store****Plastic waste has become a pandemic across the globe. We talk to Paul Rubin, one of the co-founders of Nude Foods, about his eco-friendly approach to retail**

Some 150 million tons of plastic are estimated to be present in the world's seas and oceans at the moment. If human beings continue to produce plastic at the current rate, by 2050, the total weight of the ocean's plastic will outstrip that of fish.

The co-founders of Nude Foods, Paul Rubin and Sherene Kingma, are striving to build a brand that offers consumers a more sustainable way of living.

"You just need to visit any beach in the world to see why plastic-free stores are necessary," says Rubin. "Waste-free shopping is a growing trend around the world. We both became frustrated waiting for someone to open such a store in Cape Town, so we eventually decided to do it ourselves."

How will it work?

The business partners are striving to offer customers healthy, good quality and affordable products, with as low an environmental impact as possible.

"Over the past six months, we have been researching how best to create a grocery offering in a whole new way. We have chatted to overseas and local experts, and have taken what advice is available and come up with a few of our own solutions as well," says Rubin.

Set to launch in early December, the grocery store will sell organic fruit and vegetables and dry goods like nuts, seeds, tea, coffee, flour, cereals, grains, spices, pulses, legumes and

super-foods. It will also stock a range of oils and vinegars on tap, as well as earth-friendly home and body products.

Goods will be stored and packaged in recyclable brown paper bags, as well as re-usable cotton bags and glass jars, which will be on sale and customers will be encouraged to reuse them each time they shop.

Consumers will also be allowed to bring their own containers and Nude Foods will offer an in-store solution for sterilising containers to avoid contamination.

Rubin says that they plan to ensure that all products will be fairly priced – basic and essential goods should be competitive with major supermarkets.

“A major cost-saving benefit for customers is that they can choose the exact weight of items they want, which will help avoid waste and reduce the cost. We are not trying to create something that is only targeted at affluent Capetonians, but accessible to the average South African,” he adds.

Future plans

The Nude Food founders are already working on opening a second store in February 2018 and their long-term goal is to offer a store-within-a-store concept to large retailers looking for a plastic-free solution.

What advice do they have for aspiring entrepreneurs? “Don’t be scared to try and fail. These are the most valuable lessons you will ever learn about business, yourself and life,” concludes Rubin.

Source: <http://www.destinyman.com/2017/11/24/paul-rubin-launching-cape-towns-first-plastic-free-grocery-store/>

- 1.1 **Discuss** the seven (7) components of a viable business opportunity (7 marks). Then, **evaluate** by means of examples from the case study, whether Nude Foods meets the criteria of a viable business opportunity (7 marks). (14)
- 1.2 The six thinking hats technique, developed by Edward de Bono, can be used to generate new product and service ideas. **Explain** the meaning of each of the six hats (6 marks). Then, by utilising the six hats, **generate** ideas to expand the Nude Foods concepts (12 marks). (18)
- 1.3 **Play** the role of the ‘Judge’ in critical idea evaluation, as proposed by Lumsdaine and Binks. **Use** the three main techniques proposed by these authors to evaluate the idea behind the Nude Foods concept. Develop your own criteria where necessary. (15)
- 1.4 List the steps in the ‘window of opportunity’ (5 marks). Then apply the process to the case study (10 marks). (15)

QUESTION 2**[6 MARKS]**

When designing a marketing campaign, it is always important to cater for a specific audience. **Explain** six (6) items that need to be taken into account when designing a marketing campaign for Quadrant D thinkers, according to the Herman Brain Dominance indicator (HBDI).

QUESTION 3**[31 MARKS]**

3.1 Apple was recently applied for a patent for a cellphone that consists of a foldable screen. This would enable the user to bend and fold the screen of their phone.

Explain what a patent is (2 marks) and what the benefit of patent protection for Apple is (6 marks). Also **argue** whether the foldable screen meets the criteria for a patent (4 marks). (12)

3.2 Discuss in detail what entails licensing (4 marks). Then substantiate whether Apple's new foldable screen could be licensed (5 marks). (9)

3.3 In developing the new folding screen, Apple engineers might have used the left and right sides of their brain. Differentiate between the left and right said of the brain by highlighting five (5) key differences [NOTE: NO marks are awarded for just listing the differences. The differences need to be explained] (10)

QUESTION 4**[6 MARKS]**

For each of the below products/services, **indicate** the best method of protecting intellectual property.

4.1	A pine tree
4.2	Entrepreneurship 2A learning guide
4.3	Counterfeit Nike sneakers
4.4	The brand name 'Coca Cola'
4.5	Water molecules
4.6	A mathematical formula

QUESTION 5**[20 MARKS]**

Read this scenario:

There is a mother duck and her three ducklings that cross the road every day in front of a school in Auckland Park. Cars slam on their brakes. Sometimes one of the ducklings gets left on the other side of the road. Sometimes it seems as if the ducks don't know how to get back.

Solve this problem by applying the five (5) steps of creative problem solving. [NOTE: You do NOT have to use the six metaphors in your discussion]

END OF ASSESSMENT