



UNIVERSITY
OF
JOHANNESBURG

**COLLEGE OF BUSINESS AND ECONOMICS
JOHANNESBURG BUSINESS SCHOOL
DEPARTMENT OF BUSINESS MANAGEMENT**

Final Summative Assessment.

SUBJECT:	Business Entrepreneurial Skills
CODE:	BTN1AE4
DATE:	25 May 2019
TIME ALLOWED:	180 Minutes
TOTAL MARKS:	120

ASSESSORS:	Prof Ed Bbenkele
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INTERNAL MODERATOR:	Prof S. Dhliwayo
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EXTERNAL MODERATOR:	Dr N Chiliya (WITS)
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NUMBER OF PAGES:	2
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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 questions.
5. Number your **answers clearly**. **Some order** in answering questions is desired.
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 sub-headings**.
8. The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment.

Answer all questions below.

QUESTION 1

[25 Marks]

- 1.1 Explain any five (5) requirements needed for your business to comply with the Skills Development Act. (15 Marks)
- 1.2 Briefly explain the window of opportunity model. (10 Marks)

QUESTION 2

[25 Marks]

The Business Canvass is a strategic tool using 9 pillars, used to assist in developing an approach in starting a business, growing a business or turning around a business. With regard to your current position, explain the pillars below using your group company project. (5 Marks for each).

- A. Value proposition.
- B. Customer segments
- C. Customer relationships.
- D. Key activities
- E. Key resources

QUESTION 3

[25 Marks]

Discuss five (5) factors which influence entrepreneurial orientation as suggested by Nieman and Nieuwenhuizen. Do you agree with these or not? Support your answer.

QUESTION 4

[25 Marks]

There has been a threat of foot and mouth disease in the country especially in areas bordering Mozambique and Zimbabwe. The UN has hired you as a consultant to solve the problem.

You are required to use the creative problem solving process to write a **detailed report** to the UN on what needs to be done to solve this problem.

QUESTION 5

[20 Marks]

Discuss why a company especially in Biotechnology needs a quality system.

END OF ASSESSMENT