



FACULTY/COLLEGE	College of Business and Economics
SCHOOL	School of Management
DEPARTMENT	Business Management
CAMPUS	SWC
MODULE NAME	Entrepreneurial Growth Strategies
MODULE CODE	EGS01B1/EGS0B01
SEMESTER	First
ASSESSMENT OPPORTUNITY, MONTH AND YEAR	Final Continuous Assessment October 2020

ASSESSMENT DATE	29 October 2020	SESSION	
ASSESSORS	Mr Lawrance Seseni		
MODERATOR	Mrs Joyce Sibeko		
DURATION	7 days	TOTAL MARKS	125

NUMBER OF PAGES OF QUESTION PAPER (Including cover page)	3
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INSTRUCTIONS:

- This is an open-book assessment. However plagiarism and collusion will not be permitted.
- Please answer all the questions and number your answers clearly, answering only what is asked!
- Structure your answers by using appropriate headings and subheadings.
- All questions should be answered using your own words and own examples. Do not simply copy from the textbook or other sources.
- You may use your module notes, but may not ask any other person for assistance either personally, through social media or any other form of communication.
- Please type your answers in a word document and upload to Blackboard before the deadline. Please note that your submission will generate a safe-assign similarity (i.e. plagiarism) report, avoid plagiarism and collusion (input/assistance from anyone else) as these will impact your marks negatively.
- You will have three opportunities to submit. If you note that your report indicates incorrect referencing or plagiarism, correct your submission by noting the Harvard referencing guidelines and resubmit timeously. Note that the system will keep a record of each of your submissions.

- If it is found that your work is similar to the textbook, other sources or any of your peers, Student Ethics and Judicial Services will be informed. This would lead to a disciplinary hearing which may include expulsion.
 - You are required to sign and submit the cover sheet with the signed anti-plagiarism declaration along with your submission.
 - By submitting your assessment, 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]**

At the beginning of the semester you identified a SMME and wrote a business case study about it. In this assessment, you will have to use the same business case study to respond to answer the questions that will follow:

QUESTION 1**[75 MARKS]**

Corporate entrepreneurship is the term used to describe entrepreneurial behaviour in an established organisation. Propose a Covid-19 related product/service that will be adopted by the SMMEs that you wrote a case study on.

Note:

- (a) Identify a Covid-19 related product/service **(2)**
- (b) Explain how the new product/service will work **(3)**
- (c) Give five unique features of the product/service and explain them **(10)**
- (d) Identify and explain a Fourth Industrial Revolution technology that will be used on this product and explain why it should be used **(15)**
- (e) Prepare a 3 to 5 minutes video pitch of this new Covid-19 related product/service that you will propose **(20)**
- (f) Discuss the risk checklist that will be used when proposing and ultimately launching the new product. Provide examples as related to the case study **(25)**

QUESTION 2**[20 MARKS]**

Prepare a business canvas for the new product/service. Use question 1 as a guide to answer this question.

QUESTION 3**[30 MARKS]**

The business plan is a formal written document. It should set out what your venture seeks to achieve and how it will achieve it. Following question 1 and 2, draft a business plan for the new Covid-19 related product/service.

END OF ASSESSMENT