



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	Second Semester
ASSESSMENT OPPORTUNITY, MONTH AND YEAR	Supplementary Continuous Assessment January 2021

ASSESSMENT DATE	January 2021	SESSION	
ASSESSOR	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.

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- 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 second semester you identified an SMME and wrote a business case study about it and later introduced a COVID-19 related product/service. In this assessment, you will have to use the same business case study and COVID-19 related product/service to answer the questions that follow.

QUESTION 1**[30 MARKS]**

“The business profile is designed to be an overview of your business and the business plan. It should provide readers with a quick overview of your business, including your values and objectives, so they can get an immediate feel for what you’re doing and where you’re going.” Prepare a business profile for the business you wrote a case study on.

QUESTION 2**[25 MARKS]**

“It is no secret that videos are a valuable way of communicating information. With attention spans dropping and the need to get larger amounts of information across in a shorter period of time, a well-placed video can take your presentation to the next level.” Using Question 1, prepare a 3- to 5-minute video presentation pitch of the business profile.

QUESTION 3**[20 MARKS]**

There are five stages that an SMME might go through in developing its overseas markets. With the use of the COVID-19 related product/service from the case study, prepare a five-stage model process for selling into foreign markets. For every stage, provide an example as related to the case study.

QUESTION 4**[50 MARKS]**

“A marketing plan is a comprehensive document that outlines a company’s overall marketing effort. It is a blueprint that outlines how a company will implement its marketing strategy, and use a combination of resources to achieve business objectives including sales targets or customer acquisition.” Based on the COVID-19 related product/service you developed in your Continuous Assessment 5, draft a marketing plan since you will be taking the product/service to foreign markets.

END OF ASSESSMENT