

Format of the examination paper •

Duration of the exam: 2 hours.

- Examination total: 70 marks.
- Two sections
 - Section A: Compulsory.
 - Section B: Consists of three (3) questions of which you have to do two (2).
- There are NO multiple choice questions in the exam.

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Section A:

- This is a compulsory section which means you have to do it.
- It counts for 30 marks.

• Section B

- Choose two(2) out of the three (3) questions.
- Each question in this section counts for 20 marks.
- In total Section B counts for 40 marks.

Prescribed textbook

- Entrepreneurial Skills

Mmako, Radipere, Shambare & Dhliwayo (2017)

The examination paper

- The examination paper is NOT difficult but requires that you have good knowledge of the work.
- You have to spend time preparing for the examination.
- This means:
 - Reading the prescribed book a few times.
 - Summarising key concepts and making sure that you understand them.
 - Using the tutorial letters (101,201) as supplements to the prescribed book in preparing for the examination.

The examination paper (continued)

- You have to study ALL the chapters in your prescribed book!
- Please read each question carefully so that you understand what is required of you.
 - Take note of key words like “list”, “discuss”, “describe” or “explain” and do what the question asks you to do.
 - Make sure that you answer all the questions you have selected and complete all the subsections of those questions.
 - Some questions are specific theoretical questions for example, definitions or explanations of the meaning of important concepts in the study material.
 - You have to be able to define concepts, give examples and explain what is meant by certain concepts.
 - You should also be able to apply your knowledge to scenarios so make sure you understand what you are learning and not just memorising the facts.

The examination paper (continued)

- The examination paper is set in English.
- Please check *MyUnisa* for the most up to date examination date.

Tips

“Define question”

Define Business Networking

- ✓ **Tip:** A definition is a clear or perfect statement that describes what something is. When asked to define you must say very clearly what something is.

Mark Allocation: 2 marks

Answer: The practice of creating a mutually beneficial relationship with other business people and potential clients or customers. ✓ You can be networking for new customers, business partners, potential suppliers or access to new markets. ✓

Tips

“Discuss question”

- ✓ **Tip:** Look at the key word in the question. You are required to provide a **DISCUSSION** and a discussion should be provided.
- ✓ “Discuss” means providing a detailed explanation of something.

Tips

“Application to case study”

- ✓ **Tip:** Pay attention to the allocated mark per question when answering and use theory from the textbook to build your examples from the case study. In this way, you will score more points on the question.

Examples: Entrepreneurs are encouraged to start businesses that they have a passion for. ✓ With reference to the case study, explain “passion” as a characteristic of an entrepreneur. ✓

Mark Allocation: 4 marks

Answer: Entrepreneurs should start businesses that they are passionate about. ✓ They are more likely to succeed in pursuing a business that they find interesting and fascinating. ✓

Tips

“Application to case study”

Application to the case study:

Referred to as a born salesman; Geldenhuys’s passion for selling and getting the product out there paid off for his business as it worked as a motivating factor to succeed in the venture. ✓

Despite not having appropriate resources to make the products, he focused on getting the product out there, which is another important characteristic of successful entrepreneurs, to persevere against all odds. ✓

(Refer to tutorial letter 201, feedback on assignment 2)

Tips

“Explain question”

- ✓ **Tip:** Explaining is providing a statement or facts that explain something clearly and makes it easy to understand.

Example: Explain the four (4) networking spheres

Answer:

First contact: family members. ✓ They are often the first point of contact and day-to-day communication. ✓

Second contact: friends. ✓ Friends can play a role in networking by sharing information about your business with others. ✓

Third contact: colleagues, church members, classmates and neighbors. ✓ They are the people you talk to everyday just like family. ✓

Fourth contact: business associates, referrals, mentors. ✓ These are people you do not talk to on a daily basis, but play a very important role in your networking circles. ✓