

QUESTIONS

Please answer both questions in Section A and any two from Section B

Section A

Answer both questions

1. What was your role in the company? Write about your involvement and contribution.

Consider the following:

1. Your role and impact on the project
2. How your effort and talents contributed to its success
3. Where you did well and where you might have done better.
4. The learning outcomes for you and how you think they will benefit you in the future
5. If the experience influenced or inspired your career ambitions

2. How was the business planned and managed? Describe the areas where the business was successful and the areas that could have been improved.

Consider the following:

1. Describe the planning process
2. How the team formed and performed
3. Describe the communication and collaboration within the team
4. Outline the key milestones in the process
5. The main successes and challenges

Section B

3. The main goal of all business is to be profitable and sustainable. How were your company's finances and legal responsibilities managed?

Consider the following:

1. How the accounts and cash were managed
2. How the cost of product or service was worked out
3. How the administration and organisation was carried out
4. Describe how meetings were organised, their frequency and how they were recorded.
5. How did the company comply with all relevant legislation and regulations?

4. Was leadership evident in the project, either within your team or support network? What you have learned about managing others and working in a team.

Consider the following:

1. Who showed leadership? What were their roles and how did they help, support and inspire?
2. What qualities made these people stand out?
3. What do you consider the main qualities and skills of a good leader?
4. How important was motivation and commitment to the project?
5. What have you learnt that would make you an effective and inspirational leader in the future?

5. How did your company market and sell the product or service?

Consider the following:

1. What market research was carried out?
2. What was the unique selling point and pricing strategy?
3. What was the company's approach to creating an image/ brand?
4. What channels of promotion were used?
5. How was the sales effort planned and carried out?

6. At the heart of every successful business is the business idea itself. How did you and your team generate and develop the idea?

Consider the following:

1. Where did the business idea come from?
2. How strong was belief in the viability and commercial potential of the idea?
3. To what extent was there a focus on originality or innovation?
4. Was the product or service influenced by customer feedback?
5. How did your team adapt to unexpected change?

End of Paper