



## **YOUNG ENTERPRISE SCOTLAND EXAMINATION**

**To be taken during the period  
Monday 19<sup>th</sup> February to Friday 2<sup>nd</sup> March 2018**

**Time Allowed: 1½ hours**

Candidates are allowed 10 minutes to read the guidance notes before the start of the examination.

### **Examination Guidance Notes**

The purpose of the examination is to give you the opportunity to show what you have gained from the Young Enterprise Scotland programme.

There are no right or wrong answers. The examiners are looking for your insights.

We want to know how it was of benefit to your personal development and learning and how your involvement contributed to your understanding of the practical elements of starting and running a business.

We expect a wide range of individual perspectives as all of you performed different roles. Your answers should reflect the efforts you made and what was achieved.

You can use the prompts provided below each question to guide you.

Please write clearly. Good answers can be lost behind bad handwriting.

Please number each question and start each question on a new page.

Try to make sure you give equal time to each question.

# QUESTIONS

**Answer FOUR Questions only:**  
**BOTH questions in Section A**  
**Plus ANY TWO questions from Section B**  
*All questions carry equal marks*

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## Section A

## Answer Both Questions

***Please note: Question 1 is about the whole business; Question 2 is about YOU.***

**1. How was the business planned and how was the team selected? Describe the areas where the business was successful and where and how it could have been better. What do you think will be the main long-term benefits to those taking part?**

Consider the following prompts:

- a. How was the team formed? Did it perform effectively?
- b. Were the existing skills and abilities of the team members a factor when the roles were appointed and were they employed effectively?
- c. What were the key milestones in the process?
- d. Was a set plan followed from the start or did it evolve as time progressed?
- e. How was progress measured and what were the main successes and challenges?

**2. What was your role in the company? Write about your involvement and your contribution. Please identify where you made a difference. On reflection, what do you think you could have done better? What were the main learning outcomes and benefits for you?**

Consider the following prompts:

- a. Describe your role and its importance to the project.
- b. Were your skills and talents employed and were they of benefit to the overall success of the project?
- c. Reviewing your performance, where did you excel and where could you have done better?
- d. What new skills have you learnt? How will they benefit you in the future?
- e. Has the experience influenced or inspired your career ambitions? Has it made you more aware of how you work and interact with others in a team?

**3. How was the company's income and costs managed? Was everyone mindful of the financial position throughout the project? Was it important that the project was profitable?**

Consider:

- a. Who was responsible for looking after the money?
- b. Were the costs of developing, making and supplying the final product or service worked out in advance?
- c. How was the price calculated? Was there any negotiation with suppliers over cost?
- d. Was all the team aware of the financial position at all times?
- e. Was the company aware of the tax liabilities?

**4. Who, either inside or outside the company, showed leadership and influence? Describe what you observed and what you have learned that will be beneficial to you in the future when managing others.**

Consider:

- a. Who were they? What were their roles and how did they help and inspire?
- b. What qualities made these people stand out?
- c. Describe what they did to produce positive results.
- d. What do you consider the main qualities and skills of a good leader?
- e. What have you learnt that would make you an effective and inspirational leader in the future?

**5. How did your company market, promote and sell the product / service?**

Consider:

- a. Was market research carried out? What was special about your product/service?
- b. What channels of promotion/media were used? Why were these chosen?
- c. How was the sales effort planned and carried out?
- d. What was the company's approach to creating an image/ brand?
- e. Were the efforts effective and could they have been better?

**6. At the heart of every successful business is the quality of the business idea. How did your team go about generating and refining the idea from the beginning?**

Consider

- a. How did the business idea come about? Was the focus on originality or innovation?
- b. Did everyone agree and 'buy in' from the start?
- c. Was the product or service altered by customer feedback at any stage?
- d. How did your team deal with problems, unexpected developments?
- e. Was the team focussed on opportunities as well as challenges?

**End of Paper**