1.15 The Role of the Entrepreneur and Generating Business Ideas: 10-minute Pack

AQA 8132 · Calculators not allowed · about 10 minutes

Total Marks

Name: _____ Date: ____ / ____ / _____

Answer ALL questions in the spaces provided. Short answers may be one or two sentences; extended answers should be written in full sentences. Show any simple reasoning where requested. BloomBox, a fictional UK start-up, is used in several questions.

1 Which one of the following best describes what 'enterprise' means in a business context?

- ☐ A) The number of employees a business has
- ☐ B) A grant given by the government to help new businesses
- ☐ C) The total sales revenue a business earns in a year
- ☐ D) The act of organising resources and taking on risk to start or run a business

(Total for Question 1 is 1 mark)

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2 State two roles an entrepreneur like Amelia carries out when organising a new business such as BloomBox.

(Total for Question 2 is 2 marks)

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3 State two motives that commonly drive entrepreneurs to start a business, using BloomBox as the context where appropriate.

(Total for Question 3 is 2 marks)

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4 Identify two entrepreneurial characteristics that help a founder like Amelia succeed with BloomBox.

(Total for Question 4 is 2 marks)

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5 Before starting BloomBox, Amelia noticed that supermarket cut flowers wilted quickly and adapted this into a subscription model using hardier potted plants instead. Which one of the following best describes this source of Amelia's original business idea?

- ☐ A) Inventing a completely new type of plant that did not exist before
- ☐ B) Copying a rival subscription box exactly, including its box design
- ☐ C) Adapting and improving an existing product to solve a problem she had noticed
- ☐ D) Choosing a product at random with no link to a customer problem

(Total for Question 5 is 1 mark)

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Mark scheme · 1.15 The Role of the Entrepreneur and Generating Business Ideas: 10-minute Pack

Question 1

D cao **B1**

Answer: D

Question 2

identifying a business opportunity, e.g. spotting a gap in the market (oe) **B1**

bringing together the resources needed to start the business, e.g. finance, staff, premises or stock (oe) **B1**

Answer: Any two, e.g. identifying a business opportunity; bringing together the resources needed to start the business, such as finance, staff and stock.

Question 3

profit, or to earn an income **B1**

independence, or to be their own boss **B1**

Answer: Any two, for example profit (to earn an income) and independence (to be your own boss).

Question 4

innovative/creative **B1**

determined/persevering, or multi-skilled **B1**

Answer: Any two, for example being innovative and being determined or multi-skilled.

Question 5

C cao **B1**

Answer: C

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