



BUS.EN10 The Role of the Entrepreneur and Generating Business Ideas

Total Marks

AQA 8132 · Calculators not allowed · about 35 minutes

Name: _____ Date: ____ / ____ / ____

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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** BloomBox is a small UK start-up founded by Amelia Hart that sells subscription boxes of seasonal potted plants nationwide. Amelia left full-time employment to start BloomBox so she could be her own boss. Which one of the following best explains Amelia's motive for starting the business?

- ☐ A) Independence
- ☐ B) Challenge
- ☐ C) Profit
- ☐ D) Market share

(Total for Question 1 is 1 mark)

- 2** Amelia aims to make enough from BloomBox to pay herself a salary and reinvest in stock and marketing. Which one of the following motives does this describe?

- ☐ A) Challenge
- ☐ B) Profit
- ☐ C) Social purpose
- ☐ D) Continuing a family business

(Total for Question 2 is 1 mark)

- 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)

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

(Total for Question 4 is 2 marks)

- 5 Explain one way that the motive of profit helps an entrepreneur such as Amelia at BloomBox succeed. Use BloomBox in your answer.

(Total for Question 5 is 4 marks)

- 6 Explain one way that being innovative helps an entrepreneur such as Amelia succeed with a start-up like BloomBox. Use an example for BloomBox.

(Total for Question 6 is 4 marks)

- 7 Which one of the following motives best matches an entrepreneur who starts a business mainly because they enjoy solving new problems and learning new things, as Amelia sometimes says she does when developing new box themes?

- ☐ A) Profit
- ☐ B) Independence
- ☐ C) Challenge
- ☐ D) Security

(Total for Question 7 is 1 mark)

- 8** Identify two steps in turning a business idea into a product or service that an entrepreneur like Amelia would use when generating BloomBox's new range.

(Total for Question 8 is 2 marks)

- 9** Amelia notices customers asking for low-allergy plant options. Which one of the following actions best describes 'spotting a gap in the market' in this context?

- ☐ A) Increasing the price of the current boxes
- ☐ B) Launching a new low-allergy subscription box
- ☐ C) Closing the business for refurbishment
- ☐ D) Buying more identical plants to current stock

(Total for Question 9 is 1 mark)

- 10** State two ways an entrepreneur can test a new business idea before full launch, referring to BloomBox where helpful.

(Total for Question 10 is 2 marks)

- 11** Which one of the following is the best example of commercialising an idea for BloomBox?

- ☐ A) Writing a list of possible plant pairings
- ☐ B) Creating and selling a low-allergy subscription box to paying customers
- ☐ C) Reading articles about gardening
- ☐ D) Buying unrelated office stationery

(Total for Question 11 is 1 mark)

- 12** State two entrepreneurial characteristics, other than innovation, that would help Amelia test and launch a new BloomBox product successfully.

(Total for Question 12 is 2 marks)

- 13** Identify two factors an entrepreneur should consider when deciding whether to take a calculated risk to launch a new product, in the context of BloomBox.

(Total for Question 13 is 2 marks)

- 14** State two ways a founder can protect an original business idea before full market launch, referring to BloomBox where helpful.

(Total for Question 14 is 2 marks)

- 15** Amelia is considering which entrepreneurial characteristic matters most for a small start-up like BloomBox: innovation, determination, or being multi-skilled. Discuss which characteristic matters most for BloomBox, and justify your answer using evidence and reasoned judgement.

(Total for Question 15 is 9 marks)

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Question 1

- **B1** A cao
- **Answer:** A

Question 2

- **B1** B cao
- **Answer:** B

Question 3

- **B1** profit, or to earn an income
- **B1** independence, or to be their own boss
- **Answer:** Any two, for example profit (to earn an income) and independence (to be your own boss).

Question 4

- **B1** innovative/creative
- **B1** determined/persevering, or multi-skilled
- **Answer:** Any two, for example being innovative and being determined or multi-skilled.

Question 5

- **B1** identifies profit motive, e.g. to earn income and reinvest
- **B1** explains how profit provides funds, e.g. to pay a salary or buy more stock/marketing
- **B1** develops the effect on the business, e.g. allows BloomBox to expand subscriptions or improve service
- **B1** links to an outcome, e.g. improved survival, growth or competitive position
- **Answer:** Profit provides Amelia with income and funds to reinvest in stock and marketing, which allows BloomBox to expand subscriptions and improve service, helping the business survive and grow.

Question 6

- **B1** identifies innovation, e.g. creating new products, services or packaging
- **B1** explains how innovation creates differentiation, e.g. unique subscription themes or eco-friendly packaging
- **B1** develops customer effect, e.g. attracts customers, encourages repeat purchases and word-of-mouth
- **B1** links to business outcome, e.g. stronger brand and higher long-term sales for BloomBox
- **Answer:** Innovation such as seasonal themes, unusual plant pairings or eco-friendly packaging helps BloomBox stand out from competitors, attracting customers, encouraging repeat purchases and positive word-of-mouth, which strengthens the brand and increases long-term sales.

Question 7

- **B1** C cao
- **Answer:** C

Question 8

- **B1** spot a gap in the market / market research
- **B1** develop a prototype or test the idea / trial with customers
- **Answer:** Any two steps, for example spot a gap or do market research, and develop a prototype or test the idea with customers.

Question 9

- **B1** B cao
- **Answer:** B

Question 10

- **B1** run a small trial or pilot sell the product to a limited group of customers
- **B1** use surveys or focus groups to get customer feedback
- **Answer: Any two, e.g. run a small pilot of the new box to a limited group and use surveys or focus groups to gather feedback.**

Question 11

- **B1** B cao
- **Answer: B**

Question 12

- **B1** determination/perseverance
- **B1** multi-skilled/flexible
- **Answer: Any two, for example determination and being multi-skilled or flexible.**

Question 13

- **B1** the likely customer demand/market research results
- **B1** the financial cost and the potential return or impact on cash flow
- **Answer: Any two, e.g. expected customer demand from market research, and the financial cost versus potential return and impact on cash flow.**

Question 14

- **B1** use confidentiality agreements/NDAs with partners or testers
- **B1** seek intellectual property protection where appropriate, e.g. trademarks for a brand name
- **Answer: Any two, e.g. use NDAs with partners or testers, and register trademarks for the BloomBox brand where appropriate.**

Question 15

- **Level 1** (1-3): Makes simple, undeveloped points about one or more characteristics with little or no use of BloomBox context and no clear comparison or judgement.
- **Level 2** (4-6): Gives developed points about at least two characteristics, uses BloomBox context to explain likely effects, but does not fully weigh both sides or reach a clear, justified conclusion.
- **Level 3** (7-9): Provides a balanced evaluation that compares the importance of the characteristics, applies reasoning to BloomBox, and reaches a clear, justified judgement supported by evidence.
- **Indicative content:**
 - Arguments for innovation: helps BloomBox create unique subscription boxes and packaging that differentiate it from competitors, attracts customers and encourages repeat purchases; in a crowded market, product or service innovation can be decisive.
 - Arguments for determination: determination helps an entrepreneur persist through early setbacks, manage operational problems and continue testing and improving the product, which is vital for a small start-up with limited resources.
 - Arguments for being multi-skilled: a multi-skilled founder can carry out marketing, order fulfilment, customer service and basic finance management without hiring many staff, keeping costs low in the early stages.
 - Consider combining strengths: a founder who is both innovative and determined may get the best outcomes, because innovation creates the idea while determination ensures it is implemented and improved.
 - Counterpoints: innovation without determination or operational skills may lead to unlaunched ideas; determination without innovation may keep costs down but fail to attract customers; being multi-skilled may be less important as the business grows and hires specialists.
 - Judgement: a reasoned conclusion that weighs BloomBox's market environment, resource constraints and long-term aims, for example arguing that for BloomBox innovation may be most important to stand out initially, but determination is crucial to survive until innovation pays off, so one could justify choosing either innovation or determination depending on the evidence provided.