Past Paper Questions

for

Chapter 4

(HL)

2012 Q1 Short

Illustrate your understanding of the term enterprise*.*

Marking scheme: 10m (4 + 4 + 2)

E.g.

2009 Q7 Short

Illustrate the difference between ‘enterprise’ and ‘management’.

Marking scheme: 5m (3 + 2)

Reminder: ‘Illustrate’ means you must give an example for the extra 2 marks in each part. With no example, the most you can score in the question is 6/10.

**Enterprise**

E.g.

Management

E.g.

2017 Q4 (A)

Outline the characteristics/skills that you would associate with entrepreneurs. (20 marks)

Marking scheme: 4 @ 5m (2 + 3)

2011 Q4 (A)

Read the information supplied and answer the question which follows.

Colm has decided to form a tidy towns committee in his local village and enter the ‘tidiest village’ category of the National Tidy Towns competition in 2013.

Discuss fourentrepreneurial skills that Colm will require in developing this local community initiative. (20 marks)

Marking scheme: Four separate/distinct skills + ref. to tidy towns = 5m (2 + 2 + 1 [reference])

2008 Q4 (A)

‘Being decisive, creative and being prepared to take risks are personal characteristics often associated with entrepreneurs.’

Discuss these characteristics and support your answer with examples. (15 marks)

Marking scheme: No marks awarded for headings, as they are given in the question.   
5m (3 for keywords and understanding + 2 for relevant example)

Decisive

Creative

Being prepared to take risks

2019 ABQ

(A) (i) Explain the term entrepreneur.

(ii) Outline the benefits for Emma Daly of becoming an entrepreneur. (20 marks)

Emma Daly worked as an operations manager in the catering section of a major airline for many years. In 2010 she married John, an architect, and settled into his family’s farm in North County Dublin. Emma became frustrated with the limitations of working for other people. In 2015 she resigned from her job to go into business with her husband. A change in the law allowed for private venues to be used for marriage ceremonies. Inspired by her own wedding, Emma realised there was potential to start a business providing an alternative wedding venue. She and her husband converted an old barn into a marriage and wedding reception venue, and some stables were converted into apartments for guests. In 2017 they opened Oatfield Lodge as a unique wedding venue. The client list began to grow and Oatfield Lodge received very favourable online reviews from clients and bloggers on wedding websites. In 2018 the business reported a profit of €100,000.

Marking scheme: (i) 6m (3 + 3); (ii) 2 @ 7m (2 + 3 + 2)

(i)

(ii)

Link:

Link:

2018 Q4 (C)

Outline two reasons why a person might become an entrepreneur. (10 marks)

Marking scheme: 2 @ 5m (2 + 3)

1.

2.

2015 Q10 Short

Outline two methods of promoting intrapreneurship*.*

Marking scheme: 5m (3 + 2) × 2

1.

2.

2008 Q1 Short

(a) Intrapreneurship is:

(b) State twoexamples of intrapreneurship.

Marking scheme: 6m + 4m (2 + 2)

(a)

(b) 1.

2.

2013 Q4 (A)

EducaPrint Ltd is a business publishing schoolbooks in Ireland. John O’Leary, the Production Manager, suggested introducing some of its traditional print books in eBook format. He wanted to tap into the improvements in broadband speed and the major developments in mobile devices. The eBooks were launched onto the market in 2013 to great success. EducaPrint Ltd operated a matrix organisation structure for the development of the eBook products.

(i)Explain the term ‘intrapreneurship’

(ii)Outline methods of promoting intrapreneurship in EducaPrint Ltd. (20 marks)

Marking scheme: (i) 6m (4 + 2); (ii) 2 @ 7m (4 + 2 + 1). Must refer to EducaPrint Ltd.

(i)

(ii)

Link:

Link:

2016 Q4 (A)

The Mayfair Hotel is a five-star city centre hotel which is celebrating 100 years in business. To celebrate this centenary, the management of the hotel is planning various events. The General Manager, Ann Johnson, has suggested organising staff into various project teams, with a project leader to plan for this centenary celebration.

Discuss how the hotel staff could apply entrepreneurial skills/characteristics to develop the various centenary events. (20 marks)

Marking scheme: 4 × 5m (2 + 3)  
Discuss – so no headings. You must link a skill/characteristic to staff in the hotel.

Link:

Link:

Link:

Link: