

**OLLSCOIL NA hÉIREANN, GAILLIMH
NATIONAL UNIVERSITY OF IRELAND, GALWAY**

SEMESTER I EXAMINATIONS, 2001/02

THIRD YEAR B.COMM EXAMINATION

MG307 NEW ENTERPRISE DEVELOPMENT

Professor J. Winterton
Professor R. Green
Dr P. Ryan

Time Allowed: TWO AND HALF HOURS

Candidates are required to answer question one and any other two questions.
All questions carry equal marks.

1. Prepare a presentation to a venture capitalist seeking financing for a new business to sell specialist fine wines online.
2. Explain why so few businesses make the transition to growth from pure survival or stability?
3. What is creativity? Describe the creative process in new business idea generation.
4. What is an entrepreneur? Describe a typical entrepreneur. What are the benefits and drawbacks of self-employment and business ownership?
5. Explain why the sales estimate is a difficult but essential part of the new business plan. What sources of market information facilitate sales estimates?
6. "Cash flow is the lifeblood of a new business venture". How and why must entrepreneurs focus on effective cash flow management?