

Ollscoil na hÉireann, Gaillimh
National University of Ireland, Galway

GX 1833

Semester I Examinations, 2003/2004

Exam Code(s) 3BC1, 4BC2, 4BC3, 4BC4, 4BC5

Exam(s) 3rd Year B.Comm.
4th year B.Comm. International (French)
4th year B.Comm. International (German)
4th year B.Comm. International (Spanish)
4th year B.Comm. International (Italian)

Module Code(s) MG 307

Module(s) New Enterprise Development

External Examiner(s) Professor Jonathon Winterton

Internal Examiner(s) Professor Roy Green

Dr. Paul Ryan

Instructions:

Answer any three questions
All questions carry equal marks

Duration 2.5 hrs

Requirements:

Exam paper and
answer book

No. of Pages
excluding this page

Department Management

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

SEMESTER I EXAMINATIONS, 2003/04

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 **any three** questions
All questions carry equal marks.

1. Distinguish between the most appropriate characteristics of a successful entrepreneur and a successful manager with particular emphasis on the personality qualities of an individual that enhance entrepreneurial start-up but hinder new business growth.
2. Develop an outline business plan for a new multi-ethnic restaurant in Galway.
3. Explain the difference between creativity and innovation. Discuss the potential sources of innovation open to entrepreneurs.
4. Setting a price too high for a new product introduction leaves the entrepreneur with little flexibility to manoeuvre. Outline the process and difficulty of setting a price for a new product and the implications of this for the accuracy of the sales estimate in the Business Plan.
5. Describe the flaws in many of the previous e-commerce/dot.com business models. Is there, in your opinion, a high potential for success in e-commerce start-ups? Provide some evidence to support your opinion.
6. Why is entrepreneurship important to economic development for a nation? What can Government do to encourage entrepreneurs to start new businesses? What specific state supports are available to Irish entrepreneurs?