

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

MASTERS IN BUSINESS ADMINISTRATION

SEMESTER II EXAMINATIONS 1999/2000

ENTREPRENEURSHIP – MG519

**Professor P. Willman
Professor R. Green
Mr. M.T. Byrnes**

Time Allowed: 4 Hours

Section A – Case Study

80%

Icedelights

1. Evaluate the Icedelights opportunity.
2. What are the critical risks faced by:-
 - The business?
 - Each of the individuals?
3. What are the potential rewards?
4. Evaluate the deal as finally structured.

Section B

20%

Many start-up failures are predestined and predictable. Discuss.