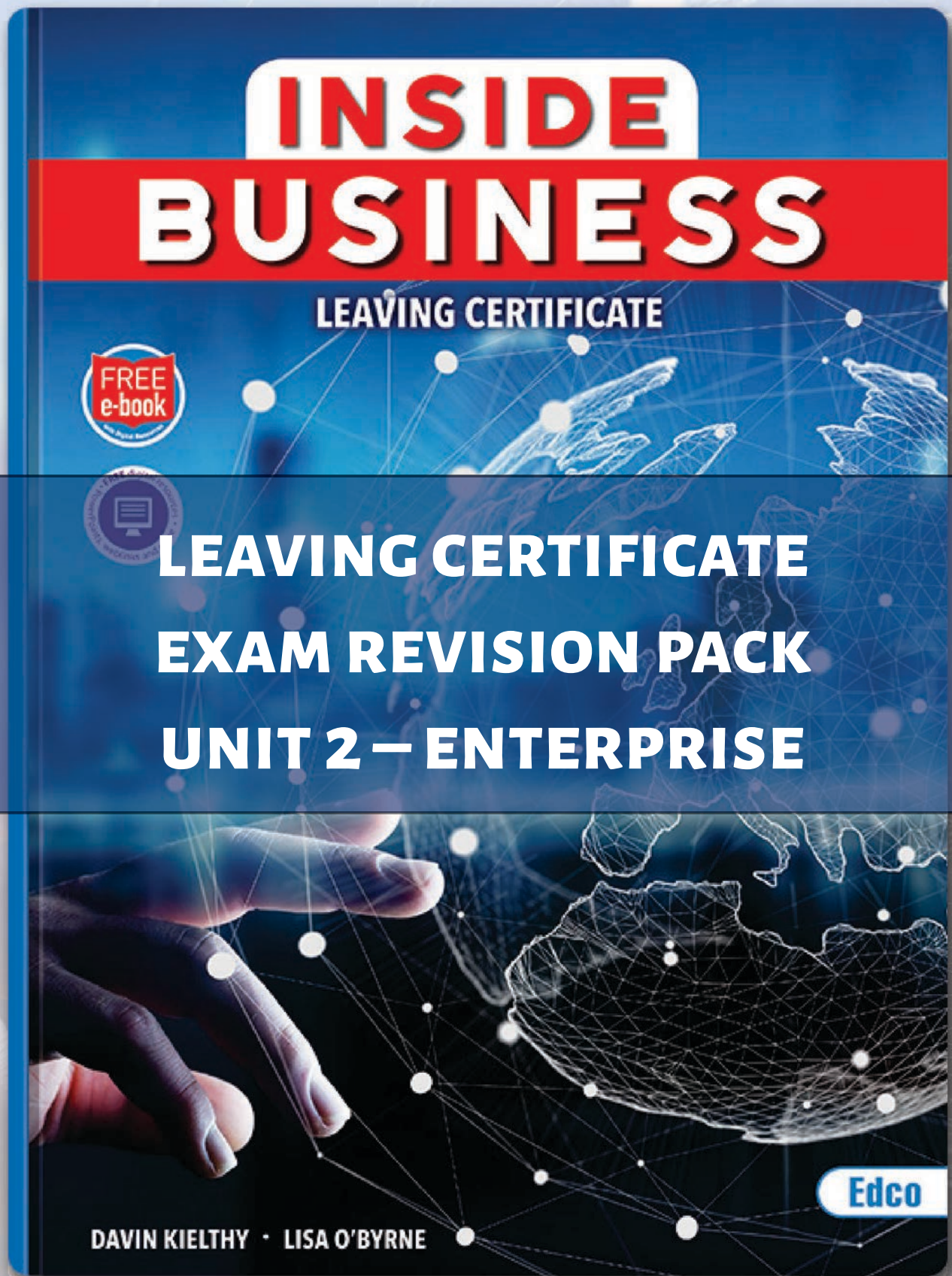


# The Educational Company of Ireland



**Edco**

# INSIDE BUSINESS

## UNIT 2 – ENTERPRISE

### Table of Contents

1.	Plan for success: Higher Level Question Frequency Grid.....	2
2.	Higher Level Exam Paper Analysis (1999 – 2019).....	3
3.	Quick Fire Revision Worksheet.....	7

# INSIDE BUSINESS

## UNIT 2 – ENTERPRISE

### Plan for Success: Higher Level Question Frequency Grid

	Enterprise/ entrepreneurship	Reasons people become entrepreneurs	Enterprise in daily life	Characteristics/ skills of an entrepreneur	Intrapreneurship	Rewards & risks of becoming an entrepreneur	Importance of enterprise in business	Importance of enterprise in the community
2019	S.2 A (i)					S.2 A (ii)		
2018		S.3 Q4 (C)						
2017				S.3 Q4 (A)				
2016				S.3 Q4 (A)				
2015				S.2 A	S.1 Q10			
2014				S.2 A				
2013					S.3 Q4 (A)			
2012	S.1 Q1							
2011				S.3 Q4 (A)				
2010					S.2 A			
2009				S.2 A				
2008				S.3 Q4 (A)	S.1 Q1			
2007				S.3 Q4 (A)				
2006	S.1 Q1		S.3 Q4 (C)					
2005				S.2 A				
2004				S.2 A	S.1 Q2			
2003	S.3 Q4 (A)		S.3 Q4 (C)	S.3 Q4 (B)				
2002								
2001								
2000				S.2 A				
1999				S.2 A	S.1 Q1			

Grid Reference	
S1	Section 1
S2	Section 2
S3	Section 3

Section	Exam Frequency
1	6 times
2	10 times
3	11 times



# INSIDE BUSINESS

## UNIT 2 – ENTERPRISE

### Higher Level Exam Paper Analysis (1999 – 2019)

#### KEY POINTS

1. The question asked most frequently relates to **enterprise characteristics** and **skills**
  - Ensure that you know **five characteristics** and **five enterprise skills**.
2. The most common exam verb for this unit was 'illustrate'
  - This means that you **must provide an example in your answer**
  - It is important that you **don't just give one-word examples**, e.g. Jeff Bezos. You should **write a complete sentence**, e.g. Jeff Bezos launched Amazon to sell a range of products online.

#### Section 1

**2015 Section 1 Question 10 – 10 marks [5 marks (3 + 2) + 5 marks (3 + 2)]**

Outline **two** methods of promoting intrapreneurship.

**2012 Section 1 Question 1 – 10 marks [4 + 4 + 2]**

Illustrate your understanding of the term enterprise.

**2008 Section 1 Question 1 – 10 marks [(a) 6 marks, (b) 4 marks (2 + 2)]**

- (a) Intrapreneurship is ...
- (b) State **two** examples of intrapreneurship.

**2006 Section 1 Question 1 – 10 marks [5 marks (2 + 3) + 5 marks (2 + 3)]**

Illustrate your understanding of the term 'entrepreneurship'.

**2004 Section 1 Question 2 – 10 marks [6 + 4]**

Being an 'intrapreneur' involves:

**1999 Section 1 Question 1 – 10 marks [n/a]**

Illustrate your understanding of the term 'intrapreneur'.

# INSIDE BUSINESS

## UNIT 2 – ENTERPRISE

### Section 2

**2019 Section 2 Part A – 20 marks [(i) 6 marks (3 + 3), (ii) 2 x 7 marks (2 [state] + 3 [explain] + 2 [link])]**

- (i) Explain the term entrepreneur.
- (ii) Outline the benefits of Emma Daly becoming an entrepreneur.

**2015 Section 2 Part A – 20 marks [Yes – 2 marks, 3 x 6 marks (2 [name] + 2 [theory] + 2 [link])]**

Do you think that Martin Harte displayed enterprising skills/characteristics? Explain your answer with reference to the text of the ABQ.

**2014 Section 2 Part A – 20 marks [2 x 7 marks (3 [point] + 1 [theory] + 3 [link]) + 1 x 6 marks (3 [point] + 1 [theory] + 2 [link])]**

Illustrate what it means to be an entrepreneur with reference to *Atlantic Surf*.

**2010 Section 2 Part A – 20 marks [(i) 5 marks (3 + 2), (ii) 8 marks (4 + 4) + 7 marks (4 + 3)]**

- (i) Explain the term 'intrapreneur'.
- (ii) Illustrate, using examples from the above text, how 'intrapreneurship' benefits Castlewest Hotel and Conference Centre.

**2009 Section 2 Part A – 20 marks [4 x 5 marks (1 [state] + 2 [explain] + 2 [link])]**

Illustrate, using examples from the above text, **four** enterprising characteristics/skills shown by Liam.

**2005 Section 2 Part A – 20 marks [5 x 4 marks (1 + 1 + 2)]**

Explain, using examples, the enterprising characteristics/skills shown by Tom.

**2004 Section 2 Part A – 20 marks [4 x 5 marks (2 + 2 + 1)]**

Explain with illustrations from the above information, **four** enterprising skills **and/or** characteristics shown by Peter.

**2000 Section 2 Part A – 20 marks [n/a]**

Illustrate, from the above information, the enterprising characteristics shown by Paddy.

**1999 Section 2 Part A – 20 marks [n/a]**

Outline the enterprise skills employed by Barry and Marian in the above situation.

# INSIDE BUSINESS

## UNIT 2 – ENTERPRISE

### Section 3

**2018 Section 3 Question 4 (C) – 10 marks [2 x 5 marks (2 + 3)]**

Outline **two** reasons why a person might become an entrepreneur.

**2017 Section 3 Question 4 (A) – 20 marks [4 x 5 marks (2 + 3)]**



**Stripe**, the fast-growing online payments business, was established by Limerick brothers Patrick and John Collison when they were aged just 22 and 19. Stripe enables websites to accept credit and debit card payments. It employs over 600 people globally and is worth more than \$9bn.

*Source: adapted from [www.siliconrepublic.com](http://www.siliconrepublic.com) and The Irish Times*

Outline the characteristics/skills that you would associate with entrepreneurs.

**2016 Section 3 Question 4 (A) – 20 marks [4 x 5 marks (2 + 3)]**

#### The Mayfair Hotel

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 characteristics/skills to develop the various centenary events.

**2013 Section 3 Question 4 (A) – 20 marks [(i) 6 marks (4 + 2), (ii) 2 x 7 marks (4 + 2 + 1)]**

EducaPrint Ltd. is a business publishing schoolbooks in Ireland. John O'Leary, the Production Manager, suggested introducing some of its traditional 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 promotion intrapreneurship in EducaPrint Ltd.

# INSIDE BUSINESS

## UNIT 2 – ENTERPRISE

### 2011 Section 3 Question 4 (A) – 20 marks [4 x 5 marks (2 + 2 + 1)]

‘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 **four** entrepreneurial skills that Colm will require in developing this local community initiative.

### 2008 Section 3 Question 4 (A) – 15 marks [3 x 5 marks (3 + 2)]

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

Discuss these characteristics and support your answers with examples.

### 2007 Section 3 Question 4 (A) – 15 marks [3 x 5 marks (2 + 3)]

Describe **three** enterprise skills required of an entrepreneur.

### 2006 Section 3 Question 4 (C) – 20 marks [4 x 5 marks (2 + 3)]

Using examples, analyse the importance of **four** different enterprising skills and relate two to business and two to the community.

### 2003 Section 3 Question 4 [(A) – 10 marks (4 + 6), (B) – 20 marks: 5 x 4 marks (2 + 2), (C) – 30 marks: 3 x 10 marks (2 + 4 + 4)]

The development of enterprise skills and entrepreneurship is enjoying a great deal of attention not only in Ireland but also in countries worldwide at present. Enterprise is seen to apply to all types of organisations, small, large, local and international.

- (A) Describe your understanding of the term entrepreneurship. **(10 marks)**
- (B) Identify the personal characteristics normally associated with entrepreneurial business people. **(20 marks)**
- (C) Illustrate how entrepreneurial skills might be used to enhance either:
  - (i) The local community
  - or**
  - (ii) A government department **(30 marks)**



# INSIDE BUSINESS

## UNIT 2 – ENTERPRISE

### Quick Fire Revision Worksheet

1. Explain the term *enterprise*.


2. Illustrate your understanding of the term *entrepreneur*.


3. Identify whether the following statements are an example of enterprise in: (i) the home (ii) the school (iii) a new business (iv) a government department (v) the local community.

	Statement	Situation
1	The Local Enterprise Office (LEO) provides workshops and courses for entrepreneurs.	
2	An entrepreneur opens an ice cream shop in a local shopping centre.	
3	A teenager provides art classes for primary school children.	
4	A group of people establish a meals-on-wheels service for elderly people in the local area.	
5	A group of 6th year students organise a karaoke competition to raise funds for a local charity.	

4. List **six** characteristics of an entrepreneur.

- (i) D \_\_\_\_\_
- (ii) R \_\_\_\_\_
- (iii) D \_\_\_\_\_
- (iv) S \_\_\_\_\_
- (v) S \_\_\_\_\_
- (vi) C \_\_\_\_\_



# INSIDE BUSINESS

## UNIT 2 – ENTERPRISE

5. Describe the following characteristics of an entrepreneur.

Risk-taking


Self-motivation


6. List **six** enterprise skills.

- (i) D \_\_\_\_\_
- (ii) B \_\_\_\_\_
- (iii) N \_\_\_\_\_
- (iv) R \_\_\_\_\_
- (v) H \_\_\_\_\_
- (vi) R \_\_\_\_\_

7. Describe the following **skills** of an entrepreneur.

Networking


Realism


# INSIDE BUSINESS

## UNIT 2 – ENTERPRISE

8. Using the example of enterprise in school, whereby students organise a bake sale to raise funds for a school trip, apply the enterprise skills to the above scenario.

Enterprise skill	Application to the school
Decision-making	
Networking	
B	
R	
H	
R	

9. Intrapreneurship involves employees acting like an **e**\_\_\_\_\_ in a business. The employees come up with new **i**\_\_\_\_\_, new ways of solving business **p**\_\_\_\_\_ or creating new production **p**\_\_\_\_\_. The suggestions made by employees help to **i**\_\_\_\_\_ business **p**\_\_\_\_\_ or reduce business **c**\_\_\_\_\_.

10. Describe **two** ways a business can encourage intrapreneurship.

(i)	

(ii)	

# INSIDE BUSINESS

## UNIT 2 – ENTERPRISE

11. Identify if the following statements refer to a reward or risk of being an entrepreneur.

	Statement	Reward/Risk
1	Entrepreneurs have complete control over all business decisions, e.g. product range.	
2	Entrepreneurs may have to work very long hours.	
3	Entrepreneurs enjoy the challenge of setting up a business and working hard to make it a success.	
4	Entrepreneurs may be unable to take an income from their business for a number of years.	
5	Entrepreneurs cannot be experts in all areas of business and may make mistakes when making business decisions.	

12. Outline **two** reasons why enterprise is important in business.

(i)	

(ii)	

13. State **four** reasons why enterprise is important in the community.

- (i) E\_\_\_\_\_ enterprise
- (ii) Wealth c\_\_\_\_\_
- (iii) Creates e\_\_\_\_\_
- (iv) C\_\_\_\_\_ engagement