Marking Guide – Entrepreneurship (2024/2025)

1. 1) Characteristics of a good business idea:

Answer: c) Scalable, d) Market driven, e) Fundable, g) Sustainable

1. 2) Five Pillars of Made in Rwanda policy:

Answer: 3) Sector specific strategies, 4) Improving quality, 6) Reducing cost, 7) Promoting backward linkage, 8) Mind-set change

1. 3) Techniques to discover new business ideas:

Answer: a) Interview, c) Survey, e) Storytelling, g) Brainstorming, h) Analyze market demand

1. 4) Reasons for generating business ideas:

Answer: a) Respond to market needs, c) Changing fashions, d) Stay ahead of competition, f) Exploit technology, h) Product life cycle

1. 5) Complete the sentences:

A) Intrapreneurship  
B) Entrepreneurship  
C) Entrepreneur  
D) Financial plan

1. 6) Business opportunities - True or False:

A) True  
B) False

1. 7) Characteristic of a successful entrepreneur:

Answer: C) Adaptability

1. 8) Characteristic allowing innovation:

Answer: C) Curiosity

1. 9) Match concepts:  
   1-b, 2-a, 3-d, 4-c

Answer: Innovation – b, Market Need – a, Profit Potential – d, Feasibility – c

1. 10) Importance of business goals:

Answer: D) All of the above

1. 11) Purpose of monitoring and evaluation:

Answer: B) To assess performance and progress

1. 12) Meaning of feasibility:

Answer: B) Ability to be implemented successfully

1. 13) Benefit of business plan:

Answer: D) All of the above

1. 14) Important sales person characteristic:

Answer: A) Empathy

1. 15) Ensuring effective monitoring & evaluation:

Answer: C) By establishing clear objectives and indicators

1. 16) Best definition of balance sheet:

Answer: B) A table of assets, capital and liabilities showing financial position

1. 17) SWOT classification:

Strengths: Skilled employees, Quality products  
Weaknesses: Poor marketing skills, Small sales team  
Opportunities: Reduction in competitors, Infrastructure development  
Threats: Scarcity of raw materials, New taxes

1. 18) Write in full PESTEL:

Political, Economic, Social, Technological, Environmental, Legal