



Ministry of Manpower
Directorate General of Technological Education
NIZWA COLLEGE OF TECHNOLOGY
DEPARTMENT OF BUSINESS STUDIES

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MID TERM EXAMINATION – SEMESTER 2, AY: 2015 – 2016

BAMG 2111: Entrepreneurship

STUDENT NAME	
STUDENT ID NO.	
SECTION	

INSTRUCTIONS TO THE CANDIDATES

- ALL the questions are compulsory and **MUST** be answered
- Use only PEN for writing answers. Writing in Pencil is not allowed except for diagrams.
- Double answers will not carry any marks.

Level: Diploma 1st Year, 2nd Year & Advanced Diploma

Date & Day	24 th February 2016, Wednesday	Time	08.30 A.M. - 09.30 A.M.
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Type of Questions	Allocated Marks	Secured Marks
I. True or False Questions	04	
II. Multiple Choice Questions	04	
III. Short Questions	06	
IV. Analytical Questions	06	
TOTAL MARKS	20	

TOTAL SECURED MARKS IN WORDS

Marked by : Signature : Date :	Verified by : Signature : Date :
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I. True or False Questions *(Suggested time: 8 minutes)* (4 x 1 = 4 Marks)

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Put a tick mark [✓] to the word “True” if the statement is correct, and to the word “False” if the statement is wrong.

1. Entrepreneurship helps us to make use of different natural resources in Oman.

True	False
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2. The number of employees in a micro enterprise is more than five.

True	False
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3. Mr. Abdullah preferred to own an existing business, so he is called as buyer entrepreneur.

True	False
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4. Enterprise refers to an organization involved in line of goods and services.

True	False
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II. Multiple Choice Questions (Suggested time: 8 minutes) (4 x 1 = 4 Marks)

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Choose the correct answer by ticking (✓) the letter-box at the right side.

1. Which of the following is recognized as the benefit of entrepreneurship?

a. High levels of stress

A

b. Discouragement

B

c. Low quality of life

C

d. Opportunity to get high profit

D

2. In an enterprise if Mr. Salim contributes funds and Mr. Issam contributes his plan to start a business, it is called as:

- a. Solo operator
- b. Active partners
- c. Partner
- d. Challengers

A

B

C

D

3. Which of the following can limit the opportunity for entrepreneurship?

- a. New technological development
- b. Economic expansion
- c. Growth of cities
- d. Fear of failure

A

B

C

D

4. Which of the following actions by an entrepreneur is related to creativity?

- a. Development of a new product
- b. Copy competitor
- c. Decrease profit
- d. Increase expenses

A

B

C

D

III. Short Questions. (Suggested time: 20 minutes) (4 x 1.50 = 6 Marks)

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1. Why do some people choose to be an “entrepreneur” instead of being an “employee”? Write **three** reasons to support your opinion. (1.5 marks)

2. Describe the following : (0.75 + 0.75=1.5 Marks)

a. Medium business enterprises

b. Innovation

3. List **six** Industries in small Business.

(0.25 X 6 = 1.50 Marks)

4. “Innovative ideas are always high in entrepreneurship”. Briefly explain any **three** methods to generate new ideas for business? (1.50 Marks)

Number and state your main ideas/points clearly. Then, explain it in your own words and in proper context.

1. Steve Jobs and his friend Steve Wozniak were self-taught engineers who created one of the most popular, revolutionary, technology brand, “Apple”. Steve Jobs was not the first person to have an idea to create a user-friendly computer, and he was not the first person to come up with an idea about music players or smartphones, but he was the first person to implement them. He covered potential ideas and then implemented them in ways that no one had ever dreamed of before. Apple products, whether they be a computer, laptop, iPod, iPhone, iTunes, or otherwise, are featured everywhere. Not only Apple products are of high quality technological items, but the company also has superior branding and a strong company image making them, one of the most popular and easily recognizable brands in the world.

A. From this example, identify and explain any four traits/characteristics of Steve Jobs that helped him to be successful in his business. (4 marks)

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B. What are the factors/reasons that support the success of Apple Company? (2 Marks)

With Best Wishes