

Tutorial Letter 101/3/2018

**Entrepreneurship and Small Business
Management**

MNE3701

Semesters 1 and 2

**Department of Entrepreneurship, Supply
Chain, Transport, Tourism and Logistics
Management**

This tutorial letter contains important information
about your module.

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Dear Student

1 INTRODUCTION

We have pleasure in welcoming you to this module on Entrepreneurship and Small Business Management and trust that you will find it a rewarding and interesting area of study. We shall do our best to make your study of this module successful. You will be well on your way to success if you start studying early in the semester and resolve to do the assignments properly.

You will receive a number of tutorial letters during the year. A tutorial letter is our way of communicating with you about teaching, learning and assessment.

Tutorial Letter 101 contains important information about the scheme of work, resources and assignments for this module. We urge you to read it carefully and to keep it at hand when working through the study material, preparing the assignments, preparing for the examination and addressing questions to your lecturers.

In Tutorial Letter 101, you will find the assignments and assessment criteria as well as instructions on the preparation and submission of the assignments. This tutorial letter also provides all the information you need with regard to the prescribed study material and other resources and how to obtain it. Please study this information carefully and make sure that you obtain the prescribed material as soon as possible.

We have also included certain general and administrative information about this module. Please study this section of the tutorial letter carefully.

Right from the start we would like to point out that you must read all the tutorial letters you receive during the semester immediately and carefully, as they always contain important and, sometimes, urgent information.

Since this is a fully online module, you need to use *myUnisa* to study and complete the learning activities for this course. You need to visit the websites on *myUnisa* for MNE3701 frequently. The website for your module is MNE3701-18-S1/ MNE3701-18-S2.

1.1 To get started

Since this is a fully online module, you need to go online to see your study materials and read what to do for the module. Go to the website here: <https://my.unisa.ac.za> and login with your student number and password. You will see MNE3701-18-S1 / MNE3701-18-S2 in the row of modules in the orange blocks across the top of the webpage. Remember to check in the -More- tab if you cannot find it in the orange blocks. Click on the module you want to open.

In addition, you will receive this tutorial letter and a printed copy of the online study materials from your module. While these printed materials may appear to be different from the online study materials, they are exactly the same content and have been copied from the online *myUnisa* website

We wish you success on your journey!

2 PURPOSE AND OUTCOMES

2.1 Purpose

The purpose of this module is to empower you, the student, with the competencies (knowledge, skills, values and attitudes) necessary to understand entrepreneurship and manage a small business.

The module is delivered via *myUnisa*, the Internet, peer group interaction, and community engagement in some of the activities. Your Lecturers will interact with you on *myUnisa* and via email.

2.2 Outcomes

For this module, there are several outcomes that we hope you will be able to accomplish by the end of the course:

- **Specific outcome 1:** Learners can develop a new venture business plan and present it to investors.
- **Specific outcome 2:** Learners can apply small business marketing concepts and principles relating to customer relations, product, pricing, promotion and distribution channel strategies in the market environment.
- **Specific outcome 3:** Learners can manage the operations of a small business in an ethically and socially responsible manner with regard to professionalism, human resource management, operations management and computer-based technology.
- **Specific outcome 4:** Learners can demonstrate the ability to evaluate a small business's financial performance, manage its assets and understand the impact of business risk.

3 LECTURER(S) AND CONTACT DETAILS

3.1 Lecturer(s)

The contact details for the primary lecturer responsible for this module for 2018 are as follows:

Primary lecturer	Contact details
Mrs M. J. Phillips	phillmj@unisa.ac .

The contact details for the secondary lecturer for this module are as follows:

Secondary lecturer	Contact details
Ms N. Mmako	mmakonm@unisa.ac.za

The contact details of the Entrepreneurship Section Head are as follows:

Entrepreneurship Section Head	Contact details
Ms N. Mmako	mmakonm@unisa.ac.za

All queries that are **about the content of this module** should be directed to the **primary lecturer**, not administrative queries. Please have your study material with you when you contact

the lecturer. When you contact the Lecturer, please do not forget to always include your student number. This will help the Lecturers to assist you.

Lecturer availability

The lecturer for this module will be available to take phone calls on academic matters and/or to attend to students who may prefer to visit personally for academic engagement. However, the days and times of lecturer's availability will be communicated in the module page on myUnisa. These days and times are subject to change from time to time in order to accommodate the lecturer's work schedule and other commitments. The changes on the days and times will be communicated by the lecturer in advance through the announcement option on myUnisa as and when this happen. Students are advised to check the module page on myUnisa before making phone calls or visiting the lecturer's office for academic enquiries/engagements

3.2 Department

Please note that the contact details of the Department of Entrepreneurship, Supply Chain, Transport, Tourism and Logistics Management are listed below.

Department of Business Management	Contact details
Help Desk	DESTTL@unisa.ac.za

3.3 University

To contact the University, you should follow the instructions in the **Studies @ Unisa** brochure. Remember to have your student number available when you contact the University.

Unisa students, who are experiencing difficulty in getting a timeous response to queries, are invited to use the contact details that are provided in the schedule below or send details to the student help desk. Students are requested to check the list carefully and only send an enquiry to one email address at a time. This will ensure that there is no confusion as to who must respond. This arrangement is being implemented as a further measure of improving the quality of assistance and support being provided to current and prospective students. UNISA continuously assesses, through surveys, the quality of service provided to students with a view to implementing improvements in its strategies.

A number of administrative processes, including the ease and convenience of fee payment, and clarity and availability of information about examinations, as well as examination timetables, are available on the following platforms:

UNISA website	http://www.unisa.ac.za & http://mobi.unisa.ac.za All study-related information is now available on the new UNISA corporate website in both web and mobi formats
Internet	https://my.unisa.ac.za/portal & https://my.unisa.ac.za/portal/pda Students can access their own information via <i>myUnisa</i> website or mobi site
E-mail	info@unisa.ac.za for general enquiries study-info@unisa.ac.za for application and registration related enquiries (prospective and registered students) assign@unisa.ac.za for assignment enquiries exams@unisa.ac.za for examination enquiries

	<p>despatch@unisa.ac.za for study material enquiries finan@unisa.ac.za for student account enquiries gaudeamus@unisa.ac.za for graduation enquiries myUnisaHelp@unisa.ac.za for assistance with <i>myUnisa</i> myLifeHelp@unisa.ac.za for assistance with <i>myLife</i> email accounts</p> <p>Add module code and student number to subject line of all emails.</p>
SMS	<p>The SMS numbers are only for students residing in South Africa. International students are urged to make use of the e-mail address info@unisa.ac.za. 43578 for applications and registrations 43584 for assignments 43584 for examinations 43579 for study material 31954 for student accounts 43582 for <i>myUnisa</i> and <i>myLife</i>.</p>
Fax	<p>+27 (0)12 429 4150 Students will be able to fax their enquiries to this number, where after it will be distributed to and processed by the relevant department.</p>
Physical address	<p>University of South Africa Preller Street Muckleneuk Pretoria</p>
Postal address	<p>University of South Africa PO Box 392 UNISA 0003</p>

4 RESOURCES

4.1 Prescribed books

To complete this module successfully, you have to purchase the prescribed book. Your prescribed textbook for this module for this year is:

Longenecker, JG. Petty, JW, Palich, LE, Hoy, F, Radipere, S & Phillips, M. 2017. *Small Business Management: Launching and Growing Entrepreneurial Ventures*. SA^{edition}. Cengage Learning.

ISBN:-978-1-4737-3448-7

This book is available at the booksellers as indicated in the *Studies* brochure.

4.1.1 Other Resources

It is therefore very important that you log into *myUnisa* regularly. We recommend that you should do this at least every week or every 10 days to check for the following:

- **Check for new Announcements.** You can also set up your *myLife* email so that you receive the Announcement emails on your cell phone.

- **Do the Discussion forum activities.** For every unit in this module, we want you to share with the other people in your group in the activities. You can read the instructions here and even prepare your answers but you need to go online to post your messages.
- **Do other online activities.** The e-tutors will post activities on your specific e-tutors site that will be very helpful in understanding the module content and with your preparation for the exams.

We hope that this system will help you to succeed in this online module by giving you extra ways to study the materials and practice with all of the activities and assignments. At the same time, you **MUST** go online in order to complete the activities and assignments on time - and to get the most from the online course.

4.2 Recommended books

There are no other recommended books for this module.

4.3 Electronic reserves (e-reserves)

There are no electronic e-reserves for this module. Refer to your *Studies @ Unisa* for further information.

4.4 Library services and resources information

For brief information, go to www.unisa.ac.za/brochures/studies

For detailed information, go to the Unisa website at <http://www.unisa.ac.za/> and click on Library.

For research support and services of personal librarians, go to <http://www.unisa.ac.za/Default.asp?Cmd=ViewContent&ContentID=7102>.

The library has compiled a number of library guides:

- finding recommended reading in the print collection and e-reserves – <http://libguides.unisa.ac.za/request/undergrad>
- requesting material – <http://libguides.unisa.ac.za/request/request>
- postgraduate information services – <http://libguides.unisa.ac.za/request/postgrad>
- finding, obtaining and using library resources and tools to assist in doing research – http://libguides.unisa.ac.za/Research_Skills
- how to contact the library/finding us on social media/frequently asked questions – <http://libguides.unisa.ac.za/ask>.

5 STUDENT SUPPORT SERVICES

Contact with fellow students

It is advisable to have contact with fellow students. One way of doing this is to form study groups on *myUnisa*.

E-tutors

Please be informed that, with effect from 2013, Unisa offers online tutorials (e-tutoring) to students registered for modules at NQF level 5, 6 and 7 which means qualifying first year, second year and third year modules.

Once you have been registered for a qualifying module, you will be allocated to a group of students with whom you will be interacting during the tuition period as well as an e-tutor who will be your tutorial facilitator. Thereafter you will receive a text message informing you about your group, the name of your e-tutor and instructions on how to log onto *myUnisa* in order to receive further information on the e-tutoring process.

Online tutorials are conducted by qualified e-tutors who are appointed by Unisa and are offered free of charge. All you need to be able to participate in e-tutoring is a computer with internet connection. If you live close to a Unisa regional Centre or a Telecentre contracted with Unisa, please feel free to visit any of these to access the internet. E-Tutoring takes place on *myUnisa* where you are expected to connect with other students in your allocated group. It is the role of the e-tutor to guide you through your study material during this interaction process. For you to get the most out of online tutoring, you need to participate in the online discussions that the e-tutor will be facilitating.

Predatory providers of classes and examination support

Please be aware of the existence of multiple fraudulent and predatory providers of classes and examination guidance to Unisa students. Please note that Unisa do not have agreements with any of these agencies/schools/colleges to provide tuition or support to our students. Unisa also do not provide these predators with study material, guidelines or your contact information. These providers may not have the necessary expertise to assist you and often charge exorbitant fees. If you receive an invitation from any agency or College, it is best to confirm with your lecturer if the provider is a legitimate Unisa partner.

6 STUDY PLAN

Since this is only one of many modules you might be registered for, you will have to schedule and plan your time this year in order to eventually complete this module successfully. We all have different learning styles and preferences. However, consider the following guidelines:

- Allocate time to work through each learning unit and do the activities.
- Allow extra time for work that seems difficult or work with which you are experiencing a problem.
- Allow time for personal responsibilities (family responsibilities, work obligations, social obligations, leave) when compiling a study plan.
- Make use of your most productive time for study (late evening or early morning)
- Remember that it is more effective to study for one hour on a regular basis (every day) than for ten consecutive hours every second week. Decide how many hours you are going to spend on your studies each week. We recommend that you put one to two hours aside each day.
- Keep a record of your progress. It will be gratifying to see what you have accomplished, and it will inspire you if you fall behind. Be prepared for disruptions to your study programme due to unforeseen circumstances. You should, therefore, monitor your progress so that you can catch up immediately if you fall behind. Remember that it is easier to catch up one week's lost hours than that of an entire month.
- Examination dates are subject to change, which means that you will have to adapt your study plan accordingly if any changes occur.

The textbook is the framework of what we will cover during the semester. Work through it from the beginning, one chapter at a time. The following is a recommended time schedule, which may be used as a guideline for studying this module:

Activity	Hours
Reading of relevant chapters in the prescribed book	40
Doing the activities in the textbook	10
Doing of the assignments	10
Studying of the prescribed book	50
Final revision	10
TOTAL	120

You can also use the electronic schedule on *myUnisa* or the study plan document in the brochure, *Studies @ Unisa*, to compile a comprehensive plan for all your modules if you prefer. Your approach to this module should start with understanding the learning outcomes and then you will need to master the key concepts listed in the prescribed textbook to achieve the learning outcomes for this module.

SEMESTER 1 (January – June 2018)	
Week 1 (15 January – 21 January 2018)	
What to read and study	What activities to do
Read Tutorial Letter 101. Read the welcome message on <i>myUnisa</i> . Read the getting started letter to see how things work. Purchase the prescribed textbook.	Register on <i>myUnisa</i> . Draw up your own study plan for this module. Participate in the discussion forum by introducing yourself.
Week 2 (22 January – 28 January 2018)	
What to read and study	What activities to do
Read the learning outcomes and key concepts of learning unit 1 in the Study Guide. Read chapter 6: The business plan: Visualising the dream in the textbook.	Summarise or underline all key concepts of the content from chapter 6 in the textbook and learning unit 1 in Study Guide. Also, work on assignment 01.
Week 3 (29 January – 4 February 2018)	
What to read and study	What activities to do
Read the learning outcomes and key concepts of learning unit 2 in the Study Guide. Read chapter 7: Marketing Plan in the textbook.	Summarise or underline all key concepts of the content from chapter 7 in the textbook and learning unit 2 in the Study Guide Also work on assignment 01.

Week 4 (5 February – 11 February 2018)

What to read and study

Read the learning outcomes and key concepts of both learning unit 3 and 4 in the Study Guide.
Read chapter 8 The organisational plan, teams, legal structures, alliances and directors as well as chapter 9 The location plan in the textbook.

What activities to do

Summarise or underline all key concepts of chapters 8 and 9 in the textbook and learning units 3 and 4 in Study Guide.
Also, work on assignment 01.

Week 5 (12 February – 18 February 2018)

What to read and study

Read the learning outcomes and key concepts of learning units 5 and 6 in the Study Guide.
Read chapter 10: Understanding a firm's financial statements as well as chapter 11 Forecasting financial requirements.

What activities to do

Summarise or underline all key concepts in chapters 10 and 11 in the textbook and learning units 5 and 6 in the Study Guide.
Due date for 1st assignment is 27 February 2018.

Week 6 (19 February – 25 February 2018)

What to read and study

Read the learning outcomes and key concepts of learning unit 7 in the Study Guide.
Read chapter 12: A firm's sources of financing in the textbook.

What activities to do

Summarise or underline all key concepts in chapter 12 of the textbook and learning unit 7 in the Study Guide.

Friday 2 March

Submit assignment 01

Week 7 (26 February – 4 March 2018)

What to read and study

Read the learning outcomes and key concepts of learning units 8 and 9 in the Study Guide.
Read chapters 14: Building customer relationships as well as chapter 15 Product development and supply chain management in the textbook.

What activities to do

Summarise or underline all key concepts in chapters 14 and 15 in the textbook and learning units 8 and 9 in the Study Guide.
Also, start doing assignment 02.

Week 8 (5 March – 11 March 2018)

What to read and study

Read the learning outcomes and key concepts of learning unit 10 in the Study Guide.
Read chapter 16: Pricing and credit decisions in the textbook.

What activities to do

Summarise or underline all key concepts in chapter 16 in the textbook and learning unit 10 in Study Guide. Also, work on assignment 02.

Week 9 (12 March – 18 March 2018)

What to read and study

Read the learning outcomes and key concepts

What activities to do

Summarise or underline all key concepts in

of learning unit 11 in the Study Guide. Read chapter 17: Promotional planning in the textbook.	chapter 17 in the textbook and learning unit 11 in Study Guide. Also, work on assignment 02.
Week 10 (19 March – 25 March 2018)	
What to read and study	What activities to do
Read the learning outcomes and key concepts of learning unit 12 in the Study Guide. Read chapter 19: Professional management and the small business in the textbook.	Summarise or underline all key concepts in chapter 19 in the textbook and learning unit 12 in Study Guide Due date for assignment 02 is 6 April 2018.
Friday 6 April 2018	Submit assignment 02
Week 11 (26 March – 1 April 2018)	
What to read and study	What activities to do
Read the learning outcomes and key concepts of learning unit 13 in the Study Guide. Read chapter 20: Managing human resources in the textbook.	Summarise or underline all key concepts in chapter 20 in the textbook and learning unit 13 in Study Guide.
Week 12 (2 April – 8 April 2018)	
What to read and study	What activities to do
Read the learning outcomes and key concepts of learning unit 14 in the Study Guide. Read chapter 21: Building customer relationships in the textbook.	Summarise or underline all key concepts in chapter 21 in the textbook and learning unit 14 in Study Guide
Week 13 (9 April – 15 April 2018)	
What to read and study	What activities to do
Read the learning outcomes and key concepts of learning units 15 and 16 in the Study Guide. Read chapters 22: Managing the firm's assets as well as chapter 23 Managing risk in the small business in the textbook.	Summarise or underline all key concepts in chapters 22 and 23 in the textbook and learning units 15 and 16 in the Study Guide. Also, start your revision because it is now about a month before the exams.
Week 14 (16 April – 20 May 2018)	
What to read and study	What activities to do
REVISION REVISION REVISION!	Work through all the chapters and consider the information given in the 201 for your preparation for the exam. Also, look out on <i>myUnisa</i> for additional preparation for the exam. Read your Tutorial Letter 201 for answers and solutions for Assignment 02.
MAKE SURE YOU KNOW THE EXAM DATE AND TIME	

Good luck!
Study hard!

SEMESTER 2 (July – December 2018)

Week 1 (16 July – 23 July 2018)

What to read and study

Read Tutorial Letter 101.
Read Study Guide Introduction.
Read the welcome message on *myUnisa*.
Read the getting started letter to see how things work.
Purchase the prescribed textbook.

What activities to do

Register on *myUnisa*.
Draw up your own study plan for this module.
Participate in the discussion forum by introducing yourself

Week 2 (23 July – 29 July 2018)

What to read and study

Read the learning outcomes and key concepts of learning unit 1 in the Study Guide.
Read chapter 6: The business plan: Visualising the dream in the textbook.

What activities to do

Summarise or underline all key concepts of the content in chapter 6 in the textbook and learning unit 1 in Study Guide.
Also, work on assignment 01.

Week 3 (30 July – 5 August 2018)

What to read and study

Read the learning outcomes and key concepts of learning unit 2 in the Study Guide.
Read chapter 7: Marketing Plan in the textbook.

What activities to do

Summarise or underline all key concepts of the content in chapter 7 in the textbook and learning unit 2 in the Study Guide.
Also, work on assignment 01.

Friday 10 August 2018

Submit assignment 01

Week 4 (6 August – 12 August 2018)

What to read and study

Read the learning outcomes and key concepts of both learning unit 3 and 4 in the Study Guide.
Read chapter 8 The organisational plan, teams, legal structures, alliances and directors as well as chapter 9 The location plan in the textbook.

What activities to do

Summarise or underline all key concepts of chapters 8 and 9 in the textbook and learning units 3 and 4 in Study Guide.
Also, work on assignment 01.
Due date for 1st assignment is 10 August 2018.

Week 5 (13 August – 19 August 2018)

What to read and study

Read the learning outcomes and key concepts of learning units 5 and 6 in the Study Guide.
Read chapter 10: Understanding a firm's

What activities to do

Summarise or underline all key concepts in chapters 10 and 11 in the textbook and learning units 5 and 6 in the Study Guide.

financial statements as well as chapter 11 Forecasting financial requirements.	Work on assignment 02
Week 6 (20 August– 26 August 2018)	
What to read and study	What activities to do
Read the learning outcomes and key concepts of learning unit 7 in the Study Guide. Read chapter 12: A firm's sources of financing in the textbook.	Summarise or underline all key concepts in chapter 12 of the textbook and learning unit 7 in the Study Guide. Work on assignment 02
Week 7 (27 August – 2 September 2018)	
What to read and study	What activities to do
Read the learning outcomes and key concepts of learning units 8 and 9 in the Study Guide. Read chapters 14: Building customer relationships as well as chapter 15 Product development and supply chain management in the textbook.	Summarise or underline all key concepts in chapters 14 and 15 in the textbook and learning units 8 and 9 in the Study Guide. Work on assignment 02.
Friday 7 September 2018	Submit assignment 02
Week 8 (3 September– 9 September 2018)	
What to read and study	What activities to do
Read the learning outcomes and key concepts of learning unit 10 in the Study Guide. Read chapter 16: Pricing and credit decisions in the textbook.	Summarise or underline all key concepts in chapter 16 in the textbook and learning unit 10 in Study Guide. Also, work on assignment 02.
Week 9 (10 September – 16 September 2018)	
What to read and study	What activities to do
Read the learning outcomes and key concepts of learning unit 11 in the Study Guide. Read chapter 17: Promotional planning in the textbook.	Summarise or underline all key concepts in chapter 17 in the textbook and learning unit 11 in Study Guide. Also, work on assignment 02.
Week 10 (17 September– 23 September 2018)	
What to read and study	What activities to do
Read the learning outcomes and key concepts of learning unit 12 in the Study Guide. Read chapter 19: Professional management and the small business in the textbook.	Summarise or underline all key concepts in learning unit 12 in Study Guide and chapter 19 in the textbook.
Week 11 (24 September – 30 September 2018)	
What to read and study	What activities to do
Read the learning outcomes and key concepts	Summarise or underline all key concepts in

of learning unit 13 in the Study Guide. Read chapter 20: Managing human resources in the textbook.	chapter 20 in the textbook and learning unit 13 in Study Guide.
Week 12 (1 October – 7 October 2018)	
What to read and study	What activities to do
Read the learning outcomes and key concepts of learning unit 14 in the Study Guide. Read chapter 21: Managing operations in the textbook.	Summarise or underline all key concepts in chapter 21 in the textbook and learning unit 14 in Study Guide.
Week 13 (8 October – 14 October 2018)	
What to read and study	What activities to do
Read the learning outcomes and key concepts of learning units 15 and 16 in the Study Guide. Read chapters 22: Managing the firm's assets as well as chapter 23 Managing risk in the small business in the textbook.	Summarise or underline all key concepts in chapters 22 and 23 in the textbook and learning units 15 and 16 in the Study Guide. Also, start your revision because it is now about a month before the exams.
Week 14 (15 October – 21 October 2018)	
What to read and study	What activities to do
REVISION REVISION REVISION!	Work through all the chapters and consider the information given in the 201 for your preparation for the exam. Also, look out on <i>myUnisa</i> for additional preparation for the exam. Read your Tutorial Letter 201 for answers and solutions for Assignment 02.
MAKE SURE YOU KNOW THE EXAM DATE AND TIME Good luck! Study hard!	

7 ASSESSMENT

7.1 Assessment criteria

The main purpose of the assessment is to encourage you to study the prescribed book, to read certain sections repeatedly, and to think about the tutorial matter in terms of its practical application. The assessment for this module will be done through formative (the completion of assignments) and summative (writing an exam) assessment.

Formative assessment for MNE3701 takes place through a semester mark system and the completion of two assignments (assignments 01 and assignment 02). Both Assignments 01 and 02 are compulsory and you will be allocated a separate mark for each of these assignments. The marks of the two assignments will be taken to calculate your year mark. Your final assessment mark for this module will therefore be a combination of the assignment marks and the examination mark.

The year mark (the weighted mark of the two assignments) will contribute a maximum of 20% to the final assessment mark for the module, while the examination mark will contribute 80%. Assignments 01 and 02 carry each 10% and 90% respectively towards your year mark.

Irrespective of the year mark obtained, a subminimum of 40% must be obtained in the examination. You will therefore not pass the module if your examination mark is less than 40%. In addition, if your examination mark is less than 40%, your year mark will not be used in the calculation of your final assessment mark. The examination mark will be the final assessment mark in this instance.

Please study the following examples to see how the assignment mark will contribute to the final assessment mark:

Example 1:

If you obtain 50% in assignment 01, this mark is multiplied by 0.1 to give you 5% towards your year mark. If you obtain 60% in assignment 02, this mark is multiplied by 0.9 to give you 54% towards your year mark. The total mark of assignments 01 and 02 (5% plus 54%) will constitute your final year mark of 59%. This figure is then calculated to give you a weight of 11.8% year mark (59×0.2). If you obtain 50% in the examination, this figure is multiplied by 0.8 to give you a weight of 40% examination mark. The two results are combined to give a final assessment mark of 51.8% ($11.8\% + 40\%$) for the module.

Assessment	% obtained	Multiplier	Mark
Assignment 01	50%	0.1	5%
Assignment 02	60%	0.9	54%
Year mark (weighted mark)	59%	0.2	11.8%
Examination mark	50%	0.8	40%
Final assessment mark			51.8%

Example 2: No marks for assignments; to pass need 62% in examination

If you get an assignment mark of 0% for both assignments, you would have to obtain 62% in the examination to pass as this percentage is multiplied by 0.8 which equals 49.6% (50%), your final assessment mark.

Assessment	% obtained	Multiplier	Mark
Assignment 01	0%		0%
Assignment 02	0%		0%
Year mark (weighted mark)	0%	0.2	0%
Examination mark	62%	0.8	49.6%
Final assessment mark			50%

Example 3: Examination mark below sub minimum of 40%; year mark does not count.

Assessment	% obtained	Multiplier	Mark
Assignment 01	100%	0.1	10%
Assignment 02	100%	0.9	90%
Year mark (weighted mark)	100	0.2	20%
Examination mark	39%	0.8	31.2%
Final assessment mark			31%

7.2 Assessment plan

Unlike residential universities, Unisa does not require students to write tests to gain admission to the examination. Assignments are seen as part of the learning material for this module. As you do the assignment, study the reading texts, consult other resources, discuss the work with fellow students or tutors or do research, you are actively engaged in learning. Looking at the assessment criteria given for each assignment will help you to understand what is required of you more clearly.

Three assignments are set for this module. Both Assignments 01 and 02 for MNE3701 are thus compulsory assignments. Admission will be obtained by **submitting these assignments** and **not** on the strength of the marks you obtain for it. If you fail these assignments you will not be admitted to the examination. Assignment 01 consists of multiple-choice questions, while Assignments 02 and 03 are written assignments.

You will receive feedback on both Assignments 01 and 02 in Tutorial letter MNE3701/201/1/2018 and MNE3701/201/2/2018. As soon as you have received the commentaries, please check your answers. The assignments and the commentaries on these assignments constitute an important part of your learning and should help you to be better prepared for the examination.

Plagiarism

Note: Although you may work together when preparing assignments, you must write and submit your own individual assignment. In other words, you must submit your own ideas in your own words, sometimes interspersing relevant short quotations that are properly referenced. It is unacceptable for students to submit identical assignments on the basis that they worked together. That is copying (a form of plagiarism); and none of these assignments will be marked. Furthermore, you may be penalised or subjected to disciplinary proceedings by the university.

7.3 Assignment numbers

7.3.1 General assignment numbers

Assignment	Assignment type
01 Compulsory	Multiple-choice assignment
02 Compulsory	Written assignment

03 (not to be submitted)	Self-evaluation
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7.3.2 Unique assignment numbers

Assignment (compulsory) 01	First Semester	Second semester
Unique numbers	817425	722832

Assignment (compulsory) 02	First Semester	Second semester
Unique numbers	727691	817769

Assignment 03 (self-evaluation)	First Semester	Second semester
Unique numbers	N/A	N/A

7.4 Assignment due dates

Assignment (compulsory) 01	First Semester	Second semester
Due Dates	2 March 2018	10 August 2018

Assignment (compulsory) 02	First Semester	Second semester
Due Dates	6 April 2018	7 September 2018

Assignment 03 (self-evaluation)	First Semester	Second semester
Due Dates	N/A	N/A

7.5 Submission of assignments

You may submit written assignments either by post or electronically via *myUnisa*. Assignments may not be submitted by fax or e-mail. For detailed information and requirements as far as assignments are concerned, see the brochure *Studies @ Unisa* that you received with your study material

PLEASE KEEP A COPY OF YOUR ASSIGNMENT IN A SAFE PLACE.

To submit an assignment via *myUnisa*:

- Go to *myUnisa*.
- Log in with your student number and password.
- Select the module.
- Click on “Assignments” in the menu on the left-hand side of the screen.
- Click on the assignment number you wish to submit.
- Follow the instructions.

Do not contact your lecturer for administrative information on your assignments. For any administrative information on your assignments contact the relevant administrative sections. See paragraph 3.3 for contact details of the University. You might also find information on *myUnisa*.

Assignments should be addressed to:

The Registrar

PO Box 392

UNISA

0003.

7.6 The assignments

ASSIGNMENT 01: FIRST SEMESTER

Assignment 01	First semester
Due date	2 March 2018
Unique number	817425

This assignment consists of twenty (20) multiple choice questions and must be completed on a mark reading sheet or you can submit it via *myUnisa*. Enter your answers to the following multiple-choice questions on the mark-reading sheet supplied to you or via *myUnisa*. Remember to write the unique number of the assignment on the mark-reading sheet. The prescribed book will assist in answering this assignment. All the chapters and corresponding learning units are covered in this assignment.

1. Quentin, a venture capitalist, is scanning Mildred’s business plan to see if and when he can recoup his investment and make a profit. Quentin is looking for:
 1. a financial plan.
 2. a marketing plan.
 3. an investment plan.
 4. an exit strategy.

2. Adopting a consumer-oriented marketing philosophy is most consistent with_____
 1. quickly gaining highly profitable market returns.
 2. eventually achieving long-term market success.
 3. the revenue stabilizing effect of large market shares.
 4. focusing on the single most profitable consumer segment.

3. Bennett left his job as production manager and launched his own company because he was sure his methods of making the same type product would be more profitable and efficient. Bennett is likely to employ the _____ marketing philosophy.
 1. efficiency-oriented
 2. sales-oriented
 3. production-oriented
 4. consumer-oriented

4. As she considered becoming a partner in a new business venture, Valerie asked her potential partner about a(n) _____ in the event that the partnership did not work out as expected.
 1. liquidation plan
 2. equity split
 3. exit strategy
 4. asset distribution plan

5. Abby, Adam, and Arnold are partners. They have planned to continue the partnership even after the death of any one partner. To this end, the partners have:
 1. stipulated in their wills that their share of the partnership is bequeathed to the other two partners.
 2. purchased life insurance policies naming the other two partners as beneficiaries.
 3. created trust funds that can be used to pay off the heirs of the deceased partner.
 4. secretly signed documents to be opened only after the death that the deceased partner relinquishes all claims to the partnership.

6. Bettina has found a relatively inexpensive building that is a converted service station. Before she signs the lease, she should ask:
 1. How is the location zoned?
 2. What happened to previous businesses at that location?
 3. What are the real estate taxes on the property?
 4. Is street parking allowed?

7. Daisy is planning a clothing manufacturing company. When selecting the location for her production facility, Daisy will want to consider:
 1. ease of access to her customers.
 2. ease of access to transportation.
 3. availability of suitable labor.
 4. ease of access to raw materials.

8. Horace is reviewing a document that shows the results of his firm's operations over a period of one year. Horace is looking at the:
1. statement of profit and loss and other comprehensive income
 2. balance sheet
 3. statement of cash flows
 4. statement of financial position
9. Tomas would like to know whether his new business will be profitable, how much financing he will need, and whether he will have adequate cash flows. Tomas can get this information from:
1. pro forma financial statements.
 2. historical financial statements.
 3. pro bono financial statements.
 4. quid pro quo financial statements.
10. Williams Alternative Power, Inc. a company developing solar panels, is applying for a loan. The research the company has done for the manufacturing process would be a(n) _____ asset for the loan evaluation.
1. collateral
 2. intangible
 3. revolving
 4. tangible
11. Diane is a loyal, long term customer at Burke's Furniture Store. It would be expected that she would
1. be willing to pay more for Burke's Furniture's products.
 2. have higher order-processing costs since she purchases so much.
 3. potentially spend less as she purchases more products over time.
 4. All of the above.
12. Freida used a discount coupon to purchase a new product. In which category of the customer profile should this be recorded?
1. Personal Information
 2. Lifestyle data
 3. Profile of past responses
 4. Transaction data
13. Products must be carefully analyzed in terms of financial considerations in the _____ stage of the product development process.
1. business analysis
 2. idea accumulation
 3. product testing
 4. physical product development

14. Troy Bourbon, a local bourbon distillery, initially sold its product at a premium price of R45 because the company believed consumers would view the bourbon as a prestige item. The company decided that when start-up costs had been fully recovered and competition became imminent, the company would reduce the price to R30, which was more expected in the market. The distillery is using a
1. variable pricing strategy.
 2. skimming price strategy.
 3. price lining strategy.
 4. penetration pricing strategy.
15. Just Add Water, a boat dealership, has been successful in a strong economy by spending 5% of its sales revenues on promotions. What adjustments, if any, should Just Add Water make now that the economy has gone into recession?
1. Continue to spend 5% of sales on promotions, even though this results in a lower promotional budget.
 2. Increase the promotional budget to attract new customers
 3. Decrease the promotional budget. No one has any money to spend anyway.
 4. Spend 5% of profits on promotions rather than 5% of sales.
16. A hesitancy by an entrepreneur to move through the various organisational stages can _____.
1. limit the rate of business growth
 2. be interpreted as evidence of creativity
 3. normally provide a competitive edge to the firm
 4. provide a spark to the business because of the spontaneity it introduces
17. Tom is experiencing difficulty in recruiting competent technicians for his business. One way to increase the attractiveness of his small business is by using _____.
1. flexible work schedules
 2. job descriptions
 3. performance testing
 4. private employment agencies
18. Sam's company can either make the components or buy them. He should decide to buy components from a supplier (as opposed to making them):
1. when his plant has excess plant capacity.
 2. when buying the components will require greater flexibility on the firm's part to accommodate the supplier.
 3. if product quality would be the same (regardless of the firm's decision).
 4. if the risk of equipment obsolescence can be transferred to the supplier.

19. The number of days, on average, that a firm is extending credit to its customers is called_____.

1. the cash conversion period
2. the days in inventory.
3. the average collection period
4. the cash flow cycle.

20. Philip leases retail space in a building owned by Roger. The lease agreement contains a(n) _____ excusing Roger from responsibility for any financial consequences of Philip's actions.

- 1 premises liability clause
2. indemnification clause
3. operations liability clause
4. lessor's release of action clause

[Total: 20]

ASSIGNMENT 02: FIRST SEMESTER

Assignment 02	First semester
Due date	6 April 2018
Unique number	727691

Answer all the questions and submit the assignment to Unisa before the due date.

QUESTION 1

Read the following case study and answer the questions that follow.

Case study

Safia Tucker, owner of Ilundi Designs says that when it comes to quality, there can and should be no compromise. In the crafts and arts industry, particularly, authenticity, and integrity, are everything .Many make claims, not all deliver. At Ilundi Designs, however, you can expect the real thing. Safia says the business was formed in 2011, when she began very small-scale production of one or two pieces a week from the garage that she also lived in. "I had just graduated in Fine Art and I needed a bag for myself but couldn't find anything that I really wanted, or liked. So I made a bag for myself, and friends and family started to show interest in the product, and so the business was slowly growing from then. We handcraft genuine leather bags, belts, and accessories, and everything is hand stitched, too," she says.

She and her small team operate from a studio in Salt River and Ilundi also has an upmarket outlet at the V&A Waterfront."The business has grown slowly over the years, but I think that's necessary," she says. We use absolutely no machines, and everything is done by hand. Every hole is hand punched, every stitch hand stitched. She recalls how she was searching for grant funding online and found the website for the National Youth Development Agency (Grant Programme) and decided to go and visit the Cape Town branch. The rest, as they say in the classics, is history.

“Starting out I had very little experience in the industry, and obviously very little capital, and the grant funding as well as financial mentorship I received from the Agency was crucial for growing the small business that I had at the time. “It was crucial for growth and also for just to increase my knowledge and my experience, and as soon as we received the funding we could produce a lot more goods, we could have stock on hand and we started to stock a lot more boutiques. From there our business just grew and took off,” she says. Currently Ilundi supplies about 30 boutiques, nationally and internationally.

The business currently employs five people, excluding herself, and four of them are under the age of 35. This complement is comprised of three crafters and a saleswoman, she says. When asked what advice she has for young people wishing to pursue the entrepreneurial route, Safia says: “I think firstly perseverance is a big thing. There were many times that I wanted to give up. I was so close to quitting, but luckily great people who encouraged me. I joined the Cape Crafts Design Institute, and surrounded myself by other young entrepreneurs and we discussed issues regarding how to move forward. That’s been very helpful, and I also think it’s vital to have a very strong financial plan in place, as well as an admin system, so that as soon as your business starts to grow everything can move forward smoothly.”

Leadership asked her what National Youth Month means to her, as a young person living and working in South Africa. “I think,” she says, that it’s a very important opportunity to reminisce on our tumultuous past and also at the same time to share our stories and motivate one another as youth, and show through example what is possible now”. She believes it is very possible to be an effective leader, but still be gentle at the same time. “I think it’s possible to be a great leader, but still be gentle, and be able to spread your staff in such a way that they have every opportunity to do something else, so that they will stay loyal to you, because I think acquiring really great staff is a difficult thing. “This softly spoken, down to earth young woman is making strides in the accessories business gentle ones. At 28, she is destined for very good things to come.

[Available from: <http://www.leadershiponline.co.za/articles/hands-on-hand-made-18351.html>; Accessed on 15 July 2016]

- 1.1.1 Identify and describe the pricing strategy that you think Illundi Designs is using. (2)
 1.1.2 Support your answer with evidence from the case study (2)
- 1.2. Complete the following table specifically for Illundi Designs (3)

The Operations Process	Illundi Designs
Input	
Process	
Output	

- 1.3.1 Identify and describe the type of leadership that Safia Tucker is practicing. (2)
 1.3.2 Support your answer in 3.1 with evidence from the case study. (1)
- 1.4 Describe the type of financial support that she did obtain. Support your answer with evidence from the case study. (4)
- 1.5 Describe three (3) most appropriate sources of employees that Safia could use in future to find qualified applicants. (6)

- 1.6 Explain the four (4) primary means used by businesses to protect certain marketing assets. (4)
[24]

Question 2

- 2.1 Explain what the following ratios measure, and what implications these ratios can have for the firm. (6)
1. Current ratio
 2. Debt- ratio
 3. Return on equity
- 2.2 John owns John Tates, a restaurant that sells a range of pizza and pasta meals to customers across the country. John’s business has grown from one restaurant in Durban to 30 restaurants in major cities in the country. John is aware that understanding the customer is important in order to provide them with high levels of customer service and to ensure their loyalty to his business. (8)
- Discuss the four (4) sociological factors that influence consumer behaviour. Provide a practical example of how John’s business will be influenced by each factor.
- 2.3 Rod is starting a new business as a dry stone mason where he builds and repairs rock walls that do not have any mortar. He has completed a national certificate and will be working most jobs by himself. Discuss what issues he should consider in choosing the legal form of business. Based on the information what legal form of business would be expected for him to choose and why? (6)
- 2.4 If own sources of finance are inadequate, the owner of a small business may turn to more formal channels of financing. Discuss the three (3) types of loans that a business can consider. (6)

[26]

[TOTAL: 50]

ASSIGNMENT 01: SECOND SEMESTER

Assignment 01	Second semester
Due date	10 August 2018
Unique number	722832

This assignment consists of twenty (20) multiple choice questions and must be completed on a mark reading sheet or you can submit it via *myUnisa* Enter your answers to the following multiple-choice questions on the mark-reading sheet supplied to you. Remember to write the unique number of the assignment on the mark-reading sheet. The prescribed book will assist in answering this assignment. All the chapters and corresponding learning units are covered in this assignment.

1. The sources and uses table is a part of the _____ of the business plan.
1. critical risks section
 2. offering section
 3. exit strategy
 4. financial plan

2. Adopting a consumer-oriented marketing philosophy is most consistent with; _____.
1. quickly gaining highly profitable market returns
 2. eventually achieving long-term market success
 3. the revenue stabilising effect of large market shares
 4. focusing on the single most profitable consumer segment
3. Wilson is so confident of the benefits of his product, he is sure people will line up to buy it if only they knew about it. Wilson will most likely subscribe to the _____ marketing philosophy.
1. production-oriented
 2. sales-oriented
 3. consumer-oriented
 4. promotion-oriented
4. Upton was surprised to find his partner had signed an agreement to sell product to a customer at below cost. He tried to cancel the contract but found out that:
1. partners have legal power of attorney to do as they please.
 2. each partner is in essence a sole proprietor.
 3. partners are seldom trustworthy.
 4. any partner can legally bind the company without the consent of any other partner.
5. Abby, Adam, and Arnold are partners. They have planned to continue the partnership even after the death of any one partner. To this end, the partners have:
1. stipulated in their wills that their share of the partnership is bequeathed to the other two partners.
 2. purchased life insurance policies naming the other two partners as beneficiaries.
 3. created trust funds that can be used to pay off the heirs of the deceased partner.
 4. secretly signed documents to be opened only after the death that the deceased partner relinquishes all claims to the partnership.
6. For small service or retail businesses, the top priority in location decisions is
1. personal preference.
 2. resource availability.
 3. customer accessibility.
 4. environmental conditions.
7. A good reason for relocating a typical manufacturing business is to
1. stabilize income taxes.
 2. increase customer traffic.
 3. be closer to raw materials.
 4. provide free-flow space.

8. Kate's banker would like to know the profit of her business from January 1st through December 31. She should show him the _____.
1. statement of cash flows.
 2. statement of profit and loss and other comprehensive income.
 3. balance sheet.
 4. harvest plan.
9. Tomas would like to know whether his new business will be profitable, how much financing he will need, and whether he will have adequate cash flows. Tomas can get this information from:
1. pro forma financial statements.
 2. historical financial statements.
 3. pro bono financial statements.
 4. quid pro quo financial statements.
10. David is trying to decide whether to add capital through investing more of his own money or through borrowing money from the bank. To help him decide, you remind him that as long as his firm's rate of return on its assets is greater than the cost of the debt, his rate of return on equity will _____ as the firm uses more debt.
1. decrease
 2. increase
 3. remain the same
 4. fluctuate
11. Diane is a loyal, long term customer at Burke's Furniture Store. It would be expected that she would
1. be willing to pay more for Burke's Furniture's products.
 2. have higher order-processing costs since she purchases so much.
 3. potentially spend less as she purchases more products over time.
 4. All of the above.
12. Information taken from warranty cards would be stored in which category of a customer profile?
1. Personal information
 2. Complaints
 3. Lifestyle data
 4. Transactions
13. The business analysis stage of new product development is critical since
1. one to three years may pass before profits are realized.
 2. it is hard to attract the 10 percent of the total market that is needed for a new product success.
 3. products often fail in laboratory and marketing testing.
 4. All of the above support the importance of the business analysis stage.

14. Troy Bourbon, a local bourbon distillery, initially sold its product at a premium price of R45 because the company believed consumers would view the bourbon as a prestige item. The company decided that when start-up costs had been fully recovered and competition became imminent, the company would reduce the price to R30, which was more expected in the market. The distillery is using a
1. variable pricing strategy.
 2. skimming price strategy.
 3. price lining strategy.
 4. penetration pricing strategy.
15. Which medium is considered to have a high pass-along rate?
1. Magazines
 2. Outdoor Media
 3. Radio
 4. Television
16. The use of written policies, budgets, and job descriptions is most closely associated with which stage of growth?
1. Formal organization
 2. Intermediate supervision
 3. One-person operation
 4. Player-coach
17. Jan is ready to franchise his retail clothing store and needs to hire a new manager that has knowledge in the franchising process. Which recruiting source would be best?
1. temporary help agencies
 2. leasing companies
 3. headhunters
 4. employees
18. The approach that recognizes the assets and activities of the company are interdependent and should be managed so as to maximize the company's performance is
1. capacity management.
 2. lean production.
 3. synchronous management.
 4. waste-less production.
19. The cash conversion period is the time between _____.
1. cash payment for inventory and collection of accounts receivable
 2. placement of an order and cash payment for it
 3. receipt of inventory and cash payment for it
 4. sale of inventory and cash collection of accounts receivable

20 Concern about the replacement value is considered in which principle of a sound insurance program?

1. Identify business risks that can be insured.
2. Secure insurance coverage for all major potential losses.
3. Consider the feasibility and affordability of insuring smaller potential losses.
4. Review and evaluate.

[Total: 20]

ASSIGNMENT 02: SECOND SEMESTER

Assignment 02	Second semester
Due date	7 September 2018
Unique number	817769

Answer all the questions and submit the assignment to Unisa before the due date.

Question 1

Read the following case study and answer the questions that follow.

Case Study

Buying Diamonds Online

Mark Vadon, looking for an engagement ring for his fiancé, was completely turned off when a jeweller advised him to pick a ring that “spoke” to him. At home, he went to his computer looking for Websites dealing with diamond rings and found a site run by Doug Williams, an independent Seattle diamond wholesaler. Williams had discovered that by listing basic information about purchasing diamonds, he attracted men like Vadon.

After buying a diamond ring from Williams, Vadon flew to Seattle to talk to him about business. Both men were impressed with the other. Williams was blown away by Vadon’s research and knowledge of the subject. Vadon was impressed that Williams with two helpers could not answer all the calls they were getting. Vadon surmised that if there are many people out there like him, this could be a winner. Over dinner he struck a deal with Williams to buy his business, went back to California, raised \$57 million from venture capitalists and closed the deal in May 1999. Vadon’s venture not only survived the dot-com explosion , it has thrived ever since.

Vadon used the money to build a full-service e-commerce Web site (bluenile.com) and to assemble teams to handle various business activities. Within six months, Blue Nile generated \$14 million in sales. Vadon’s focus is on marketing to men rather than women. He feels that educated men making good incomes would be drawn to a Web site offering more insight into selecting fine jewellery. His aim is to educate the customer, make him feel comfortable and sell as cheaply as possible.

If Blue Nile were a traditional bricks-and mortar jeweller, Vadon says, it would take 150 stores and 1000 employees to sell \$125 million worth of goods. “Our overhead is low and we pass that savings on to our customers. We do not understand why anybody would trade anywhere but with us’ His approach appears to be working. In January 2004, Forbes magazines named Blue Nile the Favourite Online Jeweller for the fifth consecutive year.

[Adapted from: Byrd, M.J & Megginson, L.C. 2013. **Small Business Management: An Entrepreneur's Guidebook**. 7th edition. McGraw Hill: New York.]

- 1.1 Discuss the three (3) major categories of e-commerce business models according to customer focus. Which ecommerce business model according to customer focus is Mark Vadon using for his business? (7)
 - 1.2 Define market segmentation. Describe the segmentation variables that were used in the case and motivate your answer with an example from the case study. (4)
 - 1.3 Identify and describe the pricing strategy that you think Blue Nile is using and motivate your answer with evidence from the case study. (4)
 - 1.4 In marketing, distribution encompasses both the physical movement of products and the establishment of intermediary relationships to achieve product movement. What type of distribution channel is being used by Blue Nile? Briefly explain the major considerations in structuring a distribution channel with specific reference to the scope of physical distribution. (7)
 - 1.5 Discuss any four (4) benefits of locating a start-up on the internet and substantiate your discussion with examples from the case study. (8)
- (30)**

Question 2

- 2.1 Zoe has decided to start a personal shopper company in her metropolitan town of 250,000. She wants to concentrate on college professors at the small university she graduated from which has 85 professors employed full time. After deciding whether the mediums would be acceptable, complete the following chart. (6)

Medium	Acceptable?	Why or Why not?
Newspaper - Campus and Local		
Radio - Campus and Local		
Internet		
Television		

- 2.2 A business owner must decide whether he wants to sell on credit or for cash only. In many cases, selling on credit cannot be avoided. Discuss the five (5) factors that the entrepreneur would consider in his decision to extend credit. (10)
- 2.3 There is no magic formula for determining the right price for what you are selling. The same problem arises when figuring out how much a small business should spend on

promotion. There are, however, four commonsense approaches to budgeting funds for small business promotion. Explain the four (4) methods of determining the appropriate level of promotional expenditure. (4)

[20]

[Total: 50]

ASSIGNMENT 03 (SELF-ASSESSMENT ASSIGNMENT FOR BOTH SEMESTERS 1 AND 2 in 2018)

This assignment covers some topics in the learning units, as well as the corresponding chapters in the prescribed textbook. Please do not submit this assignment.

QUESTION 1

- 1.1 One of an entrepreneur's main responsibilities is to find, evaluate and introduce new products in the market. This responsibility requires that the entrepreneur establish a process for developing new products. Explain in detail the four-stage (4), structured approach to product development. (16)
- 1.2 When planning to start a new business, the entrepreneur has to consider carefully where to locate the business. Discuss the key factors that the entrepreneur would have to consider in choosing a location for his or her business. (9)
- (25)**

QUESTION 2

- 2.1 Portia is the founder of Pearlparadise.com. Her jewellery business recognises the importance of ensuring that customers keep coming back. She knows that customer relations marketing as a strategy can make the business succeed.
- 2.1.1 Explain what information should be collected from customers to build a customer database. (7)
- 2.1.2 Portia wants to expand her business; she may have to consider external sources for financing. Discuss the three (3) types of loans that she could consider. (6)
- 2.1.3 Portia implements her leadership in organising and directing the firm's operations. Her management capabilities are therefore also an important element in the success of the business. Identify and explain the managerial tasks Portia will perform as an entrepreneur. (12)

(25)

[Total 50]

7.7 Other assessment methods

The *Studies @ Unisa* brochure contains important information on the Final Year Concession procedure to assist students with one or two modules outstanding. The Department of Examination Administration (DEA) will inform all students who qualify for a final year (FI) concession per sms/email. For this module, FI students are required to complete a portfolio.

Alternative methods of assessment are subject to stringent academic rules and processes and should not be considered an easier option. Failure to meet the learning outcomes of the

module, through the alternative method of assessment, will result in a fail and you will need to re-register for the outstanding module.

7.8 The examination

The examination is your opportunity to demonstrate that you have achieved the outcomes of this module. Use the *Studies @ Unisa* brochure for general examination guidelines and examination preparation guidelines.

Requirements for admission to the examination

Admission will be obtained by submitting the assignments and not on the strength of the marks you obtain for it.

This module is offered in a semester period. This means that if you are registered at the beginning of the year, you will write the examination in May/June 2018. If you are registered for the second semester, you will write the examination in October/November 2018. During the year, the Examination Section will provide you with information regarding the examination in general, examination venues, examination dates and examination times. Please note that the supplementary examination for the first semester will be written in October/November 2018, and the supplementary examination for the second semester will be written in May/June 2019.

Format of the examination paper

The duration of the examination paper is two hours. The examination paper is set in English. The question paper counts 70 marks and consists of two sections. Section A (30 marks) is compulsory and the questions can be based on a case study. Section B (40 marks) will consist of three questions of which you will have to do two. Multiple-choice questions will not be asked in the examination paper. Therefore, the marks that you obtain for the compulsory assignments 01 is not an indication of your level of understanding of the study material or what marks you can expect in the examination.

Limited copies of old examination papers are placed on *myUnisa* by the Examination Department. Please note that these examination papers are provided to give you an idea of the expected format of your examination and you should not regard it as an indication of questions that are likely to appear in the examination you will write. However, please refer to the specific examination guidelines provided in this tutorial letter as the format of examination papers may vary from year to year. No further previous examination papers will be provided, nor will we provide you with memoranda for the example papers provided.

Please do not contact your lecturers for copies of previous examination papers or the availability of examination papers on *myUnisa*, as this is a function performed by the Examination Department.

8 FREQUENTLY ASKED QUESTIONS

The *Studies @ Unisa* brochure contains an A-Z guide of the most relevant study information. Visit UNISA'S website www.unisa.ac.za and click on the Search / Ask us icon.

9 SOURCES CONSULTED

Source consulted is Longenecker, JG. Petty, JW, Palich, LE & Hoy, F, Radipere, S & Phillips, M. 2017. *Small Business Management: Launching and Growing Entrepreneurial Ventures*. SA edition. Cengage Learning.

10 CONCLUSION

We strongly advise you to begin studying immediately. The first assignment is due early in the semester and you will be writing the examination in May/June 2018 or October/November 2018.

Do not hesitate to contact your lecturer by email if you are experiencing problems with the content of this tutorial letter or any aspect of the module.

I wish you all the best and a successful academic year. We hope that you find this module interesting and helpful, and that it will make a positive contribution to both your personal development and your career.

Enjoy the journey!

Kind Regards,

Mrs M. Phillips

Section: Entrepreneurship

Department of Entrepreneurship, Supply Chain, Transport, Tourism and Logistics Management

College of Economic and Management Sciences

Unisa