

MNE3701 DISCUSSION QUESTIONS

Note these discussion questions that could feature in the exams

Discuss which questions should be asked when evaluating a firm's financial performance.(chapter 10)

What are the practical suggestions about making financial forecasts?(chapter 11)

Jerry is starting an athletic apparel store with his brother-in-law providing all funding.(chapter 6)

Identify possible insiders and outsiders and explain how each would use a business plan.(chapter 6)

Describe the two types of business plans and state which plan would be appropriate for a proposal for a new bed and breakfast inn for a rural area.

Identify and discuss the three components of the marketing plan and the three marketing activities used to generate information for the marketing plan.

Marketing research may be defined as the gathering, processing, interpreting and reporting of market information. It is all about finding out what you want to know.

Discuss the steps in the marketing research process that will enable an entrepreneur to obtain relevant and accurate market information.

Chapter 7

Answer: See pg 184

Activity 1: Legal forms chapter 8
by H HESLINGA - 27 Mar 2018 @ 12:26

Identify and discuss the factors to consider in choosing among the primary legal forms of organisation.

Discuss the following factors only: legal prescription and liability of the owner, transferability.

An alliance strategy can be powerful for growing companies as it enhances mutual competitive growth. Give reasons how a strategic alliance can benefit a growing company?

Rod is starting a new business as a drystone mason where he builds and repairs rock walls that do not have any mortar. He has completed national certification and will be working most jobs by himself. What issues should he consider in choosing the legal form? Based on this information what legal form would you recommend for him to choose?

Chapter 9 **Activity 1:Home based business**

by [H HESLINGA](#) - 29 Mar 2018 @ 15:34

Discuss the advantages and disadvantages of a home-based business.

Describe the different e-commerce business models when the type of customer served is important.