

Part B

Instructions to candidates

Mark allocation: 45

Number of questions: Three (03)

Answer all questions.

1.

- a. Briefly explain the micro screening method of capturing opportunities. (5 mark)
- b. Briefly describe the factors to be considered in micro screening method. (5 mark)

2.

- a. Briefly explain the relationship between opportunities, innovation and creativity. (12 mark)
- b. List six (06) most effective sources of opportunity. (3 mark)

3. Mr. Gunapala is a person who is operating an entrepreneurial business. He wants to get an approval from a bank for the financial needs of his business. If Mr. Gunapala comes to you, what are the instructions you will give him to prepare an effective business plan? Your answer should include introduction about a business plan, guidelines to write a proper plan, elements of a business plan and the importance of a business plan. (20 mark)

