



Name: _____

EXAM PAPERS PRACTICE

Entrepreneurs and leaders

Date:

Time:

Total marks available:

Total marks achieved: _____

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Questions

Q1.

Analyse **two** advantages for Ocado of having cost efficiency as a main business objective.

(6)

(Total for question = 6 marks)

Q2.

Read Extracts A to D in the Source Booklet before answering.

Analyse **two** entrepreneurial motives Nguyen Thi Phuong Thao may have had when starting

(Total for question = 6 marks)

Q3.

Read Extracts C, D and E in the Source Booklet before answering this question.

Analyse **two** benefits for Aldi of having employee welfare as one of its main business objectives.



(Total for question = 6 marks)

Q4.

Read Extracts A and B in the Source Booklet before answering this question.

Analyse **two** entrepreneurial characteristics shown by Vaibhav Anant that may have helped Bambrew to succeed.

(6)



(Total for question = 6 marks)

Q5.

Read Extracts A and B in the Source Booklet before answering the question.

Analyse **two** entrepreneurial characteristics that Rossi Mitova has that may have contributed to her success.

(6)



(Total for question = 6 marks)

Q6.

Read Extracts A and B in the Source Booklet before answering the question.

The farmers using the *Farmhopping* online service to sell produce must share the same social objectives as *Farmhopping*.

Assess if there is a trade-off between social objectives and profit for these farmers.

(10)



Q7.

Read Extracts A and B in the Source Booklet before answering this question.

Assess if there is likely to be a trade-off between an ethical stance and profit for Bambrew.

(Total for question = 10 marks)

Q8.

Read Extracts A and B in the Source Booklet before answering this question.

Assess the possible risks to an entrepreneur of starting a business to rent out electric scooters in the UK.

(10)

(Total for question = 10 marks)

Q9.

Read Extract C.

Define the term 'entrepreneur'. (Extract C, line 2)

(2)

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(Total for question = 2 marks)

Q10.

Read Extracts A and B in the Source Booklet before answering this question.

Discuss if profit maximisation is the main business objective of the *Alibaba Group*.

(8)



(Total for question = 8 marks)

Q11.

Read Extracts F and G in the Source Booklet before answering this question.

Evaluate whether TOMS should focus on cost efficiency or social objectives to survive in the markets in which it operates.

(Total for question = 20 marks)

Q12.

Read Extracts A and B in the Source Booklet before answering this question.

Explain **one** risk Jack Ma may have taken when setting up the *Alibaba Group*.

(4)



(Total for question = 4 marks)

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