

SOUTH WEST REGIONAL MOCK EXAMINATION TECHNICAL AND VOCATIONAL EDUCATION

THE TEACHERS' RESOURCE UNIT (TRU)
Cellule d'appui à l'action Pédagogique

IN COLLABORATION WITH
En collaboration avec

THE REGIONAL INSPECTORATES OF PEDAGOGY AND
THE SUBJECT TEACHERS' ASSOCIATIONS (SWESTTA)

SATURDAY 29th MARCH 2025

ADVANCED LEVEL

Specialty	All Specialties
Subject Title	ENTREPRENEURSHIP
Subject Code Number	7055
Paper Number	2

THREE HOURS

INSTRUCTIONS TO CANDIDATES:

This paper carries SIX questions. Answer any FOUR questions.

Each question carries 25 marks. For your guidance, the approximate mark for each part of a question is indicated in brackets.

If you answer MORE THAN four (4) questions, ONLY the first four (4) answers presented will be marked and the other cancelled.

You are allowed to use GRAPH PAPERS and CALCULATORS where applicable.

You must use ONLY Blue or Black ink. No answer in Pencil will be marked.

All Appendices filled or completed should be handed in with your answer booklet.

All necessary calculations must be shown.

You are reminded of the necessity for good English and orderly presentation in your answers.

You are advised to read carefully through the question paper, before you begin your answers.

QUESTION ONE

The introduction of entrepreneurship in the school curricular of Cameroon has greatly shaped the mindset of students.

- Explain five benefits for promoting entrepreneurship in Cameroon Schools. (10 marks)
- Explain three main skills of successful entrepreneur students can be taught to possess. (9 marks)
- Describe three differences between a corporate entrepreneur and a social entrepreneur (6 marks)

(Total 25 marks)

QUESTION TWO

The management of a company known as GOLDEN B based in Douala is thinking of diversifying their business. In a board meeting, Mr. Aroke who is the General Manager told the board to use the external growth strategies.

- Advise the company on three ways the business can grow externally. (9 marks)
- Discuss five challenges of rapid business growth. (10 marks)
- Explain any three marketing communication tool that the company can use to persuade the customer to buy their product. (6 marks)

(Total 25 marks)

QUESTION THREE

Mr. Agwa has just graduated from the University of Buea where he studied Business administration. He is contemplating on starting a new business. He is aware that, to come up with good business ideas, he must go through the stages of idea generation.

- Identify and explain the six stages of business idea generation that Mr. Agwa has to go through. (12 marks)
- Explain five methods that he may use to convert his business ideas into business opportunities. (10 marks)
- Explain the term business environment as used in entrepreneurship. (3 marks)

(Total 25 marks)

QUESTION FOUR

The government of Cameroon envisaged that by the year 2035, most Cameroonians will be entrepreneurs. In spite of this projection, the current entrepreneurs still face challenges in the economy.

- Explain five pull factors that can motivate someone to be an entrepreneur. (10 marks)
- Account for six external challenges faced by entrepreneurs in the economy of Cameroon. (12 marks)
- Explain the meaning of entrepreneurial culture as used in entrepreneurship. (3 marks)

(Total 25 marks)

QUESTION FIVE

Mr. Gabsia is a business man based in Kumba. He realized that, though the business is progressing, there are some areas of the business that he is facing challenges. To identify these areas, he establishes the business Canvas model (BMC) for the business.

- Describe any five building block of a business canvas model. (10 marks)
- Describe any three types of feasibility that Mr Gabsia must have used to analyze and establish his business. (6 marks)
- Explain any three components of a business plan. (9 marks)

(Total = 25 marks)

QUESTION SIX

Mr Agbor Joseph wants to open a new business in Bamenda. After conducting the feasibility studies, he realized that, there are many factors that determine the location of this business and consults you as an expert in entrepreneurship to advice him.

- Explain five factors that he has to consider when choosing the location of his business. (10 marks)
- Describe five sources of funds that he can use to obtain money to establish his business. (10 marks)
- Outline five documents that he needs to register his business. (5 marks)

(Total = 25 marks)

END