

SOUTH WEST REGIONAL MOCK EXAMINATION TECHNICAL AND VOCATIONAL EDUCATION

The Teachers' Resource Unit (TRU) in collaboration with the Subject Teachers' Association (STA)	Subject Code 7055	Paper Number 1
CANDIDATE NAME	Specialty: ALL	
CANDIDATE NUMBER	Subject title	
CENTRE NUMBER	ENTREPRENEURSHIP	
ADVANCED LEVEL	DATE SATURDAY 29TH MARCH 2025	

Time Allowed: ONE HOUR THIRTY MINUTES

INSTRUCTIONS TO CANDIDATES:

1. USE A SOFT HB PENCIL THROUGHOUT THIS EXAMINATION.
2. DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO.
Before the Examination begins:
3. Check that this question booklet is headed "Entrepreneurship 7055" Paper 1".
4. Insert the information required in the spaces provided above.
5. Without opening the booklet, pull out the answer sheet carefully from inside the front cover of this booklet. Take care that you do not crease or fold the answer sheet or make any marks on it other than those asked for in these instructions.
6. Insert the information required in the spaces provided on the answer sheet using your HB pencil:
Candidate Name, Centre Number, Candidate Number, Subject Code Number and Paper Number
How to answer questions in this examination:
7. Answer ALL the 50 questions in this examination. All questions carry equal marks.
8. Calculators are allowed.
9. For each question there are four suggested answers, A, B, C, and D. Decide which answer is correct. Find the number of the question on the Answer sheet and draw a horizontal line across the letter to join the square brackets for the answer you have chosen. For example, if C is your correct answer, mark C as shown below:

A
B
C
D
10. Mark only one answer for each question. If you mark more than one answer, you will score zero for that question. If you change your mind about an answer, erase the first mark carefully, and then mark your new answer.
11. Avoid spending much time on any question. If you find a question difficult, move to the next question. You can come back to this question later.
12. Do all rough work in this booklet using, where necessary, the blank spaces in the question booklet.
13. Mobile phones are NOT ALLOWED in the examination room.
14. You must not take this booklet and answer sheet out of the examination room. All question booklets and answer sheets will be collected at the end of the examination

1. An entrepreneur who starts a business without external funding is utilizing a technique referred to as:
 - A. Networking
 - B. Bootstrapping
 - C. Prospecting
 - D. Capitalizing

2. The following are the three types of patents:
 - A. Copyright; intellectual property; plant
 - B. ISO; descriptive; generic
 - C. Arbitrary; suggestive; plant
 - D. Utility; design; plant

3. Innovation can best be defined as:
 - A. The generation of new ideas
 - B. The evolution of new ideas
 - C. The opposite of creativity
 - D. The successful exploitation of new ideas

4. Which of these actions by entrepreneurs will most likely result in creative destruction?
 - A. Developing a new product
 - B. Taking competitor's business
 - C. Issuing shares to individuals and institutions
 - D. Lowering prices of your product

5. The primary purpose of a Business Model Canvas is:
 - A. To create a detailed financial forecast
 - B. To develop a comprehensive marketing plan
 - C. To visualize and analyze a business idea
 - D. To secure funding from investors

6. He specializes in funding risky investments from equity capital with the objective of gaining better returns:
 - A. Entrepreneur
 - B. Businessperson
 - C. Intrapreneur
 - D. Venture capitalist

7. It is also known as corporate venturing:
 - A. Intrapreneurship
 - B. Mergers
 - C. Entrepreneurship
 - D. Acquisition

8. What is the purpose of a feasibility study for starting a new venture?
 - A. Exploring potential customers
 - B. Estimating sales
 - C. To understand if there are any barriers to success
 - D. To know if it is legally feasible

9. He owns more than one business at a time:
 - A. Portfolio Entrepreneur
 - B. Serial entrepreneur
 - C. Corporate Entrepreneur
 - D. Innovative Entrepreneur

10. It is a term used to analyze the potential threats and opportunities that could affect a project:
 - A. SWOT analysis
 - B. PESTLE
 - C. Porter's five forces
 - D. Risk assessment

11. It is a stage in the idea generation process whereby a potential musician listens to other music in order to be inspired:
 - A. Germination
 - B. Preparation
 - C. Incubation
 - D. Illumination

12. One of the following cannot be protected by copyright:
 - A. Music
 - B. Books
 - C. Works of Art
 - D. Ideas or Concepts

13. According to Peter Drucker, it is an opportunity that occurs when there is a difference between the perceived expectation of the product and customers' expectation:
 - A. The unexpected
 - B. The Incongruities
 - C. New Knowledge
 - D. Process needs

14. It is a market where the seller provides goods and services to people with particular needs:
 - A. Vertical market
 - B. Horizontal market
 - C. Market niche
 - D. Marketing niche

15. Market penetration is:
 - A. Entering a new market with existing products
 - B. Developing new products for an existing market
 - C. Selling existing products to existing customers
 - D. Acquiring a competitor

16. What is the main reason for carrying out self-assessment for an aspiring entrepreneur?
 - A. To determine financial viability
 - B. To develop a business plan
 - C. To secure funding
 - D. To identify strengths and weaknesses

17. What is the primary goal of market research?
 - A. To increase sales
 - B. To identify and understand customer needs and wants
 - C. To develop new products
 - D. To identify and understand competitors' strengths and weaknesses

- The role of government in business registration is:
- To regulate and oversee business activities
 - To know the amount of tax the company will pay
 - To take over the ownership of the business
 - To provide marketing support to businesses
- How often should a business plan be reviewed and updated?
- Annually
 - Quarterly
 - Monthly
 - Frequently
20. A feasibility study should be conducted:
- After the project has been fully funded
 - Before the project is initiated
 - During the project implementation phase
 - Only for large-scale projects
21. He views entrepreneurship mainly from the point of view of innovation:
- Joseph Schumpeter
 - David McClelland
 - Hoselitz
 - Max Weber
22. What is the next step after identifying a promising business opportunity?
- Mobilizing resources
 - Launching the business
 - Developing a business plan
 - Self-discovery
23. It is a strategy of business growth by expanding into new product lines and new markets:
- Market development
 - Market penetration
 - Product development
 - Diversification
24. He is an entrepreneur who lacks initiative and is reluctant to take risks:
- Motivated entrepreneur
 - Spontaneous entrepreneur
 - Drone entrepreneur
 - Induced entrepreneur
25. What is the main purpose of the market analysis as an element of the business plan?
- To determine the legal requirement
 - To identify potential competitors
 - To outline operational processes
 - To showcase the management team
26. It is a source of funding that typically involves giving up some ownership of the company:
- Bank loans
 - Government grants
 - Personal savings
 - Venture capital
27. The following is not a key area of focus for corporate social responsibility (CSR):
- Environmental protection
 - Human rights
 - Philanthropy
 - Maximizing profits for shareholders
28. What is the main purpose of business registration?
- To obtain a tax identification number
 - To comply with legal and regulatory requirements
 - To establish brand identity
 - To secure funding from investors
29. It is a major technique for generating business ideas:
- PESTEL
 - Mind mapping
 - SCAMPER
 - Lateral Thinking
30. What is the main purpose of public relations?
- To generate sales leads
 - To manage the company's reputation
 - To distribute coupons and discounts
 - To distribute products
31. The process of evaluating and selecting long-term investments is known as:
- Working capital management
 - Capital budgeting
 - Financial forecasting
 - Risk management
32. Which of the following is an example of secondary market research data?
- Focus group discussions
 - Customer surveys
 - Government census data
 - Mystery shopping reports
33. Psychographic segmentation is based on:
- Consumer lifestyles and personality characteristics
 - Geographic location and regional preferences
 - Consumer income and social class
 - Consumer buying behavior and purchase patterns
34. A company has an average annual profit of 50,000 FCFA and an average investment of 250,000 FCFA. The ARR is:
- 20%
 - 10%
 - 30%
 - 40%
35. It is used in measuring business liquidity:
- Debt to equity ratio
 - Return on equity
 - Current ratio
 - Price earnings ratio

36. A company has an average inventory of 50,000 FCFA and an annual cost of goods sold of 500,000 FCFA. What is the inventory turnover?
- 0.1
 - 5
 - 20
 - 10
37. A company sells a product for 1,000 FCFA per unit. The variable cost per unit is 600 FCFA. The fixed costs are 1,000,000 FCFA. What is the break-even point in units?
- 1,000 units
 - 2,000 units
 - 2,500 units
 - 2,500,000 units
38. Which of the following is not a direct labor cost?
- Wages of assembly line workers
 - Salaries of factory supervisors
 - Overtime pay for production workers
 - Employee benefits for production workers
39. A pricing strategy where a company sets a high initial price for a new product to maximize revenue from the target market is:
- Penetrating pricing
 - Skimming pricing
 - Cost-plus pricing
 - Value-based pricing
40. A company has a market share of 30%. If the total market size is 2,000,000 FCFA and grows by 20% in the next year, what will be the company's sales revenue in the next year, assuming the company maintains its market share?
- 600,000 FCFA
 - 400,000 FCFA
 - 1,000,000 FCFA
 - 720,000 FCFA
41. It is a capital budgeting technique that does not consider the time value of money:
- Net Present Value
 - Internal Rate of Return
 - Profitability Index
 - Payback Period
42. The statement of cash flows shows:
- A company's revenues and expenses over a period
 - A company's financial position at a specific point in time
 - The changes in a company's cash balance over a period
 - A company's retained earnings
43. A company has a holding cost of 20% per year. The cost of placing an order is 50 FCFA. The annual demand for the product is 10,000 units. What is the total annual inventory cost if the company orders 1,000 units at a time and the purchase price per unit is 10 FCFA?
- 1,000 FCFA
 - 2,000 FCFA
 - 1,500 FCFA
 - 4,000 FCFA
44. A company's sales have increased from 1,000,000 FCFA to 1,200,000 FCFA in one year. What is the percentage change in sales?
- 20%
 - 16.67%
 - 50%
 - 100%
45. The present value of the future cash flow of a project is 1,200,000 FCFA and the initial investment is 1,000,000 FCFA. What is the profitability index of the project?
- 0.83
 - 1.50
 - 2.00
 - 1.20
46. The difference between the average total cost and average variable cost is the:
- Average fixed cost
 - Marginal cost
 - Total cost
 - Variable cost
47. The contribution margin is:
- The difference between total revenue and total fixed cost
 - The difference between total variable costs and total fixed costs
 - The difference between total revenue and total variable costs
 - The difference between total revenue and total costs
48. It is a mix of debt and equity finance of a business:
- Capital structure
 - Working capital
 - Leverage
 - Liquidity
49. A company's market share has decreased from 35% to 25%. If the total market size remains constant at 1,000,000 FCFA, what is the decrease in the company's sales revenue?
- 100,000 FCFA
 - 200,000 FCFA
 - 250,000 FCFA
 - 300,000 FCFA
50. Market potential is:
- The total number of customers in a specific market
 - The maximum revenue that can be generated from a product or service in a specific market
 - The number of competitors in a specific market
 - The average price of a product or service in a specific market

END

GO BACK AND CHECK YOUR WORK

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

7055/ P3/2025
ENTREPRENEURSHIP/ATVEE

SOUTH WEST REGIONAL MOCK EXAMINATION TECHNICAL AND VOCATIONAL EDUCATION

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MONDAY 31 st MARCH 2025		ADVANCED LEVEL
Specialty	All Specialties	
Subject Title	ENTREPRENEURSHIP	
Subject Code Number	7055	
Paper Number	3	

THREE HOURS

INSTRUCTIONS TO CANDIDATES:

This paper has SECTION A and B

Section A: Answer all Questions

Section B: Answer Any Two Questions

Non-Programmable Calculators are allowed.

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

In calculations, you are advised to show all the steps in your working, giving your answer at each stage.

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

However, MOBILE PHONES ARE NOT ALLOWED.

All necessary calculations must be shown.

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

Section A**(Answer all the questions in this section)****THE COMFORT ZONE EFFECT: RISING ABOVE THE STATUS QUO**

Upon graduating with a B.Sc. in Agriculture from the University of Bamenda and a GPA of 3.89, Mr. Akwi could not further his studies due to financial challenges. His attempts to succeed in public exams or secure a good job all failed, owing to the unfortunate reality of not having a "godfather." After being stricken by poverty, Mr. Akwi thought of engaging in an entrepreneurial activity that could help change his status quo. He immediately engaged in a three-month training and internship. Within this period, he acquired knowledge on the necessity of mastering the business environment, the importance of feasibility studies, the necessity of drawing up a good business plan, business legalization, choosing a suitable location for his business, the need to develop a Business Model Canvas (BMC) for his business, and the need to critically observe the entrepreneurship process. With this wealth of knowledge, Mr. Akwi established a business which is very successful today, though it had its fair share of initial challenges commonly faced by budding entrepreneurs. He prefers outsourcing from business angels rather than bank loans.

Today, he runs a top-notch PLC company and many other conglomerates in the country. The company is known not just for undertaking several social entrepreneurship initiatives, but is also considered a very Socially Responsible Entrepreneurship (SRE) within their host community.

QUESTIONS

1. With reference to the passage,
 - a. Examine Mr. Akwi's motivation for entrepreneurship. (6 marks)
 - b. Give another name for "mastering the business environment." (2 marks)
 2. Critically examine the features that made Mr. Akwi a very successful entrepreneur. (4 marks)
 3. a. Relate Mr. Akwi to the "French Refugee effect of entrepreneurship." (2 marks)
 - b. Differentiate between Social Entrepreneurship and Socially Responsible Entrepreneurship. (3 marks)
 - c. Mention the six (6) steps of the entrepreneurship journey. (3 marks)
 4. a. Discuss any four (4) common challenges faced by start-ups and the solutions provided by the Government of Cameroon to combat each of them. (4 marks)
 - b. Briefly discuss the standard procedure for legalizing a PLC in the Cameroonian context. (6 marks)
 5. State any three (3) main feasibility studies that Mr. Akwi could likely carry out. (4 marks)
 6. With the help of a diagram, list the nine (9) blocks of the Business Model Canvas (BMC) in their correct order. (6 marks)
- (Total 40 Marks)**

Section B (Answer any two Questions of your choice)

7. After having complete and comprehensive training in entrepreneurship, Mr. Akwi finally engaged in the creation of his enterprise, introducing new concepts and new methods of doing things. This accounted for the rapid and constant success of the business, such that his business was found in many localities of the country.

- i. It is said that Mr. Akwi preferred using external sources of finance for his business. Advise Mr. Akwi on any five (5) internal sources of finance that he could use to increase the capital of his business. (10 marks)
 - ii. In order to protect himself from the theft of his business idea, discuss four (4) methods Mr. Akwi can use to protect his business idea. (8 marks)
 - iii. Managing such a chain of enterprises implies using standard management principles to successfully drive these enterprises to success. As an entrepreneurship student, expatiate on the three major managerial roles according to Professor Henry Mintzberg. (6 marks)
 - iv. Differentiate between discounted and non-discounted cash flow techniques, giving two examples each. (6 marks)
- (Total 30 marks)**

8. FRISOM is an enterprise of over 20 employees which deal with the sale of building materials. The following table presents a picture of the sales within the month of January 2025.

Date	Quantity	Entry Unit price	issues
1/1/24	120	1000frs	-
6/1/24	240	800frs	-
10/1/24	-	-	160
14/1/24	120	950frs	-
27/1/24	-	-	180

Work Required:

- i. Prepare a Stores ledger card at 31/1/24 using
 - a. FIFO (8marks)
 - b. Weighted Average Unit Cost at each entry. (8marks)
 - ii. Mention three techniques that can be used by an entrepreneur to encourage creativity within his employees. (6marks)
 - iii. Briefly discuss the two main recruitment policies that can be used by FRISOM and give two advantages per recruitment policies. (8 marks)
- (Total 30 marks)**

9. Building and managing chain of enterprises is not a day's jobs. Mr Akwi successfully built a series of enterprises for his company but he faces a number of challenges which accompanies the success of his company.
- i. Examine the four (4) internal business growth strategies according to Igor Ansoff (8 marks)
 - ii. Discuss on any four (4) bases for segmenting consumer markets. (6marks)
 - iii. Discuss any four (4) requirements of a good motivation system. (6marks)
 - iv. Examine the three main skills needed by every entrepreneur to build a successful business. (10marks)
- (Total 30 marks)**

END