# INSTRUCTIONS TO THE CANDIDATES
- All the questions are compulsory and must be answered.
- Use only pen for writing answers. Writing in pencil is not allowed except for diagrams.
- Double answers will not carry any marks.

## Level: Diploma 1st Year, 2nd Year & Advanced Diploma
<table>
<thead>
<tr>
<th>Date &amp; Day</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>24th February 2016, Wednesday</td>
<td>08.30 A.M. - 09.30 A.M.</td>
</tr>
</tbody>
</table>

## Type of Questions

<table>
<thead>
<tr>
<th>Type of Questions</th>
<th>Allocated Marks</th>
<th>Secured Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. True or False Questions</td>
<td>04</td>
<td></td>
</tr>
<tr>
<td>II. Multiple Choice Questions</td>
<td>04</td>
<td></td>
</tr>
<tr>
<td>III. Short Questions</td>
<td>06</td>
<td></td>
</tr>
<tr>
<td>IV. Analytical Questions</td>
<td>06</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL MARKS</strong></td>
<td><strong>20</strong></td>
<td></td>
</tr>
</tbody>
</table>

TOTAL SECURED MARKS IN WORDS

---

Marked by : 
Signature : 
Date : 

Verified by : 
Signature : 
Date :
I. True or False Questions *(Suggested time: 8 minutes) (4 x 1 = 4 Marks)*

Put a tick mark \(\sqrt{\text{True}}\) if the statement is correct, and to the word “False” if the statement is wrong.

1. Entrepreneurship helps us to make use of different natural resources in Oman. \[ \text{True} \quad \text{False} \]

2. The number of employees in a micro enterprise is more than five. \[ \text{True} \quad \text{False} \]

3. Mr. Abdullah prefered to own an existing business, so he is called as buyer entrepreneur. \[ \text{True} \quad \text{False} \]

4. Enterprise refers to an organization involved in line of goods and services. \[ \text{True} \quad \text{False} \]

II. Multiple Choice Questions *(Suggested time: 8 minutes) (4 x 1 = 4 Marks)*

Choose the correct answer by ticking \(\sqrt{\text{}\text{ }}\) the letter-box at the right side.

1. Which of the following is recognized as the benefit of entrepreneurship?

   a. High levels of stress \[ A \]
   b. Discouragement \[ B \]
   c. Low quality of life \[ C \]
   d. Opportunity to get high profit \[ D \]
2. In an enterprise if Mr. Salim contributes funds and Mr. Issam contributes his plan to start a business, it is called as:

   a. Solo operator
   b. Active partners
   c. Partner
   d. Challengers

3. Which of the following can limit the opportunity for entrepreneurship?

   a. New technological development
   b. Economic expansion
   c. Growth of cities
   d. Fear of failure

4. Which of the following actions by an entrepreneur is related to creativity?

   a. Development of a new product
   b. Copy competitor
   c. Decrease profit
   d. Increase expenses
III. Short Questions. *(Suggested time: 20 minutes)*  
\(4 \times 1.50 = 6\) Marks

1. Why do some people choose to be an “entrepreneur” instead of being an “employee”? Write three reasons to support your opinion.  

_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________

2. Describe the following:  

a. Medium business enterprises  

_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________

b. Innovation  

_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________
3. List six Industries in small Business.  
(0.25 X 6 = 1.50 Marks)

________________________________________________________________________________

________________________________________________________________________________

________________________________________________________________________________

________________________________________________________________________________

________________________________________________________________________________

________________________________________________________________________________

4. “Innovative ideas are always high in entrepreneurship”. Briefly explain any three methods to generate new ideas for business?  
(1.50 Marks)

________________________________________________________________________________

________________________________________________________________________________

________________________________________________________________________________

________________________________________________________________________________

________________________________________________________________________________

________________________________________________________________________________
IV. Analytical Question *(Suggested time: 15 minutes)* (6 Marks)

Number and state your main ideas/points clearly. Then, explain it in your own words and in proper context.

1. Steve Jobs and his friend Steve Wozniak were self-taught engineers who created one of the most popular, revolutionary, technology brand, “Apple”. Steve Jobs was not the first person to have an idea to create a user-friendly computer, and he was not the first person to come up with an idea about music players or smartphones, but he was the first person to implement them. He covered potential ideas and then implemented them in ways that no one had ever dreamed of before. Apple products, whether they be a computer, laptop, iPod, iPhone, iTunes, or otherwise, are featured everywhere. Not only Apple products are of high quality technological items, but the company also has superior branding and a strong company image making them, one of the most popular and easily recognizable brands in the world.

A. From this example, identify and explain any four traits/characteristics of Steve Jobs that helped him to be successful in his business. (4 marks)

______________________________________________________________________________

______________________________________________________________________________

______________________________________________________________________________

______________________________________________________________________________

______________________________________________________________________________

______________________________________________________________________________

______________________________________________________________________________

______________________________________________________________________________

______________________________________________________________________________
B. What are the factors/reasons that support the success of Apple Company? (2 Marks)