



Type 1 Examination

Module name:	Small Business Environment		
Module code:	BL11		
Location:	Apeldoorn, Amsterdam & Munich		
Teacher:	S. Mbelu, R. Ritmeester & L. Wunner		
Block:	4 (Retake)	Type 1 (Open Book Exam)	100% of final mark
Year:	2020-21		
Exam instructions:	<p>Students are required to check the Moodle for: EEG_PART 5a - Academic Writing Handbook and Plagiarism Policy.</p> <hr/> <p>Teacher's note:</p>		

Small Business Environment [BL11]

Total Marks 100%

Instruction

Please read carefully before you start the assignment. This assignment has two parts, A and B. All the different parts need to be completed and included in the final uploaded paper. Part A is compulsory, while any three (3) questions can be answered from Part B. In total all submitted assignments should contain four (4) fully answered questions.

- Students are to write an individual essay/report/ of **2000 - 2800** words. Before embarking to the assignment, you should read Part 5a(Academic Writing handbook)and 5b_(Plagiarism Policy)of the Education and examination Guide (EEG)
- Depth of knowledge and understanding of relevant key concepts.
- Demonstrate a good level of application, reflection and reasoning in relation to the relevant concepts.
- Innovative and creative approaches of describing and explaining the material
- Demonstration of an ability to engage in full professional and academic communication in written work.

A paper assignment should meet the following requirements:

- The uploaded assignment must be in word.
- The narrative must be written with conventional grammar e.g. appropriate use of paragraphs, punctuation, sentence structure etc.
- The assignment should be written in English-UK.
- The work should show coherence i.e. clear presentation and development of ideas to communicate meaning.
- Work should be appropriately and accurately referenced using the Harvard style as set out in relevant program EEG under academic writing handbook.
- A word count should be given at the end of Word document. This should include appendices or the list of references and any other quotations.
- Specified word counts should be respected. Excessively short submissions are unlikely to cover the required material adequately. Excessively long submissions which disregard the given instructions on word count risk failure. A working tolerance of +/- 10% is the guide for students and markers and work outside this tolerance band is at greater risk of being penalized.
- All pages must be consecutively numbered and include the student's number in the header for each page.
- For this assignment at least five (5) relevant articles must be cited per question

Part A (All students are required to answer this question) [40marks]

1. You are recently hired as the head business development department at KLM Airline in the Netherlands and tasked to launch a new product that will target younger market segment post Covid-19 pandemic. The management has asked you to develop a comprehensive summary of what you plan to do. As part of this plan, you are required to a minimum of two models learned in this course. The content of this plan should articulate different scenarios you plan to take and how this will help increase the market share of the company (700 - 1000 words)

Part B – Answer any three (3) questions from this section. [20 marks per questions; 60 marks in total]

There are 6 questions in this section. You are to answer any three of them. The case below is ONLY applicable to questions 2, 3 and 4. The other questions are not related to the case.

Covid-19 pandemic has brought a total market disruption in almost all sectors in the Netherlands; however, the E-Commerce industry is among the few that have used various innovative methods to ensure business stability and market growth. Majority of retail businesses are transitioning to online as to ensure continuity, sustainability, including targeting and attracting new customers.

2. As a second hand book store owner, you are planning to launch a new promotional program to inform your customers about the new changes you are implementing on in your business, which ranges from launching of new website to getting a new location and re-branding. Suggest 3 different marketing methods you can use to be able to properly reach and inform your customers about this. (500 - 600 words) [20 marks]
3. To start an e-commerce retail business what are the opportunity cost a Bank Manager earning 65000 Euros annually should expect, including the risks involved in running a business. (500 - 600 words) [20 marks]
4. To expand your hospitality business in the Netherlands, your company which specializes in tourist accommodation rentals are planning to enter the car rental market post Covid-19. What are the barriers to market entry you will likely encounter and what solutions do you have in place to ensure its impact to your business strategy and growth is minimized? (500 - 600 words) [20 marks]
5. When choosing a legal structure, many startup businesses such as second-hand bookstore or cleaning company prefer to start their business as a Sole Trader or partnership. However, for them to be successful, they should form a business as a limited liability company. To what extent do you agree or disagree with this statement. Provide examples to support your answers (500 - 600 words) [20 marks]
6. Sandra is planning to open a fast-food restaurant in Deventer, but she is considering not to conduct market research. Explain the importance of market research to her and justify the reason why she should conduct both Primary and Secondary market research. (500 - 600 words) [20marks]
7. Mrs. Julia's' private limited company which is a mini supermarket based in the Netherlands with an annual revenue of €300.000 is planning to open a new store in Belgium. The cost of the new location and assets is expected to cost €100.000 per year whereas the inventory is going to cost €150.000. Suggest two financial methods she could use including the advantages and disadvantages of this financial method. (500 - 600 words) [20 marks]