PRIFYSGOL ABERYSTWYTH UNIVERSITY

SEMESTER TWO 2026

ABERYSTWYTH BUSINESS SCHOOL

MODULE CODE: AB25220 ENTREPRENEURSHIP AND NEW VENTURE CREATION

Time allowed: **2 HOURS**

Answer TWO questions

CALCULATORS ARE NOT PERMITTED

STUDENTS MAY SUBMIT ANSWERS TO THIS PAPER IN EITHER WELSH OR ENGLISH

Once seated, students may complete the front cover of the answer book(s) and the attendance slip ONLY.

DO NOT TURN THE EXAMINATION QUESTION PAPER OVER UNTIL INSTRUCTED TO DO SO.

1. Outline the steps required to grow a business from one stage to the next, discuss the crisis points and the reasons why they occur.

[50%]

2. Identify some of the issues in transferring a family business from one generation to another and give examples of where this has been successful.

[50%]

3. You have been approached by the Welsh Government to create an enterprise strategy for the Aberystwyth area. Identify the priorities and how these can be implemented.

[50%]

4. Compare and contrast some of the earliest definitions of entrepreneurship and how our understanding has changed over time.

[50%]

5. Identify the steps needed to start a new business, discuss the importance of identifying the concept and the USP and whether the idea is scalable.

[50%]

6. Outline some of the steps that a business can take if there is a cash flow issue and identify the sources of funds that may be available.

[50%]

END OF PAPER