

THE ENGINE  
OF THE NEW  
NEW ZEALAND



THE LION FOUNDATION  
**YOUNG  
ENTERPRISE  
SCHEME**  
EXAMINATION 2015



LEADERS IN ENTERPRISE  
AND FINANCIAL EDUCATION



young enterprise scheme



**MASSEY  
UNIVERSITY**  
TE KUNENGA KI PŪREHUROA

UNIVERSITY OF NEW ZEALAND

# THE LION FOUNDATION YOUNG ENTERPRISE SCHEME EXAMINATION 2015

## YOU WILL HAVE

- 10 minutes to read the case study, and the examination questions
- 3 hours to answer the questions

## YOU WILL RECEIVE

- One copy of the examination questions
- One answer booklet
- You should have received a copy of the case study prior to the examination.
- You should have brought the case study to the examination. The case study must be unmarked.
- Spare copies of the case study are available, if you don't have an unmarked version.

## INSTRUCTIONS TO CANDIDATES

- You must check that the label printed with your candidate number has been stuck on your answer booklet and is correct.
- You must answer ALL FOUR questions.
- Each question carries 25 marks. The examination carries a total of 100 marks.
- Begin the answer to each question on a new page in the answer booklet. Spare paper is available from the examination supervisor if required.

**DO NOT write your name on or in the answer booklet.**

## QUESTIONS

### 1. Leadership

Identify a leadership issue faced by Zeald that resulted in problems for the company in the first 2 years. Using your experience in YES and the case study, evaluate your solutions and make appropriate recommendations.

### 2. Planning

Explain how continuing growth in social media use is a strategic opportunity for Zeald over the next 5 years. Using your experience in YES and the case study suggest how they might plan for the future.

Evaluate your solutions and make appropriate recommendations.

### 3. Innovation and Enterprise

Identify a way in which Zeald has shown innovation and enterprise in their business practices. Using your experience in YES and the case study, suggest how this contributed to business growth and how Zeald might continue to innovate into the future.

Evaluate your solutions and make appropriate recommendations.

### 4. Sales and Marketing

Website design is a fast-changing world and Zeald faces significant challenges in keeping up with the pace of change. Using your experience in YES and the case study, outline a sales and/or marketing problem faced by Zeald.

Evaluate your solutions and make appropriate recommendations.