Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**1.5.2 Entrepreneurial motives and characteristics**

1. Identify 5 characteristics of an entrepreneur.

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* R \_ \_ \_ \_ \_ \_ \_ \_
* C \_ \_ \_ \_ \_ \_ \_ \_
* R \_ \_ \_ \_ \_ \_ \_ \_
* P \_ \_ \_ \_ \_ \_ \_ \_ \_

1. State five actions an entrepreneur is likely to do when creating and setting up a business.
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2. Identify each business term being defined.

|  |  |
| --- | --- |
| Term | Definition |
|  | Innovation by employees within a business |
|  | A person who has an idea and is willing to set up a new venture |
|  | A document that outlines the objectives, marketing, finance, personnel and operations of a business prior to trading |
|  | An unknown outcome that is non quantifiable |

1. Distinguish between profit maximisation and profit satisficing.

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1. State three non-financial motives of an entrepreneur.
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