UNIVERSITY OF FORT HARE
DEPARTMENT OF BUSINESS MANAGEMENT
EXAMINATION
JUNE 2023

ENTREPRENEURSHIP 3A: PERSONAL MASTERY

BEN311 & BEN311E

Internal Examiner:

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External Examiner:

Dr. A. Deliwe

MARKS 100
DURATION 3 hours

INSTRUCTIONS

1. Answer ALL QUESTIONS.
2. LABEL your ANSWER BOOKS correctly.
3. Enter the correct question number for each answer.
4. Enter the numbers of the questions answered on the front cover of your answer books.
5. Indicate the number of answer books handed in on the front cover of each book.
6. Write legibly.

This paper consists of three pages including the cover page

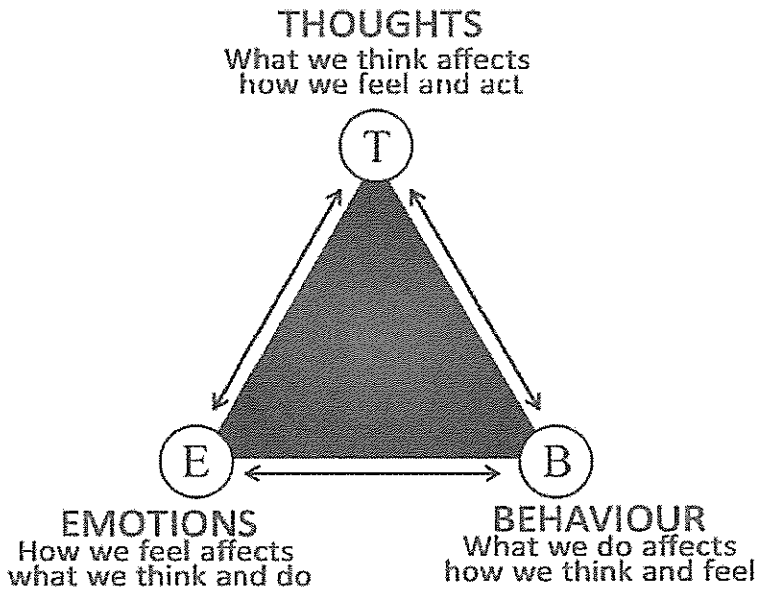
QUESTION 1

Answer all three aspects to this question:

1) Discuss the role of the four communication skills in emotional intelligence.
2) Rate yourself on each of these communication skills, from 1 – 5, with (1) being poor and (5) being excellent. Motivate the reasons for your self-ratings.
3) What can you do to improve your skills?

(20)

QUESTION 2



Considering the above diagram, discuss the interplay between the neuro-plasticity of our brains, mindfulness and emotional control. In your answer ensure that you define each of the three concepts independently as well as discuss the interplay between the three concepts.

(20)

QUESTION 3

There are four styles of behaviour, namely, passive, aggressive, assertive, and manipulative behavioural styles. Explain these four styles of behavior and indicate when and why you tend to use each style in your day-to-day life.

(20)

QUESTION 4

Answer all aspects of this question:

1) Is conflict a positive or negative aspect of our lives? Discuss in relation to the five conflict styles.
2) Discuss your strengths and development areas in dealing with conflict.
3) Explain why and how you plan to improve your conflict management skills.

(20)

QUESTION 5

Share your understanding of the role of personality in our behavior. Reflect and share what you have learned about your personality from the various exercises completed in our sessions.

(20)

[Sub-total 5 x 20 marks = 100 marks]

END OF PAPER