

9 LIST OF REFERENCES

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ANNEXURE A

UNIVERSITY OF PRETORIA



Q1			
1-3			

ASSESSING THE APPLICATION OF CREATIVITY SKILLS IN ENTREPRENEURIAL BEHAVIOUR

Dear Owner/Manager,

The following questionnaire is part of an extensive research study undertaken to investigate the phenomenon of how creative skills are applied in small business management.

It will be appreciated if you would complete it as thoroughly as possible. All information will be treated as confidential and will only be used for academic purposes.

Thank you very much,

M.E. Kruger
 PhD Candidate
 University of Pretoria
 Tel: 083 230 6784

Study Leader: Dr. Marius Pretorius
 Chair of Entrepreneurship
 Tel: (012) 420-3394
 Cell: 082 822 6333

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Instructions for completion:

Please answer all questions regarding your business as accurately and objectively as possible.

Make a cross (X) in the space provided which reflects your answer most accurately, with each of the questions.

Where asked for comments or to specify, please keep these as brief as possible.

Don't ponder too long on a question.

SECTION A
Demographic information

1. Please indicate your gender?

For Office use only

Male	1
Female	2

Q2

4	
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2. How would you classify the dominant nature of your social heritage / culture?

English	1	Sotho (Northern, Western, Southern)	9
Afrikaner	2	Jewish	10
Arabic	3	Indian	11
Malayan	4	Mediterranean	12
Latin American	5	Other African	13
Western European	6	Other Asian	14
Eastern European	7	North American	15
Nguni (Zulu, Xhosa, Swazi, Ndebele)	8	Other, please specify?	16

Q3

5-6		
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3. What is your role in the business?

Owner	1
Manager	2
Both	3
None, specify designation	4

Q4

7	
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4. Indicate how many years of business management experience you have?

0-2 years	1
3-5 years	2
5-10 years	3
More than 10 years	4

Q5

8	
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5. In what sector (choose only ONE) would you classify your business?

Agriculture	1
Mining and quarrying	2
Manufacturing	3
Electricity, Gas & Water	4
Construction	5
Retail and Motor trade and repair services	6
Wholesale trade, commercial agents and allied services	7
Catering, accommodation and other trade	8
Transport, storage and communications	9
Finance and business services	10
Community, social and personal services	11
Other (specify)	12

Q6

9-10		
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6. Businesses are classified in their sectors according to the number of employees, turnover etc. My business is:

A micro enterprise (fewer than 5 employees)	1
A very small business (between 6 and 20 employees)	2
A small enterprise (between 20 and 50 employees)	3
A medium enterprise (between 50 and 200 employees)	4
A large enterprise	5

Q7

11	
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7. All businesses go through certain life cycle phases. According to me the life cycle phase of the business currently is:

Start-up	1
Growing	2
Mature	3
Declining	4

Q8

12	
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SECTION B
ENTREPRENEURSHIP AND INNOVATION

For each statement that follows, please cross the number that corresponds to your response:

1 = Strongly disagree	4 = Moderately agree
2 = Moderately disagree	5 = Strongly agree
3 = Undecided	

8. Do you agree with the following statements about the business over the past 3-5 years?

	<i>Strongly Disagree</i>	<i>Strongly Agree</i>	For Office use only					
New services/products were introduced.	1	2	3	4	5	Q9	13	
New marketing concepts/ideas were implemented for the enterprise.	1	2	3	4	5	Q10	14	
Different ways to produce product(s) cheaper have been implemented.	1	2	3	4	5	Q11	15	
Some risks were taken to grow / expand the business	1	2	3	4	5	Q12	16	
Too high costs was a barrier towards innovation	1	2	3	4	5	Q13	17	
Between 1998 and 2003 more step-by-step than drastic changes were made to products / services	1	2	3	4	5	Q14	18	
A lack of information / knowledge about appropriate technologies was a barrier towards innovation	1	2	3	4	5	Q15	19	
The long term/strategic goals of the enterprise were changed in the last 3-5 years.	1	2	3	4	5	Q16	20	
New product / service innovations caused the business to change its operational processes in the last 3-5 years.	1	2	3	4	5	Q17	21	
My competition implements new ideas before I do.	1	2	3	4	5	Q18	22	
Opportunities to sell the venture's products/ services to new /different markets / market segments are constantly sought.	1	2	3	4	5	Q19	23	

SECTION C CREATIVITY

9. Do you agree with the following statements?

	<i>Strongly dis-</i>		<i>Strongly Agree</i>			For Office Use Only		
	1	2	3	4	5			
I usually consider more than one solution to address a problem in my business	1	2	3	4	5	Q20	24	
I enjoy trying out new ideas in my business	1	2	3	4	5	Q21	25	
I purposefully seek problems where nobody else sees any	1	2	3	4	5	Q22	26	
I only implement a new process when I have proof that it worked somewhere else	1	2	3	4	5	Q23	27	
I am willing to try a truly original approach even if there is a chance it could fail	1	2	3	4	5	Q24	28	
I have purposefully mastered some creativity techniques, e.g. "thinking hat"	1	2	3	4	5	Q 25	29	
I easily make connections between things happening in my environment and commercial opportunities for my business	1	2	3	4	5	Q26	30	
When brainstorming for business ideas I am quick to air my view that something will not be practicable	1	2	3	4	5	Q27	31	
I love to modify and adapt my business' products / services	1	2	3	4	5	Q28	32	
I am continually envisaging business ideas to make life easier	1	2	3	4	5	Q29	33	
Once a business plan has been developed one should stick to it	1	2	3	4	5	Q30	34	
I continuously look at old problems with a new / fresh approach	1	2	3	4	5	Q31	35	

THANK YOU