



1st SEM. 2011/2012

UNIVERSITY OF SWAZILAND

SUPPLEMENTORY EXAMINATION PAPER

PROGRAMME:

Bsc. Agricultural Biosystems & Engineering 2

Bsc. Agricultural Economics & Agribusiness 2

Bsc. Agricultural Education 2

Bsc. Agronomy 2

Bsc. Animal Science 2

Bsc. Animal Science-Dairy Option 2

Bsc. Consumer Science 2

Bsc. Consumer Science Education 2

Bsc. Food Science & Nutrition 2

Bsc. Horticulture 2

Bsc. Textile, Apparel & Design Management 2

COURSE CODE: AEM 203

TITLE OF PAPER: ENTREPRENUERSHIP

TIME ALLOWED: TWO (2) HOURS

INSTRUCTION: 1. ANSWER ALL QUESTIONS
2. EACH QUESTION CARRIES TWENTY FIVE (25) MARKS

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CHIEF INVIGILATOR

QUESTION 1

- A. What is market segmentation? (5)
- B. Discuss the considerations to be made in the four aspects of markets segmentation? (20)

(25 MARKS)

QUESTION 2

- A. Discuss expected market share and its significance in the three related scenarios of a business. (15)
- B. Explain the meaning of the following concepts: (10)
 - a. Variable costs
 - b. Indirect costs
 - c. Direct costs
 - d. Overhead costs
 - e. Fixed costs

(25 MARKS)

QUESTION 3

- A. Distinguish between production management and operations management in a business. (5)
- B. Define the six objectives of the purchasing function. (12)
- C. Discuss the activities in a purchasing function that constitute the purchasing procedure. (8)

(25 MARKS)

QUESTION 4

- A. In the human resource function, discuss the steps to be followed in selection of a new member of staff. (7)
- B. Define a market channel and discuss the four major considerations to be made when choosing which distribution intensity to adopt. (10)
- C. Justify the need for promoting products and give the factors to be considered when choosing a promotion-mix. (8)

(25 MARKS)