



1st SEM. 2013/2014

UNIVERSITY OF SWAZILAND

FINAL 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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THE CHIEF INVIGILATOR**

Question 1

- A. The small business community is confused about all these terminologies in business. The minister of enterprise and development has encouraged 'entrepreneurship and intrapreneurship' amongst the people to help contribute to the GDP.
- a. Help explain to them the difference between the two terms
[5]
 - b. Discuss the three types of entrepreneurship. [10]
- B. Small business management does not imply entrepreneurship. As an expert, help the aspiring entrepreneurs draw the line between the two by explain the difference? [10]

[25marks in total]

Question 2

- A. An enabling business environment is the key to the growth and development of the enterprise. A poor understanding of the business environment can shutter the prospects of good business. Discuss in detail the internal business environment. [10]
- B. No matter how aspirant, an entrepreneur may have to survive the fact that his business proposal may never materialise due to challenges in accessing finance. Discuss the six problems encountered by entrepreneurs in obtaining finance for a business. [15]

[25marks in total]

Question 3

- A. Entrepreneurs manipulate their resources to provide a product or service needed by society and obtain rewards. To this, an entrepreneur engages production factors towards their goals. List and explain production these factors. [10]
- B. Distribution of a product is essential for consumer access and use. Discuss the factors entrepreneurs use to consider the intensity of their product distribution. [15]

[25marks in total]

Question 4

- A. Product development uses ideas and research; however product making uses resources and other products. Define the four [4] industrial products bought by business for making other products or provide a service. [10]
- B. Break-even point analyses are essential cost management tools. A graphical presentation of these analysis guides presents an easy guide to all employees of the critical operating zones to operate to avoid business losses. Draw a typical break-even point graph and label it showing all these zones. [15]

[25marks in total]