

1<sup>st</sup> SEM. 2021



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UNIVERSITY OF ESWATINI

RE-SIT/SUPPLEMENTARY PAPER

PROGRAMME: BSc. in Agricultural and Biosystems Engineering Year III  
BSc. in Agricultural Economics & Agribusiness Management Year III  
BSc. in Agricultural Education Year III  
BSc. in Agricultural Extension Year III  
BSc. in Agronomy Year III  
BSc. in Animal Science Year III  
BSc. in Animal Science- Dairy Year III  
BSc. in Horticulture Year III  
BSc. in Consumer Science III  
BSc. in Consumer Science Education III  
BSc. in Food Science, Nutrition and Technology III  
BSc. in Textile, Apparel Design and Management III

COURSE CODE: AEM309

TITLE OF PAPER: ENTREPRENEURSHIP

TIME ALLOWED: 2: 00 HOURS

INSTRUCTION: 1. ANSWER ALL FOUR QUESTIONS  
2. EACH QUESTION CARRIES 25 MARKS

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CHIEF INVIGILATOR

**Question 1**

- Explain the most **critical component** of a business plan. (5 marks)
- Identify any 3 rights for customers and illustrates each right with the aid of practical examples.(15 marks)
- Explain what a private brand is and give examples. (5 marks)

**Question 2**

- Given the following information

Item	Amount (E)
<b>Selling price per unit</b>	15
<b>Fixed cost</b>	
Selling & administration	30,000
Interest expenses	1,000
<b>Variable cost per unit</b>	9

- Calculate the break-even point in units. (5 marks)
- What is the mark-up percentage of the product being sold? (5 marks)
- Why is it important that you conduct a market research prior to starting your business? (5 marks)
- What is the difference between direct and indirect marketing channel? (10 marks)

**Question 3**

Write short notes about the following terms used in a business: (25 marks)

- Total Quality Management
- Remuneration
- Current ratio
- Budget
- Publicity

**Question 4**

- Use examples to justify why it is necessary for a business to take international and political conditions into account. (10 marks)
- Selecting the objectives of what you want to achieve with promotions is very important and means much more than only achieving an increase in sales. What are the objectives of promotion? (15 marks)