

University of Swaziland
Faculty of commerce
Department of business administration
Main examination
Academic year 2015/16- Dec 2015

Title of the Paper : Entrepreneurship and small business Management
Degree : Bachelor of Commerce
Course : BA 304 and BA404 IDE
Time allowed : Three (3 hours)

Instructions:

1. THIS PAPER CONSIST OF SECTION A AND SECTION B)
2. SECTION A IS CASE STUDY AND IT IS COMPULSORY QUESTION
3. ANSWER ANY THREE QUESTIONS FROM SECTION B

Note: You are reminded that in assessing your work, account will be given of accuracy of language and the general quality of expression, together with layout and presentation of your final answer.

THIS PAPER MUST NOT BE OPENED UNTIL THE INVIGILATOR HAS GRANTED THE PERMISSION

BE BLESSED AND PROSPER!!!!

Section A : Compulsory

Question 1: Read the case and answer the questions that follow.

MR H Stationery is one of the companies that had tendered to operate the university bookshop. Unfortunately the company has failed to submit a motivation letter why the university should consider their company to operate the bookshop. The motivation letter is executive summary of the business plan. Writing and presentation of the business plan should be done by Mr H with assistance of the consultant so that users and other interested financiers can able to discuss it with owner.

The business plan was not so convincing to the evaluation committee and it was not considered for the tender. Mr H stationery seeks an advice of consultant to prepare a motivational and attractive business plan. As B.Com student you have rhetorical concepts and understanding on how to prepare a business plan.

Questions:

- a) Identify and explain five plans within the elements of business plans that Mr H Stationery should include so that it can attract investors? In you explanation states clear why those plans are important? **(20 marks)**
- b) Many users reviews and analyzes Business Plans. Identify and discuss any five users who review and analyze business plan for Mr H Stationery and give reasons why the business can be financed or not? **(20 marks)**

Section B

ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION

Question 1

Most entrepreneurs and small business should have entrepreneurial skills since they are critical for business success. Identify and discuss these entrepreneurship skills an entrepreneur and small business should use in order to have a very successfully business venture **(20 marks)**

Question 2

University students are no longer absorbed by the job market and some graduate are employed to unrelated jobs they trained for if by chance they get one. There is an initiative from government to have part entrepreneurs and necessity entrepreneurs that should imparted to UNISWA students. This is a good plan, but it has challenges and barriers as well. Discuss factors that can be a barrier or hindrance for creativity for existing students who wants to be future Entrepreneurs and Small Business owners? **(20 marks)**

Question 3

UNISWA students should be more creative to develop business ideas. The creativity process will result in immediately strike of the relevant idea. Explain clearly seven common stages of the entrepreneurial creativity process to generate the business ideas and state what the entrepreneur should do in each stage. **(20 marks)**

Question 4

Venture Capitalists are investors who finance first time entrepreneurs and small business. They finance the opportunity after the entrepreneurs has decided which opportunity to exploit. They evaluate the different opportunities which they can finance. The criteria that are used by Capital Ventures when assessing the application can be used to assess and screen the ideas and opportunities. Identify and explain five criteria that can be used by entrepreneurs and small businesses to assess and screen opportunities. **20 marks**