

**University of Swaziland**

**Faculty of commerce**

**Department of business administration**

**Supplementary examination**

**Academic year 2015/16 –Dec 2015**

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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 thereafter.

The University of Swaziland tries to foster entrepreneurship mindset so that they can raise more funds for its sustainability. As a result a Consultancy and Training Centre was established. The Centre collaborates with companies, Non-Governmental Organization, Government ministries and Public Enterprises to conduct workshops and trainings. The Director of the Centre has fully responsibilities to ensure that entrepreneurial process is cultivated to employees, management and others in different entities. The training courses empower entrepreneurs and small business to establish their own business either part time or full time basis.

The University further established the Enterprise and Business Development Centre which also support and mentor entrepreneurs and small business in the country to be established and grow. Government and the University have since realized that SME's and entrepreneur's drive the economy of any country. In USA Entrepreneurs and Small Businesses drives 51% of their economy. The Centre supports SME's and Entrepreneurs to create employment opportunities through facilitating effective training and development.

- a) Entrepreneurial process is the key to identify, evaluate and develop business opportunities. Identify and explain clearly the entrepreneurial process CTC can summarize when training its clients? **(20 marks)**
  
- b) Explain how University SME unit can mentor and support Entrepreneurs and Small Businesses to play their role in developing the economy of Swaziland. **20 marks)**

## **SECTION B**

**ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION**

### **Question 1**

Most business plans fail to attract external financiers to finance business venture. Discuss causes of business failure and mention the avoidance strategies? **(20 marks)**

### **Question 2**

Creativity and innovative is only way the entrepreneurs can identify a good business idea. Identify and discuss any five techniques the entrepreneur and small business can use for improving creativity process. In each technique explain how the entrepreneur can generate business idea. **(20 marks)**

### **Question 3**

Before committing time and energy in preparing a business plan, entrepreneur should engage in a feasibility study of business concept to see whether there are any possible barriers to success. Identify and discuss operations information needs that the entrepreneur should obtained before writing the business plan. **(20 marks)**

### **Question 4**

The Ministry of Commerce, Industry and Trade, Agriculture and Sports and culture are main facilitators of youth entrepreneurship in Swaziland. Youth are unemployed and as result they indulge in drugs and other bad habits in order to minimize stress of

unemployment. Discuss advantages and barriers that can hinder government ministries to promote youth entrepreneurship in Swaziland. (20 marks)