

**University of Swaziland**  
**Faculty of commerce**  
**Department of business administration**  
**Main examination**  
**December 2016**

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Title of the Paper : Entrepreneurship and small business Management  
Degree : Bachelor of Commerce  
Course : BA 304/ BA 404 (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

Jabulani was an early starter on the road to entrepreneurship while at Lobamba High School. His first idea came to him during a school fundraiser for relief. People were parting 50c a time to see if they could score a penalty past him. He realized that there was some money to be made from this scheme and their entrepreneurial penny dropped. He continued to get people to take penalties for money during normal school hours and turned scheme into regular earner.

As he grew old Jabulani was interested in Gospel music. He gained inspiration from other people's gospel music which later led to his own production. He worked as the DJ at school functions. Jabulani worked at various jobs and saved money to purchase his music equipment he would need for music production. This included working in Hotel at Ezulwini during holidays. It proved to be good opportunity for him to network with gospel music lovers. The money he earned enabled him to buy the music production equipment.

Jabulani feels that some of his personal traits were pushing towards becoming their own boss. The love for music and strong dislike for being told what to do led Jabulani to take steps to become entrepreneur. He feels that owning a business is the way of truly being a controller of his future.

After having a number of part time jobs, Jabulani realized he would prefer to be his own boss. He wanted to combine his love of Gospel music and business. Jabulani's key motivation is not to make money; he wants to achieve something personal (to be creator of successful organization) while being involved in something he loves. However, he knows that nothing about the business environment or developing goals and objectives would like to have a sound strategy before he starts his business.

**Question 1:**

- a) Discuss seven different approaches of strategic management procedures Jabulani should follow when operating his new small business venture? (14 marks)
- b) Small business need a different approach to the strategic management process. Explain to Jabulani how he could develop a strategic plan for his business using the nine steps in the strategic planning? (36 marks)

Section B

**ANSWER ANY TWO (2) QUESTIONS FROM THIS SECTION**

**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. **(25 marks)**

**Question 3**

UNISWA students are required to develop business plans for different Tinkhundla constituencies in the country. Identify and explain five key plans within the elements of business plans the students should include in order to attract Constituency council? In your explanation state clearly why those plans are important? **(25 marks)**

**Question 4**

By 2022 Swaziland will attain its first world status. One of the key success factors for the country to reach the developed countries standards is engaged in more business ideas creativity and have more small business enterprises like USA. Creativity process will result in immediately strike of the relevant business idea. Explain clearly five of any entrepreneurial creativity process Swazis should use to generate the business ideas. **(25 marks)**