

**UNIVERSITY OF SWAZILAND**  
**INSTITUTE OF DISTANCE EDUCATION**  
**BACHELOR OF ADULT EDUCATION YEAR 5**  
**FINAL EXAMINATION PAPER – DECEMBER, 2014**

- TITLE OF PAPER** : **SMALL SCALE BUSINESS MANAGEMENT 1**
- COURSE CODE** : **IDE-BAE 524**
- TIME ALLOWED** : **THREE (3) HOURS**
- INTRUCTIONS** : **1. ANSWER ALL QUESTIONS IN SECTION 'A'**
- 2. ANSWER TWO QUESTIONS IN SECTION 'B'**
- 3. MARKS WILL BE DEDUCTED FOR POORLY WRITTEN ENGLISH**

**THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR**

**SECTION A**

**ANSWER ALL QUESTIONS**

**QUESTION 1**

- a) Differentiate between a small scale business owner and an entrepreneur [5]
- b) Identify and discuss five (5) qualitative features of small scale business [15]

[20 marks]

**QUESTION 2**

Identify and discuss four (4) ways of going into business, highlighting one advantage for each point.

[20 marks]

**QUESTION 3**

- a) What is finance in small business [5]
- b) Identify and discuss 3 potential sources of finance for small business [15]

[20 marks]

**SECTION B**

**ANSWER ANY TWO QUESTIONS**

**QUESTION 4**

- a) What is meant by strategic planning? [4]
  - b) With appropriate examples to illustrate your answer, discuss SWOT analysis [16]
- [20 marks]

**QUESTION 5**

- a) Differentiate between a location and site [4]
- b) Identify and discuss the four factors important to consider in the location selection process [16]

[20 marks]

**QUESTION 6**

Successful business owners understand that the impact of merchandise display cannot be overstated as it can greatly influence customers' decision either to make a purchase or not. Discuss.

[20 marks]