

UNIVERSITY OF SWAZILAND
INSTITUTE OF DISTANCE EDUCATION
BACHELOR OF ADULT EDUCATION YEAR 5
MAIN EXAMINATION PAPER – DECEMBER, 2016

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'**

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

SECTION A

ANSWER ALL QUESTIONS

QUESTION 1

Define the following terms as used in small scale business management;

- a) Business strategy [5]
- b) Layout [5]
- c) Location [5]
- d) Merchandise display [5]
- e) Marketing mix [5]

[25 marks]

QUESTION 2

With the aid of appropriate examples, identify and discuss at least five (5) features that clearly distinguish a small business owner and an entrepreneur.

[25 marks]

SECTION B

ANSWER TWO QUESTIONS

QUESTION 3

Identify and discuss five (5) steps you can use to build your business into a money-making business as highlighted by Edmunds (1989).

[25 marks]

QUESTION 4

Identify and discuss at least five (5) importance features to consider when choosing the right location for any small business. Use appropriate examples to illustrate your answer.

[25 marks]

QUESTION 5

- a) What do you understand by business expansion? [5]
- b) When a business expands, it encounters a number of changes. With the aid of examples, identify and discuss any four (4) changes that go with business expansion. [20]

[25 marks]

QUESTION 6

- a) What do you understand by equity financing? [5]
- b) Examine any four (4) sources of equity financing available for small scale businesses. [12]
- c) What could be the advantages and disadvantages of equity financing? Examine two of each. [8]

[25 marks]