

UNIVERSITY OF SWAZILAND
INSTITUTE OF DISTANCE EDUCATION
BACHELOR OF ADULT EDUCATION YEAR 5
SUPPLEMENTARY EXAMINATION PAPER – JULY, 2017

TITLE OF PAPER : **SMALL SCALE BUSIENSS
MANAGEMENT 1**

COURSE CODE : **IDE-BAE 524**

TIME ALLOWED : **THREE (3) HOURS**

INSTRUCTIONS : **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

Explain why it is critical to consider each of the following when buying an existing business;

- a) Balance Sheet [5]
- b) Income statement [5]
- c) Lease agreement [5]
- d) Employees [5]
- e) Market place status [5]

[25 marks]

QUESTION 2

- a) What do you understand by financing in a small scale business? [10]
- b) Using appropriate examples to illustrate your answer, identify and discuss three (3) potential sources of financing in small scale business. [15]

[25 marks]

SECTION B

ANSWER TWO QUESTIONS

QUESTION 3

- a) What is a small scale business? [5]
 - b) Identify and discuss any four (4) ways of going into a business. [20]
- [25 marks]

QUESTION 4

- a) Clearly explain the difference between capital and money in a business. [10]
 - b) With the aid of relevant examples, identify and explain three (3) forms of capital used in business. [15]
- [25 marks]

QUESTION 5

- a) Distinguish between a 'marketing strategy' and a 'business strategy'. [10]
 - b) Marketing strategy is developed at three (3) levels. Identify and explain these three (3) levels. [15]
- [25 marks]

QUESTION 6

- a) What is merchandise display in business? [5]
 - b) The importance and impact of merchandise display greatly influences the customer's decision to make or not make a purchase. Discuss. [20]
- [25 marks]