

1st SEM. 2019



Page 1 of 3

UNIVERSITY OF ESWATINI

RE-SIT/SUPPLEMENTARY PAPER

PROGRAMME: BSc. in Agricultural and Biosystems Engineering Year III
BSc. in Agricultural Economics & Agribusiness Management Year III
BSc. in Agricultural Education Year III
BSc. in Agricultural Extension Year III
BSc. in Agronomy Year III
BSc. in Animal Science Year III
BSc. in Animal Science- Dairy Year III
BSc. in Horticulture Year III
BSc. in Consumer Science III
BSc. in Consumer Science Education III
BSc. in Food Science, Nutrition and Technology III
BSc. in Textile, Apparel Design and Management III

COURSE CODE: AEM309

TITLE OF PAPER: ENTREPRENEURSHIP

TIME ALLOWED: 2: 00 HOURS

INSTRUCTION: 1. ANSWER ALL FOUR QUESTIONS
2. EACH QUESTION CARRIES 25 MARKS

DO NOT OPEN THIS PAPER UNTIL PERMISSION HAS BEEN GRANTED BY THE
CHIEF INVIGILATOR

Question 1

- a. State any 5 guidelines for writing a business plan. (10 marks)
- b. State any 3 guidelines for selecting a brand name. (9 marks)
- c. In your own opinion, do you believe radio and television promotion methods are effective strategies? Use the three segmentation criterion to explain your answer. (6 marks)

Question 2

- a. Show the distribution channel for mince meat. (10 marks)
- b. State any 3 reasons why an entrepreneur would consider indirect channel method of distribution. (9 marks)
- c. Lolo runs a small business grocery business. She buys and sells all sorts of food items. At the end of the financial year, her business financial statements show the following:
 - i. net profit before interest = E100,000; net profit after tax = E70,000; total capital employed = E400,000 and owners' equity = E200,000. Calculate the Rate of Return on Investment (6 marks)

Question 3

Write short notes about the following terms used in a business: (25 marks)

- a. Warranty
- b. Budgeting
- c. Business viability
- d. Kaleidoscopic packaging
- e. Distribution channel

Question 4

- a. Compare and contrast the difference between a job description and a job specification. (10 marks)
- b. State the pricing strategy relevant to the following statements: (3 marks each)
 - i. With this method, the business tries to use price to show the quality of its products or service. _____
 - ii. This method involves the use of only a few prices for each product. _____
 - iii. This method involves pricing your products or services fairly high. _____

- iv. This method involves is used by small businesses that will react to price changes made by competitors who obtain a larger share of the market. _____
- v. This method involves setting extremely low prices in order to damage or hurt the organization. _____