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**UNIVERSITY OF SWAZILAND**

**FINAL EXAMINATION PAPER**

**PROGRAMME : BACHELOR OF SCIENCE IN  
HOME ECONOMICS,  
HOME ECONOMICS EDUCATION,  
TEXTILE & APPAREL DESIGN &  
MANAGEMENT YEAR IV**

**COURSE CODE : FRHD 401**

**TITLE OF PAPER : ENTREPRENEURSHIP**

**TIME ALLOWED : TWO (2) HOURS**

**INSTRUCTIONS : ANSWER QUESTION ONE (1)  
AND ANY OTHER (2) QUESTIONS**

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GRANTED BY THE CHIEF INVIGILATOR**

**QUESTION 1****COMPULSORY**

- (a) Identify the four (4) marketing components and list at least five (3) factors to consider for each component. [16 Marks]
- (b) By use of examples, explain the major and significant differences between service and manufacturing enterprises. [8 Marks]
- (c) Identify and explain the four (4) characteristics of an effective market segment. [16 Marks]

TOTAL MARKS = 40]

**QUESTION 2**

- (a) Good inspection requires keen judgement, and knowledge of the quality of work at hand, combined with good common sense. Explain the four (4) characteristics on which raw material in an industry is inspected. [12 Marks]
- (b) In order to ensure that a product or service is marketed successfully, an entrepreneur needs to use an appropriate marketing strategy. Identify and describe the four (4) marketing instruments that can be used to achieve this objectives. [18 Marks]

[TOTAL MARKS = 30]

**QUESTION 3**

- (a) Using their organizations as learning contexts requires managers to develop a skill called “the new competence.” Describe the five (5) characteristics of this competence. [10 Marks]
- (b) Explain maintenance and innovative types of organizational learning strategies. [20 Marks]

[TOTAL MARKS = 30]

**QUESTION 4**

- (a) Describe entrepreneurs with respect to their psychological characteristics. [10 Marks]
- (b) Criteria used to assess the effectiveness of managers in making decisions are a measure of the contributions made by the decision making process to the health of a small business. Explain. [20 Marks]

[TOTAL MARKS = 30]