



1ST SEM. 2005/2006

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UNIVERSITY OF SWAZILAND

FINAL EXAMINATION PAPER

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

COURSE CODE : FRHD 401

TITLE OF PAPER : ENTREPRENUERSHIP

TIME ALLOWED : TWO (2) HOURS

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

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

QUESTION 1

COMPULSORY

Is it not surprising that there is no McDonald's in Swaziland.

- (a) What type of a business venture is a McDonald's?
Explain. [10 Marks]
- (b) If you were planning to establish a McDonald's,
explain why you would need the following:
 - (I) A disclosure statement [15 Marks]
 - (ii) A franchise contract [15 marks]

[TOTAL MARKS = 40]

QUESTION 2

- (a) Explain the following terms:
 - (i) Emotional intelligence [5 Marks]
 - (ii) Emotional competence [5 Marks]
- (b) Describe the five (5) emotional intelligence capacities. [20 Marks]

[TOTAL MARKS = 30]

QUESTION 3

- (a) Identify and explain the five causes of failure in businesses. [15 Marks]
- (b) What is a communication plan and why should it be established as part of a business plan? [15 Marks]

[TOTAL MARKS = 30]

QUESTION 4

- (a) Justify why entrepreneurs should work as managers During the growth period from infancy to maturity. [10 Marks]
- (b) Define the following
- (i) Technological capability [5 Marks]
 - (ii) Entrepreneurship [5 Marks]
 - (iii) Reasonable risk taker [5 Marks]
 - (iv) Accountability [5 Marks]

[TOTAL MARKS = 30]