



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

FOURTH YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE IN FASHION DESIGN AND MARKETING

HFD 401: ENTREPRENEURSHIP FOR FASHION DESIGN

DATE: 19/10/2020

TIME: 11.00-1.00 PM

INSTRUCTIONS:

Answer *question one* (30 Marks) and any other *TWO* questions. (20 Marks each)

QUESTION ONE (30 MARKS)

- a) Define the following terms:
- i. Entrepreneurial skills. (2 marks)
 - ii. Business opportunity. (2 marks)
 - iii. Social entrepreneurship. (2 marks)
 - iv. A business plan. (2 marks)
 - v. Promotion. (2 marks)
- b) Explain four (4) importance of a business plan. (4 marks)
- c) Highlight five (5) disadvantages of self-employment. (5 marks)
- d) Explain five (5) roles you need to play to ensure the success of your enterprise. (5 marks)
- e) Elaborate six (6) skills needed by merchandisers. (6 marks)

QUESTION TWO (20 MARKS)

Present to an interview panel five (5) constraints in a business under the following:

- a) Start-up. (10 marks)
- b) Survival. (10 marks)

QUESTION THREE (20 MARKS)

- a) Explain how entrepreneurs succeed in bidding for a tender. (8 marks)
- b) Clarify to a group of entrepreneurs' six (6) factors that small businesses contribute to the economic group of a country. (12 marks)

QUESTION FOUR (20 MARKS)

- a) Discuss with other entrepreneurs three (3) forms of legal business organization. (12 marks)
- b) State four (4) advantages of one legal form of business compared to others. (8 marks)

QUESTION FIVE (20 MARKS)

Present to other aspiring entrepreneurs the components of a business plan.