



# MACHAKOS UNIVERSITY

University Examinations 2021/2022 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

FOURTH YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (FASHION DESIGN AND MARKETING)

**HFM 401: ENTREPRENEURSHIP IN FASHION INDUSTRY**

**DATE: 9/12/2021**

**TIME: 11.00-1.00 PM**

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## INSTRUCTIONS

Answer *question 1* (30 marks) and any other *TWO questions*. (20 marks each)

### QUESTION ONE (30 MARKS)

- a) Differentiate between the following terms;
  - i. Social entrepreneurship and business entrepreneurship. (4 marks)
  - ii. Partnership and Limited form of business. (4 marks)
- b) Explain five (5) disadvantages of a sole proprietor. (5 marks)
- c) Elaborate five (5) factors affecting the fashion Industry. (5 marks)
- d) Explore six (6) sources of appropriate technology. (6 marks)
- e) Explain six (6) ways entrepreneurs base on costing their products. (6 marks)

### QUESTION TWO (20 MARKS)

Present to your classmates how a business owner may use pricing strategy towards achieving sales.

### QUESTION THREE (20 MARKS)

Discuss ways an aspiring entrepreneur can make their products known to their potential customers.

### QUESTION FOUR (20 MARKS)

Recommend five (5) factors that one would consider when evaluating business environment.

### QUESTION FIVE (20 MARKS)

Present to an interview panel four (4) theories of entrepreneurship and how they can be applied in marketing.