



# **MACHAKOS UNIVERSITY**

**University Examinations 2023/2024 Academic Year**

**SCHOOL OF HUMANITIES AND SOCIAL SCIENCES**

**DEPARTMENT OF FASHION DESIGN AND MARKETING**

**FOURTH YEAR ..... SEMESTER EXAMINATION FOR**

**BACHELOR OF SCIENCE (FASHION DESIGN AND MARKETING)**

**HFM 401: ENTREPRENEURSHIP IN THE FASHION INDUSTRY**

**DATE: 14/12/2023**

**TIME:11:00–1:00PM**

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## **INSTRUCTIONS**

This paper consists of **FIVE** questions.

Answer **Question 1** and any other **TWO** questions

Question 1 carries 30 marks

Question 2-5 carry 20 marks each

### **QUESTION ONE (COMPULSORY) (30 MARKS)**

- a) Briefly explain the role of small businesses in developing countries. (10 marks)
- b) Explain the significance of an executive summary in a business plan. (6 marks)
- c) Outline the characteristics of small and medium sized businesses in the fashion industry in Kenya. (8 marks)
- d) Outline the procedure for starting a small business. (6 marks)

### **QUESTION TWO (20 MARKS)**

You are a chief speaker at an entrepreneurial conference. Give a talk to budding entrepreneurs on factors that motivate individuals to start businesses.

### **QUESTION THREE (20 MARKS)**

Despite the critical role played by the fashion sector, there are many constraints that inhibit the growth of fashion enterprises. Discuss any 4 constraints faced by fashion entrepreneurs in Kenya.

**QUESTION FOUR (20 MARKS)**

Define each of the following types of business. Compare and contrast their advantages and disadvantages.

- i. Sole proprietor fashion business
- ii. General partnership
- iii. Limited company
- iv. Corporation

**QUESTION FIVE (20 MARKS)**

Entrepreneurs in the fashion industry in Kenya are said to have certain characteristics that make them venture into entrepreneurship. Discuss these characteristics.