



MACHAKOS UNIVERSITY

University Examinations 2018/2019

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

FIRST YEAR SECOND SEMESTER EXAMINATION FOR

DIPLOMA IN FASHION DESIGN AND MARKETING

UCU 032: ENTREPRENEURSHIP

DATE: 9/5/2019

TIME: 2:00 – 4:00 PM

INSTRUCTIONS

Answer question one and any other TWO questions

- a) Highlight five (5) factors to consider when evaluating business environment (5 marks)
- b) Briefly explain a business opportunity (2 marks)
- c) Explain the importance of self-employment (3 marks)
- d) Outline any three (3) sources of business finance (3 marks)
- e) List any five (5) external motivation factors. (5 marks)
- f) Differentiate modern and emerging technologies (2 marks)
- g) Explain five (5) problems entrepreneurs face when starting and operating business (5 marks)
- h) Explain the strategies used by an entrepreneur to be competitive on the market. (5 marks)

QUESTION TWO (20 MARKS)

Mercy has completed a diploma course in fashion design and marketing. She has not been able to get a job for the last two years. She now wants to start her own business. Explain the factors that can assist her identify a viable business opportunity.

QUESTION THREE (20 MARKS)

Self-drive is the mother to success in business. Discuss this statement in relation to internal motivation factors.

QUESTION FOUR (20 MARKS)

- a) Musau is an upcoming entrepreneur who is starting a business in Nairobi town .He has approached you as an entrepreneur expert to advise him on changing technology. Explain five characteristics of an appropriate technology (15 marks)
- b) Explain innovation and give the importance (5 marks)

QUESTION FIVE (20 MARKS)

Nduku is operating a fashion house in Machakos. Of late her customers have reduced drastically due to new upcoming fashion houses in town. Explain to her five ways through which she can maintain her customer's loyalty.