



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

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.