

MACHAKOS UNIVERSITY

University Examinations 2016/2017

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

**FOURTH SEMESTER EXAMINATION FOR BACHELOR OF SCIENCE IN
FASHION DESIGN AND MARKETING**

HFD 401: ENTREPRENEURSHIP IN FASHION DESIGN

DATE: 28/7/2017

TIME: 8:30 – 10:30 AM

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

1.
 - a) Explain six characteristics of successful entrepreneurs. (6 marks)
 - b) Describe six types of entrepreneurs that may be found among fashion designers (6 marks)
 - c) Explain six qualities of a good business plan. (6 marks)
 - d) Explain six characteristics of a small business. (6 marks)
 - e) Using social cultural theories explain who among fashion designers may become entrepreneurs. (6 marks)
2. Evaluate any ten challenges that limit the success of self-employed fashion designers in Kenya. (20 marks)
3.
 - a) Assuming you plan to start your own business after graduation explain six sources of business ideas that you would use. (6 marks)

- b) A fashion designer has approached to him conduct a feasibility study before starting the business discuss with him seven types of information that should be gathered. (14 marks)
- 4. Explore with your fashion design business partners five equity and five debt sources of finance for expanding your business. (20 marks)
- 5.
 - a) Evaluate five factors that have motivated many young fashion designers to start their own businesses. (10 marks)
 - b) Justify the support given to the small enterprise sector by the government in Kenya. (10 marks)