

**UGANDA MARTYRS UNIVERSITY**  
**FACULTY OF BUSINESS ADMINISTRATION AND**  
**MANAGEMENT**

**ENTREPRENEURSHIP I**

**Examination**

**2013 - 2014**

**BAM III – NKOZI Campus**

**Date:** Tuesday 10<sup>th</sup> December 2013

**Time:** 2.00 pm to 5.00 pm

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**Instructions**

1. Do not write anything on the question paper
  2. Answer four Questions in all. Each question carries 25 Marks
  3. Do not write anything on this question paper
  4. Answers to each question must start on a fresh page.
  5. Use of illustrations, relevant examples and appropriate diagrams will be given credit
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1. Write short notes on the following as applied in entrepreneurship:

- (a) a sustainable competitive advantage (5marks) (b) "Giving up control so as to gain control" (5marks) (c) Social entrepreneurship (5marks) (d) Social Return on the Investment (SROI) (5marks) (e) Equity (5marks)

2. You are a managing Director of an entrepreneurial consulting firm called BMK. Refresh a company dealing in the production of soft drinks has hired you to carry out an entrepreneurial audit on their firm. Explain in detail the aspects you would pay attention to while doing this exercise. (25 marks)

3. Moving up the value chain and designing and controlling the customer experience have been referred to as some of the fundamental roles of an entrepreneur. In the context of the Ugandan economy critique the role played or that should be played by entrepreneurs. 25 marks

4. There are a number of people engaged in different business undertakings in Uganda. Some business people fail, others succeed while others stagnate. Clearly explain the differences that exist between an ordinary business person and an entrepreneur (25 marks)

5. The management of the Uganda Business community has announced that it is very difficult to carry out business in Uganda at the moment citing suppressed customer demand, limited economic activity, limited purchases and a generally slowed down economy. As an entrepreneur, you figure out that this is the most appropriate time to do business. Justify using suitable examples as to why this may be the most appropriate time to do business. (25 marks)

6. (a) Define a business opportunity (5 marks)

(b) Assess what in your view should be considered as the indicators of a viable entrepreneurial business (20 marks)

7. The love of money and the excessive profit oriented focus have been some of the stumbling blocks in entrepreneurial undertakings. Critique what can easily go wrong when the entrepreneur is preoccupied with getting money and making profits (25 marks)

8. Proponents of entrepreneurship argue that it is good to get a spectacular failure than have mediocre success. Assess the role failure plays in creating, running and managing entrepreneurship ventures. (25 marks)