UGANDA MARTYRS UNIVERSITY, NKOZI CAMPUS

FACULTY OF BUSINESS ADMINISTRATION AND MANAGEMENT

DEPARTMENT OF MANAGEMENT SCIENCES

BSC ACC& FIN I, BSC ACC& FIN III, B SWASA, B IT SEMESTER TWO 2017/18

COURSE UNIT: ENTREPRENEURSHIP II

DATE: Friday, 11th May 2018

Time allowed: 2:00pm- 5:00pm

Instructions to Candidates:

Read the following before answering the examination questions.

1) Do not write anything on this question paper.
2) Write neatly and show all workings clearly.
3) Start every question on a new page
4) Clearly state the question number & sections attempted
5) Answer **any four** questions, all questions carry equal marks

QUESTION ONE

a) What is the core of entrepreneurship? **(5 Marks)**
b) Discuss the steps entrepreneurs employ to identify business opportunities? **(10 Marks)**
c) With relevant example describe how a small business can build a competitive edge**? (10 Marks)**

QUESTION TWO

a) What is an Entrepreneur? **(5 Marks)**
b) What contributions do they make to our economy**? (10 Marks)**
c) Describe the benefits and drawbacks of entrepreneurship **(10 Marks)**

QUESTION THREE

a) With relevant examples, discuss the importance of designing a business plan**?(10 Marks)**

b) With relevant examples, identify and explain Ten Mistakes of Entrepreneurship and state what they can do to avoid them? **(15 Marks)**

QUESTION FOUR

a) How would you describe a business opportunity? **(5 marks)**

b) Explain the advantages and the disadvantages of the three major forms of ownership: the sole proprietorship, the partnership, and the corporation**(20 marks)**

QUESTION FIVE

a) Define Break-even point **(5 marks)**

b) How can break-even analysis help an entrepreneur launch a business**?(8 marks)**

c) Discuss how the three important financial statements assist entrepreneurs to assess the financial status of their business? **(12 Marks)**

QUESTION SIX

d) Explain how small businesses can pinpoint their target markets**.(10 Marks)**

e) Describe effective pricing techniques for both introducing new products and services and for existing ones **(15 Marks).**