



“Investing in Africa’s future”

COLLEGE OF BUSINESS, PEACE, LEADERSHIP AND GOVERNANCE

NMMS 401: ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

END OF SECOND SEMESTER EXAMINATION

APRIL 2022

LECTURER: MR T MASESE

DURATION: 3 HOURS

INSTRUCTIONS

1. Section A is compulsory.
2. DO NOT repeat material.
3. Candidates are to answer any TWO questions from section B
4. Marks will be awarded for clear, grammatically correct and well-constructed sentences

SECTION A

Question One

- a. You have been asked by the local chamber of commerce, ZNCC, to present at a two-hour workshop on how to write an effective business plan. People who are thinking about starting their own business but do not currently have a business plan will attend the workshop. Prepare a PowerPoint presentation detailing what you would cover in the two-hour session. Explain the key elements of a business plan and the critical importance of a business plan to a new start up **(20 marks)**
- b. The Business Model Canvas (BMC) categorizes the processes and internal activities of a business into nine separate categories, each representing a building block in the creation of the product or service. Outline and discuss the various business activities contained in the BMC, explaining how each is important to the success of any business venture **(20 marks)**

SECTION B:

Question Two

Explain the advantages and disadvantages of a greenfield start up as an alternative route to entrepreneurship. Highlight relevant examples **(30 marks)**

Question Three

It is critical for an entrepreneur to carry out a thorough feasibility assessment before crafting a business plan for a new startup. Discuss the key components of a feasibility analysis? **(30 marks)**

Question Four

You have been asked to develop an ethics and integrity policy for Triple D, a newly established entrepreneurial venture. Define entrepreneurial ethics and integrity and explain the benefits to small businesses of operating ethically and doing business with integrity. Prepare the ethics and integrity policy for Triple D P/L outlining the key elements of the policy **(30 marks)**

END OF PAPER
