



“Investing in Africa’s future”

COLLEGE OF HEALTH AGRICULTURE AND NATURAL SCIENCES

**NAEC407: ENTREPRENEURSHIP AND SMALL BUSINESS DEVELOPMENT IN
AGRICULTURE**

END OF SECOND SEMESTER FINAL EXAMINATIONS

APRIL 2023

LECTURER: DR K. MUKUMBI

DURATION: 3 HRS

INSTRUCTIONS

Answer all Questions

Question 1

After graduation you decide to start up a small business in the area of your degree specialization.

- a) Describe the business idea you would like to pursue. (5 marks)
- b) Identify 3 potential sources of funding for your business. Justify your choices. (6 marks)
- c) Which legal form will you use to organize your business? Explain why you chose that legal form. (5 marks)
- d) What will you do to ensure that the business does not fail in the early years? (10 marks)
- e) Identify and describe 3 types of intellectual property that your company will protect. (9 marks)
- f) List 5 possible names for your business. (5 marks)
- g) Prepare a Business Model Canvas model for your business. (27 marks)
- h) Develop a Business Elevator Pitch for your business (80 -90 words). (10 marks)
- i) Explain the importance of human resources management to a small business. (10 marks)
- j) As an entrepreneur why is it important to build a strong ethical culture for your entrepreneurial venture from the beginning? (13 marks)