



PROGRAM : BACHELOR OF ENGINEERING TECHNOLOGY
INDUSTRIAL ENGINEERING

SUBJECT : **ETREPRENEURSHIP**

CODE : **ENTMIB3**

DATE : DECEMBER SSA EXAMINATION
DECEMBER 2019

DURATION : (SESSION 1) 09:00 - 12:00

WEIGHT : 40 : 60

TOTAL MARKS : 100

ASSESSOR : MR R P MUTYAVAVIRE

MODERATOR : Prof K RAMDASS FILE NO

NUMBER OF PAGES : 4 PAGES

INSTRUCTIONS : ONLY ONE POCKET CALCULATOR PER CANDIDATE
MAY BE USED.

REQUIREMENTS : GRAPH PAPER.

INSTRUCTIONS TO STUDENTS

PLEASE ANSWER ALL QUESTIONS.

QUESTION 1

- 1.1.1 Business operational success is dependent upon accurate determination of the financial requirements. Discuss in good detail the key procedural steps that should be followed to develop a good financial plan. (8)
- 1.1.2 Identify and briefly discuss any three (3) sources of capital affordable to the SMME sector. (6)
- 1.2 Explain the importance of good risk management strategies in business customer relations. (6)
- [20]

QUESTION 2

- 2.1 Women play a dominant role in the informal and small business sectors in South Africa. Identify any five (5) socio-economic factors that explain this development. (10)
- 2.2 Small and micro-businesses rarely develop beyond the survivalist phase. Suggest any five (5) policy or regulatory interventions you consider necessary to assist SMME's to grow. (10)
- [20]

QUESTION 3

- 3.1 List and briefly explain any five (5) different circumstances that will require a different type of business plan. (10)

- 3.2 To what extent does creativity as a skill assist the entrepreneur in establishing and growing the business? (10)
- [20]

QUESTION 4

- 4.1 Few business ideas eventually turn out to be business opportunities. Explain how and when a business idea can be considered an opportunity. (5)
- 4.1.2 The window of opportunity constitutes five (5) phases. Explain in good detail each of these phases. (15)
- [20]

QUESTION 5

- 5.1.2 Patented products are commonly copied by rival companies in the market. What precautionary measures can an entrepreneur take to protect his unique product or idea from piracy? (10)
- 5.2.1 Briefly discuss the key differentiating characteristics of any five (5) legal forms a business may take in South Africa. (10)
- [20]

TOTAL = 100
