



**PROGRAM** : BACHELOR OF TECHNOLOGY  
*ENGINEERING: INDUSTRIAL*

**SUBJECT** : **ENTREPRENEURSHIP IV**

**CODE** : **EIE 411**

**DATE** : JUNE EXAMINATION  
JUNE 2019

**DURATION** : (SESSION 1) 08:00 - 11:00

**WEIGHT** : 40 : 60

**TOTAL MARKS** : 100

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**ASSESSOR** : MR R P MUTYAVAVIRE

**MODERATOR** : Dr K RAMDASS

**NUMBER OF PAGES** : 4 PAGES

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**INSTRUCTIONS** : ANSWER ALL QUESTIONS

**REQUIREMENTS** : NIL.

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## **INSTRUCTIONS TO STUDENTS**

PLEASE ANSWER ALL QUESTIONS.

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### **QUESTION 1**

The South African economy is not generating sufficient jobs to accommodate university graduates. Highlight and discuss any five (5) factors that currently inhibit enterprise development and job creation in South Africa. As an entrepreneur, how would you mitigate the impact of each of these factors on your business?

[20]

### **QUESTION 2**

2.1 Franchising is a fast growing business concept globally. Discuss the key distinguishing features of this business concept.

(10)

2.2 Discuss a five (5) point criteria you would apply to select the best of several Franchise options presented to you.

(10)

[20]

### **QUESTION 3**

3.1 Explain why Managerial skills are critically important to the growth and success of business ventures.

(10)

3.2 Identify and briefly explain any four (4) sources of short term finance appropriate for SMME's with no collateral.

(8)

[20]

### **QUESTION 4**

- 4.1 Discuss any five (5) benefits an entrepreneur would gain from active business networking. (10)
- 4.2 Successful big enterprises frequently leave unexploited business opportunities in the market. Discuss the reasons behind this phenomenon. (10)
- [20]**

### **QUESTION 5**

- 5.1.1 Explain intellectual property? Argue its importance in business operations? (5)
- 5.1.2 Explore any five (5) deficiencies of business plans that could potentially endanger business viability. (10)
- 5.2.2 Business ventures take several legal forms in South Africa. Which form would you recommend for an emerging entrepreneur? Give one reason in support of your answer. (5)
- [20]**

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**TOTAL = 100**

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