

WOMEN'S UNIVERSITY IN AFRICA



Addressing Gender Disparity and Fostering Equity in University Education

FACULTY OF MANAGEMENT AND ENTREPRENEURIAL SCIENCES

BSc HONOURS DEGREE IN MANGEMENT & ENTREPRENEURIAL DEVELOPMENT STUDIES SPECIALISING IN BANKING & FINANCE

BSc HONOURS DEGREE IN MANGEMENT & ENTREPRENEURIAL DEVELOPMENT STUDIES SPECIALISING IN MANAGEMENT & MARKETING

BACHELOR OF ACCOUNTING SCIENCE DEGREE

BSc HONOURS DEGREE IN HUMAN RESOURCE MANAGEMENT

BSc HONOURS DEGREE IN PURCHASING AND SUPPLY CHAIN MANAGEMENT

BSc HONOURS DEGREE IN INFORMATION SYSTEMS

B Ed EARLY CHILDHOOD DEVELOPMENT ; BSc MIDWIFERY

MAIN PAPER

BM212: ENTREPRENEURSHIP

BM123: ENTREPRENEURSHIP AND SMALL BUSINESS MGT

INTAKES: 26, 11, 24, 6, 7 & 1: SECOND YEAR FIRST SEMESTER

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES

Answer **Question 1** and any other **two**.

Question 1

The Beadwork Shop

The Beadwork shop was initially a huge success. On opening day and opening week, all the items relating to beadwork were sold out, but the ethnic items with a high capital outlay did not sell. The owner did not have sufficient funds to replenish the stock that moved fast. Regular visitors became quite disenchanted with the limited product lines and the lack of constant innovation. Yet tourists liked practical gifts such as bracelets, necklaces with a logo and large items with significance.

After three months, the owner considered complementing the stock with many small earrings and items under ZWL50.00 to cater for the growing school population that visited the shop. She also arranged to carry a supplier's stock but not purchase it, and to be rewarded with commission only on the more expensive items. She discovered that head gears with beadwork have a huge appeal and visitors would always leave the shop with at least a beadwork key ring.

She started to make items linked to the area, the cost of which was minimal. By balancing the cost of her stock between handmade, locally manufactured, commissioned items in large volumes, she started having a better product assortment mix.

After three years her business is still in existence and she is considering a completely new layout of the shop. Having learnt some hard lessons, she will implement a mixed product assortment strategy. She also commissioned local elderly women to introduce the traditional dresses with beadwork. As a start-up entrepreneur she discovered the importance of product selection and the cost of carrying wrong stock the hard way.

(Source: Adapted from Graham in Nieuwenheuzen, C. (2001:167). An experience in Community Development)

Question 1

Required:

- a) How would the beadwork shop business owner have determined the needs of the customers? [20]

- b) Examine the importance of monitoring sales and other costs in a business. [20]

Question 2

‘Theories of Entrepreneurship are woven into sociological, cultural, psychological, political and managerial fibres.’ Discuss.

[20]

Question 3

Suggesting suitable strategies for identification and development of entrepreneurs, discuss the assertion that, ‘self-employment is the best method of solving the problem of growing unemployment in the country’.

[20]

Question 4

Examine the role played by the Small and Medium Enterprises Development Corporation (SMEDCO) in creating an enabling small business environment in Zimbabwe. [20]

Question 5

Evaluate how an entrepreneur may adapt a standard business plan for use as a strategic document.

[20]

Question 6

Using the Three-Circle family business model, examine how family businesses may prepare third generation business succession.

[20]

END