

GWANDA STATE UNIVERSITY



FACULTY OF LIFE SCIENCES

DEPARTMENT OF CROP SCIENCE

BACHELOR OF SCIENCE HONOURS DEGREE IN CROP SCIENCE

LCS 2204 ENTREPRENEURSHIP IN AGRICULTURE

FIRST SEMESTER EXAMINATION

JUNE 2020

This examination paper consists of 3 pages

Time Allowed: 3 hours
Total Marks: 100
Special Requirements: None
Examiner's Name: Dr. T Goche

INSTRUCTIONS

1. Answer **all** questions in Section A
2. Answer **only two** questions in Section B

MARK ALLOCATION

QUESTION	MARKS
SECTION A	60
SECTION B	40
TOTAL ATTAINABLE MARKS	100

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SECTION A: ANSWER ALL QUESTIONS IN SECTION A

1. a) There are many problems associated with coming up with a definition of small businesses. In your own words, give a complete definition of the term 'small business'. (4)
- b) State the advantages and disadvantages of start-ups. (8)
- c) State and explain factors that affect the location of a small business. (8)
2. a) Define entrepreneur. (2)
- b) Explain reasons for starting an enterprise. (6)
- c) List and explain the characteristics of an entrepreneur. (6)
- d) List the possible sources of capital for small business initiatives. (6)
3. You have been offered a farm with adequate water and power supply in Natural region IV or V.
 - a) What farm-based business venture would you initiate? (2)
 - b) Explain your marketing plan to ensure competitiveness. (10)
 - c) State problems that may threaten the survival of your business and suggest possible solutions. (8)

SECTION B: ANSWER TWO QUESTIONS FROM SECTION B

4. Discuss how the external environment affects entrepreneurship locally and internationally. (20)
5. Discuss the primary and secondary tasks involved in the management of a small business enterprise. (20)
6. Discuss sources of new ideas in starting a small business venture. (20)

7. a) Define the term 'business plan' (2)
- b) Explain the importance of having a business plan to the initiation and survival of a small business. (8)
- c) Small businesses do not always succeed as initially anticipated, explain reasons which make it difficult for small businesses to penetrate the market. (10)

END OF EXAMINATION PAPER