

QP CODE 2055525404

Reg. No

--	--	--	--	--	--	--	--	--	--



DMI-ST. EUGENE UNIVERSITY

ZAMBIA

DEGREE EXAMINATION – JUNE 2024

Semester: V 551/552 MG 54 ENTREPRENEURSHIP & SMALL SCALE BUSINESS

Time: 3:00 Hours

Max. Marks: 100

Answer any FIVE Questions (5 x 20 = 100 Marks)

1. a) Briefly explain entrepreneurial competencies. (10 Marks)
b) Explain list of major competencies that contribute towards top performance. (5 Marks)
c) Describe with more details about capacity building for entrepreneurs. (5 Marks)
2. a) Discuss the important aspects of technology in business. (5 Marks)
b) Explain the process of conducting a feasibility study in entrepreneurship. (5 Marks)
c) Elucidate the factors linked to successful creation of technology ventures. (10 Marks)
3. a) Elucidate about Rehabilitation of sick units. (10 Marks)
b) Explain about Industrial Sickness in Africa. (5 Marks)
c) Elucidate about the strength and weaknesses of small business. (5 Marks)
4. a) Express the remedial measures of Sick Units in details. (10 Marks)
b) Elaborate the about managing marketing and growth of enterprises. (5 Marks)
c) Explain the new techniques in marketing. (5 Marks)
5. a) Explain about Strategic Growth in Entrepreneurship. (10 Marks)
b) Elucidate about the Valuation Challenge in Entrepreneurship. (5 Marks)
c) Explain some important ways of growing businesses. (5 Marks)
6. a) Explicate the challenges of enterprises. (5 Marks)
b) Discuss about technology transfer for business development. (5 Marks)
c) Discuss how to Prevent Sickness in Enterprises. (10 Marks)
7. a) Explain about the specific management problems in small businesses. (10 Marks)
b) Briefly explain about the feasibility of a new venture. (5 Marks)
c) Elucidate about the guidelines of a feasibility study. (5 Marks)