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DMI-ST. EUGENE UNIVERSITY

ZAMBIA

DEGREE EXAMINATION – JUNE 2024

Semester: V 252 MG 54 ENTREPRENEURSHIP & SMALL SCALE BUSINESS

MANAGEMENT

Time: 3:00 Hours

Max. Marks: 100

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

1. a) Explain the characteristics of an entrepreneur. (10 Marks)
b) Explain the types of entrepreneurs. (10 Marks)
2. a) Explain the objectives of new venture creation. (10 Marks)
b) Discuss the significant valuables that affect entrepreneur mobility. (10 Marks)
3. a) Discuss the concept of industrial sickness and its remedies. (10 Marks)
b) Explain how you can prevent sickness in enterprises? (10 Marks)
4. a) Discuss the 7 Ps (elements) used in the marketing mix of service. (10 Marks)
b) Explain the 10 critical success factors for a business service. (10 Marks)
5. a) Explain in detail the concept of strategic entrepreneurship. (10 Marks)
b) Discuss the three aspects in strategic entrepreneurship. (10 Marks)
6. a) Explain the qualities of an entrepreneur. (10 Marks)
b) Describe the process of entrepreneurial development. (10 Marks)
7. a) Explain why women become entrepreneurs? (10 Marks)
b) Explain the five functions of a woman entrepreneur according to Fredrick Horbison.

(10 Marks)