



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2011/2012

SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE (FASHION DESIGN)

HFD 401 – ENTREPRENEURSHIP IN FASHION & DESIGN

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DATE: Tuesday 27th March, 2012

TIME: 2.00 pm – 4.00 pm

INSTRUCTIONS

Answer question one and any other two questions in Section B

SECTION A

Question One

- a) Small enterprises in Kenya (SMES) have their own unique characteristics. Discuss five (5) such characteristics in detail (10 marks)
- b) As a prospective entrepreneur, there are some factors that you need to consider as you plan to start your own Fashion and Design business at the pre-start stage. Discuss five (5) such factors. (10 marks)
- c) Entrepreneurs need to possess certain characteristics. Outline five (5) such characteristics which would enhance the growth of their enterprise. (10 marks)

SECTION B

Answer any two questions

Question Two

Entrepreneurs in Kenya, especially in the Textile Industry face certain challenges which affect their rate of growth. Discuss eight (8) such challenges. (20 marks)

Question Three

Explain in detail the major differences between Public Limited companies and private limited companies. Discuss five such differences. (20 marks)

Question Four

A business Plan is said to be a “Blue-Print” for the success of any form of business. Discuss. (20 marks)

Question Five

Discuss briefly the Business Life Cycle model. Highlight the unique features of each stage in the cycle. (20 marks)