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SUBJECT: ENTREPRENEURSHIP
CLASS: HDSECMGT JAN 2015B – LUNCHTIME CLASS
DATE: 25th MAY 2015
TIME: 2 ½ HRS

Instructions: Answer question ONE and any other THREE questions

URONDA ENGINEERING WORKS

Uronda Engineering work is a medium –sized company with a workforce of one hundred and twenty employees. It is owned by two brothers ,Ngoka and Chuchu, who participate in the day to day management of the company as Managing Director and General manager respectively. The company manufactures machinery spares and other metal products. One hundred employees work in the production lines within the factory while the remaining twenty are engaged in the finance, sales and administration.

The factory team is led by an experienced production manager who has risen to his present position after working in as a supervisor , foreman and superintendent. His present duties include plant maintenances ,store control , production planning and control; all of which he has some relevant experience in doing.

All the products are popular with consumers and everything made is readily sold to consumers and regional agents. This increased product demand caused the management to increase the factory workforce from seventy to one hundred employees one year ago .However ,this increase in the number of employees made little impact on the factory output.

Lately, however ,the company 's management have purchased three new machines and also introduced an elaborate bonus scheme for employees to enhance productivity, This latter effort has made some difference but hardly anything near the targeted output .Therefore ,the company is still unable to meet its customer obligations. A business friend of the two brothers has advised them to engage a work study expert to analyses what the problem could be.

Q1.Expain five reasons why the two brothers decided to go into partnership business [10mks]

B .Explain five ways which can be used by the partners in order to retain their workforce.[10mks]

c. Explain the five measures that the company is taking in order to maintain and retain its customer.

[10mks]

d. Highlight five advantages of medium size business

[10mks]

2a 1. Highlight four characteristics of a business name.

[4mks]

li Highlight the importance of a business plan to an entrepreneur and the financier

[10mks]

b Explain five entry strategies that can be used by an entrepreneur .

[6mks]

3 a Explain five factors you ought to consider when borrowing money from a financial institution.

[10mks]

3 b Explain the requirements for entry into self-employment .

[10mks]

4 a. Explain the five characteristics of entrepreneurs

[10mks]

b. Highlight any five myths associated with entrepreneurship

[10mks]

5a. Self-employment arises a lot of benefits to the entrepreneur. Explain the benefits that accrue from self-employment.

[10mks]

5b. Explain five factors to consider when evaluating and screening a business idea.

[10mks]