

**NATIONAL UNIVERSITY OF LESOTHO
INSTITUTE OF EXTRAMURAL STUDIES
DEPARTMENT OF BUSINESS AND MANAGEMENT DEVELOPMENT
BACHELOR OF ARTS IN BUSINESS AND ENTREPRENEURSHIP
BBE3301- ENTREPRENEURSHIP II**

JANUARY 2023

TIME: 3 HOURS

MARKS: 100

Instructions

1. This paper consists of **FIVE** questions
2. Question one is **compulsory**
3. Answer any other **THREE** questions
4. Remember to follow instructions on your examination folder

QUESTION 1

You have been appointed as a consultant to advise Thulo trading, a start-up company that is intended to trade on wool and mohair. Your first task is to help them develop a business plan for their business.

Required:

- a) Briefly discuss any **FIVE** contents (topics) of the business plan (*show what each topic entails*). [25 Marks]

QUESTION 2

- a) What is a Joint Venture (JV) (3)
b) Discuss what should be included in a JV agreement (5)
c) Discuss any **FIVE** the key advantages and **FIVE** disadvantages of a JV (10)
d) Explain why most business agreements should be in writing. (7)

[25 Marks]

QUESTION 3

- a) Define Ecommerce (2)
b) Mention and define any **FOUR** types of Ecommerce (8)
c) Discuss any **FIVE** advantages and **FIVE** disadvantages of to an entrepreneur/ an organization (10)
d) Briefly discuss any Online marketplaces showing how it operates (5)

[25 Marks]

QUESTION 4

Lithakali Construction (a business that specializes in road constructions) and Lihomane Blasters (a company that specializes rock drilling and blasting) intend to go into a strategic alliance to tackle a big highlands road construction tender under the Lesotho Highland Water Project phase II in Polihali

Required:

- a) Define Strategic Alliance. (5)
b) Advise the two entities (Lithakali Constructions and Lihomane Blaster) on which strategic alliance they should engage in; stating its advantages and disadvantages (20)

[25 Marks]

QUESTION 5

As an aspiring Agro-entrepreneur, you have been invited to Pitso Farmers networking event where other players in the industry will be attending.

Required:

- a) Explain how you will prepare for the event and how you will conduct yourself at the event (15)
b) Discuss any **FIVE** benefits of building business networking (10)