

NATIONAL UNIVERSITY OF LESOTHO

FACULTY OF EDUCATION

B. ED. (PRIMARY) PROGRAMME FINAL EXAMINATIONS

COURSE CODE & NAME: BEP 1316 BUSINESS ENTREPRENEURSHIP

DATE: JUNE 2023

TIME: 3 HOURS

MARKS: 100

SECTION A

Answer all questions in this section

QUESTION 1

- (a) Explain added value in business and show how businesses can increase it. (10)
- (b) Discuss **two (2)** reasons why a business has to undertake market research. (4)
- (c) Explain any **four (4)** the importance of drawing business plan. (8)
- (d) Analyse **two (2)** advantage and **two (2)** disadvantage of becoming a private limited company. (8)
- (e) Differentiate between product-oriented and market-oriented businesses. (10)

[40 marks]

SECTION B

Choose any three questions from this section

QUESTION 2

- (a) Explain **two (2)** ways in which businesses are structured. (4)
- (b) Discuss **any four (4)** reasons why most businessmen still prefer to remain in soletradership despite their limitation. (16)

[20 marks]

QUESTION 3

(a) Outline how a business activity can lead to opportunity cost. (12)

(b) Explain **four (4)** benefit for a business of engaging in a joint venture. (8)

[20 marks]

QUESTION 4

(a) Why should entrepreneurs always set objectives for their businesses? (10)

(b) Mention any five (5) stakeholders to the business and show their interest in it. (10)

[20 marks]

QUESTION 5

(a) Discuss **five (5)** factors that businesses consider when pricing their products. (10)

(b) Explain **three (3)** types of products and show how a business can market them.

(10)

[20 marks]