UNAM
UNIVERSITY OF NAMIBIA

FACULTY	Education and Human Sciences		
DEPARTMENT	Applied Educational Sciences		
MODULE	Entrepreneurship for Educators		
MODULE CODE	MHE3812		
DATE	October 2025		
DURATION	3 hours	**MARKS**	100

FIRST OPPORTUNITY EXAMINATION PAPER

Examiners: Ms. A. Katjiteo

Moderator: Mr. F.N. Johannes

INSTRUCTIONS

- Answer **ALL** questions in Sections **A** and **B**,
- In Section **C**, answer **ANY TWO** questions.
- Show all workings for calculations and state assumptions.
- Critical thinking and logical reasoning is strongly encouraged.
- Write neatly and legibly

This Examination Paper consists of **6 PAGES** including the cover page

SECTION A [20 marks]

Question 1 - Multiple Choice (10 marks)

Select the correct answer.

1. Which of the following best describes **entrepreneurship**?
   A. Managing an existing business
   B. Identifying and exploiting opportunities under uncertainty
   C. Buying shares in a company
   D. Government regulation of SMEs

2. Which statement is true about **entrepreneur vs entrepreneurship**?
   A. Entrepreneur is a person; entrepreneurship is the process
   B. Both mean the same
   C. Entrepreneur is a process; entrepreneurship is a person
   D. None of the above

3. Which is a **characteristic of successful Namibian entrepreneurs**?
   A. Avoiding all risks
   B. Calculated risk-taking and resilience
   C. Depending only on government grants
   D. Ignoring innovation

4. Which of the following is a **barrier to creativity**?
   A. Fear of failure
   B. Brainstorming
   C. Cross-functional collaboration
   D. Design thinking

5. **Limited liability** means:
   A. Owners' losses are limited to their investment
   B. Owners are liable for all debts
   C. Owners' liability is unlimited
   D. The business cannot borrow

6. Which is **NOT** a 4P of marketing?
   A. Product
   B. Price
   C. People
   D. Place

7. A **source of innovation** includes:
   A. Only R&D labs
   B. Unexpected occurrences and market changes
   C. Tax incentives only
   D. Asset disposals

8. Which is an **advantage of a sole proprietorship** in Namibia?
   A. Limited liability
   B. Simple to start and full control
   C. Easy to raise large capital
   D. Complex compliance

9. A **franchise** typically offers:
   A. Full autonomy and no royalties
   B. Established brand and systems with fees
   C. No training but high creative freedom
   D. No support from franchisor

10. Which of the following is an **area of entrepreneurship**?
    A. Social entrepreneurship
    B. Corporate entrepreneurship
    C. Educational entrepreneurship
    D. All of the above

Question 2 - True/False Questions (10 marks)

a) Entrepreneurship refers to the process of identifying and exploiting opportunities under uncertainty.

b) An entrepreneur and entrepreneurship mean the same thing.

c) Limited liability means that the owner's personal assets are fully protected from all business debts.

d) Creativity and innovation are not important for entrepreneurs in Namibia because markets are small.

e) A close corporation (CC) in Namibia offers limited liability to its members.

f) Fear of failure is a common barrier to creativity and innovation among Namibian entrepreneurs.

g) The 4Ps of marketing include Product, Price, Place, and People.

h) A business plan is only necessary when applying for a bank loan.

i) Social entrepreneurship focuses on creating social value while maintaining financial sustainability.

j) A franchise allows an entrepreneur to use an established brand and system in exchange for fees and royalties.

SECTION B – Short Answer (30 marks)

Question 3

a) Define entrepreneurship and entrepreneur and distinguish between them. (5)
b) Identify five distinct characteristics that contribute to entrepreneurial success. For each characteristic, provide a brief explanation of its significance in the venture creation process.. (5)
c) Explain how culture and values in Namibia influence entrepreneurial behaviour. Give one example. (5)
d) Identify three barriers to creativity and innovation in Namibia and suggest one solution for each. (5)
e) Distinguish between internal and external analysis in opportunity evaluation. Give one tool for each. (5)
f) Discuss two forms of business ownership in Namibia (e.g., sole proprietorship vs close corporation), including one advantage and one disadvantage of each. (5)

SECTION C

Answer any two – Case Studies (2 × 25 = 50 marks)

Question 4: Case Study: Katutura Youth Fashion Brand (25 marks)

A group of young designers in Katutura started a clothing brand called **Urban Roots**, targeting Namibian youth with locally inspired streetwear. They sell via Instagram and pop-up stalls at events.

Required:
a) Identify the **type of entrepreneurship** Urban Roots represents and justify your answer. (5)
b) Discuss **three benefits** and **three challenges** the founders face in Namibia's context. (6)
c) Suggest **three practical solutions** to overcome these challenges. (6)
d) Explain how **creativity and innovation** can help Urban Roots remain competitive. (8)

Question 5: Case Study: Swakopmund Eco-Tourism Start-up (25 marks)

A teacher in Swakopmund wants to start an eco-tourism business offering guided desert tours for schools, focusing on environmental education.

Required:
a) Outline a **basic marketing plan** for this venture, including:

- Target market
- Positioning statement
- 4Ps (Product, Price, Place, Promotion) (10)
  b) Explain **two barriers** the entrepreneur might face in promoting eco-tourism in Namibia and suggest solutions. (6)
  c) Discuss **two societal benefits** of this business for Namibia. (4)
  d) Identify **two reasons** why the entrepreneur should start a new business rather than buy a franchise. (5)

Question 6. Case Study: Oshakati Poultry Farm (25 marks)

A small poultry farmer in Oshakati wants to expand production to supply eggs to local schools. The following data is available for Month 1 (in NAD):

- Owner invests **N$50,000** cash
- Buys feed and chicks for **N$30,000** (on credit)
- Cash sales **N$25,000**, credit sales **N$10,000**
- Operating expenses paid cash **N$6,000**
- Cash paid to suppliers **N$12,000**
- Depreciation on equipment **N$1,000**
- Closing stock **N$8,000**

Required:
a) Prepare a **basic Profit & Loss Statement** for Month 1. (10)
b) Prepare a **basic Balance Sheet** at month-end. (8)
c) Calculate and interpret:

- **Gross Profit Margin**
- **Current Ratio** (7)

END OF EXAMINATION